



Client

The Client for this project is a fictional non-profit organization called Offworld Promotions. It is a promotion company that puts together musical events and showcases. The money that is earned from the events is donated to local schools and Parent Teacher Organizations to aide in the expenses for the Music departments. I am creating a flash based website to help deliver important information across the world wide web.

Target Audience

The target audience for this project would be males and females from any age with a love for music. The target audience would also be individuals that want to join forces with Offworld Promotions and be a part of this effort. This effort will, again, be greatly expanded by the use of a website to help deliver specific information. The more people that can be reached, especially in a digital medium like the web, would be an extremely beneficial option for these music departments that are having a hard time trying to keep the dream of music alive for children.

Site Goals

The goals of the site are very straight forward. Save the music. Much like the Save the Music foundation, Offworld Promotions aims to help those with in reach near local schools and districts. Each showcase that is put together offers a wide range of music from Jazz, Bluegrass and Country to Rock, Pop and the Blues. These are just a few musical mediums that these showcases span. The artists that are involved are all part of this important goal as they donate the proceeds that are achieved at these events. The web site would be a great way to gain more artists and companies to join the cause.

Audience Goals

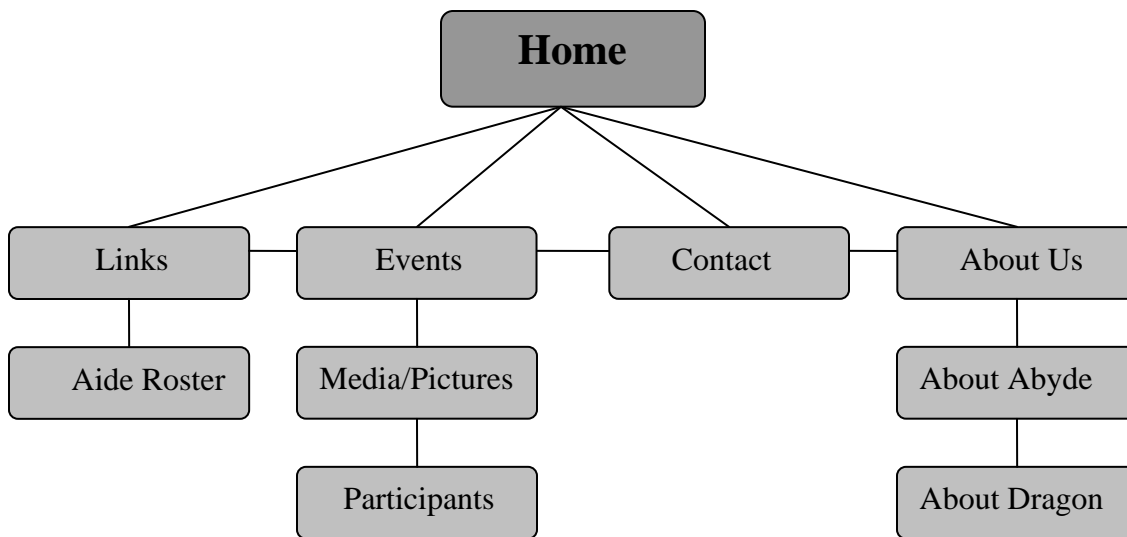
With this website, the audience goals would be achieved by providing information about the showcases and events such as dates, times, locations and artists that are performing as well as ideas and options that they may be able to participate with.

User Experience

Flash based design for this website will offer the viewers an interactive approach to gaining the information that is available about these events. This approach will allow the user to view or participate in events that are scheduled. By utilizing flash technology, we have a stronger chance of presenting this information due to the amount of media that can be viewed and stored with in the file, for quick and flawless viewing. Using flash for the viewing experience will also allow this site to be more illustrative as well as enjoyable.



Web Site Flowchart



Page Information

Home Page

The main page of the site is the home page. From the home page, users will be able to read a passage that explains the company and its purpose as well as any recent news items.

Links Page

The links page will offer information about the musicians and artists that take part in showcases and events. It will provide users with their contact information to help the effort of crosspromotion. From the links page, users will also be able to navigate to the Aide Roster.

Aide Roster Page

The Aide Roster page will offer details on the schools and Parent teacher organizations that Offworld promotions has provided for as well as the financial benefits that have been provided.

Events Page

The Events page will simply detail the upcoming events and showcases that Offworld Promotions is planning and working on. From the Events page, users will be able to navigate to the Media/Pictures page and the Participants page.

Media/Pictures Page

The Media/Pictures Page will show image files from past shows, the people that were involved and the arenas or venues that shows were held at.

Participants Page

The participant's page will offer the user information that explains who the people are that run Offworld Promotions and the roles that they play in the company.

Contact Page

The Contact Page will simply allow the users to have access to our contact information as well as our sponsor companies (Abyde Studios and Dragon Graphics).

About Us Page

The About Us Page will describe in detail the nature of Offworld Promotions and its goals. It will simply explain who we are and what we are about.

About Abyde

This link from the About Us Page will detail information about our sponsor company Abyde Studios.

About Dragon

This link from the About Us Page will detail information about our sponsor company Dragon Graphics.

Web site Wireframe



This Wireframe model depicts the graphic layout of the Offworld Promotions web site. Each of the green highlighted boxes will represent different sections on each page. The footer, menu, brand logo and background image will all stay consistent throughout the site. The page name (which is a dynamic text field) and content window, will change according to the relative content. The content box will be a place holder for images, text fields and any other media format that will be relative to site information. The content window will have an opacity effect giving the illusion of an actual window. The footer will contain legal disclaimers and design credits. The navigation will contain the menu for the site as described in the flowchart listed above.

Typography

The main text in the site will be in the Verdana font set with a size between 12pt and 14pts. An example of this font and size is as follows: [This is an example of Verdana font size 14](#). The color of the font will be White: HEX# ffffff RGB: 255, 255, 255

The font color for link mouse-over actions will be Green: HEX# 669900 RGB: 102, 153, 0

Color Scheme

The base color for this site is Black: HEX# 000000 RGB: 0, 0, 0, It is the flat background the main image is upon. Other colors that will be used in the site will be represented in the family of white and green as listed in the typography section. This is to stay as close to the colors in the main image as possible.

ActionScript 3.0

Since this web site will be created in Flash CS3, it will incorporate a large amount of actionscript programming to aide in its design. Actionscript 3.0 is a diverse and powerful programming language that allows for the creation of rich interactive internet applications. The use of actionscript 3.0 will help to import media with special loader class functions. It will also let us create special code variables that enable the sites content to function flawlessly. An example of actionscript will be found in the page titles on each of the web sites pages. We will use actionscript to dynamically place text that details the exact page that the user is on. The text will change according to the users navigational choices and reflect the proper name once the link has been activated. This will help alleviate any confusion that the user may have and provide a more comfortable viewing experience for the user. Among the many beneficial uses of actionscript, one of the most important will be the amount of time it saves in design aspects, a very cost effective application for this project.