



April Wallace - STOMP - Concept Note

THE NAVIGATION SCHEME:

I used six links at the top of the page will include: Home, Performers, Auditions, Shows, Media, and Contact Us. Through-out the site you can learn about the history, download audio and video, and pictures of their performances. I placed a callout box to the right with options of buying tickets.

THE FEEL/THEME OF THE INTERFACE:

Typography, graphical elements and/or themes-

The site's feel is relevant to the group, "Stomp", making the user feel like they have been brought into the show by the use of typography, graphics, colors, and sound. The interface has an edgy, simple, yet somewhat grungy feel. I gave it that edgy look by making it two-dimensional using multiple tables with thin border colors of gray and orange. I placed a callbox for current news to the right of the main content but above the callbox for buying tickets. From my viewers at home, these were the main two things they wanted to see available.

-Colors-

The main colors for the site's interface are orange (#e27c27), gray (#c0c0c0), and white (#ffffff). Orange is very lively, cheerful and signifies exuberance and creativity – as what the group, "STOMP" represents. White standing for things such as: purity, harmonious, and spirit. Because of the fact that STOMP is a comical percussion group whose assets are choreography and rhythm, the colors of orange and white (with some orange in the logo) will be very appropriate for the look and feel of the interface.

THE LOGO:

The logo I designed is a tin can with the appeal of drum sticks tapping on the top of the can.