



Actor/Singer/Dancer Website Proposal

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IMD412

PROFESSOR: MACK H DUDERSTADT

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Project Brief

Tommy Jocelyn is a professional actor, singer and dancer who is seeking a website to establish a strong online presence, which can be used as a key marketing tool, helping to promote him and his skills. I will create a vibrant and successful website, that helps him showcase his talents, engage with his fans and help him to connect with prospective employees.

When finished, this site will function as a template for other actors, singers and dancers who are seeking to establish a strong online presence through a personal website.

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Target Audience

The target audience for this site includes industry professionals in the theater, film and television fields: directors, producers, agents and management teams who are seeking out new talent or would like to know more about the talent that they have met and/or hired. The target audience also includes fans that have connected with the actor/performer through performances and/or social media and would like to learn more about them. These audience members include children and adults who seek a closer connection with actors/performers.

All target audience members have at least a basic understanding of website navigation and regularly use social media and handheld devices.

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Objectives

- Providing an online presence and clear brand identity through current design trends for each actor/performer client.
- Layout & design with a “mobile first” mentality for maximum responsiveness.
- Simple, user-friendly navigation.
- Strong visual hierarchy.
- Provide a place for producers, agents and management teams to learn about the actor/performer and contact them.
- Strong SEO techniques attracting more industry professionals to the site.
- Integration of social media platforms and email sharing.

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Content

Each client, in this case Tommy Jocelyn, will provide all content including high resolution images, videos, all written content, resume and contact information. All content will be adjusted to fit the layout and design of the site. The following pages will be included in the site:

- Home
 - Current projects
 - Biography
 - Photos
 - Reel
 - Resume
 - Contact

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Website Timeline

The project will be completed within a five-and-a-half-week schedule, allowing for feedback and revisions. Upon acceptance of proposal the first step of this project will be to assess existing or anticipated brand guidelines, perform a competitive review and hone the strategy and planning that will guide the balance of the project. The online strategy developed will inform content, feature-set, and approach to design. When the site has been thoroughly reviewed, we will be ready for launch.



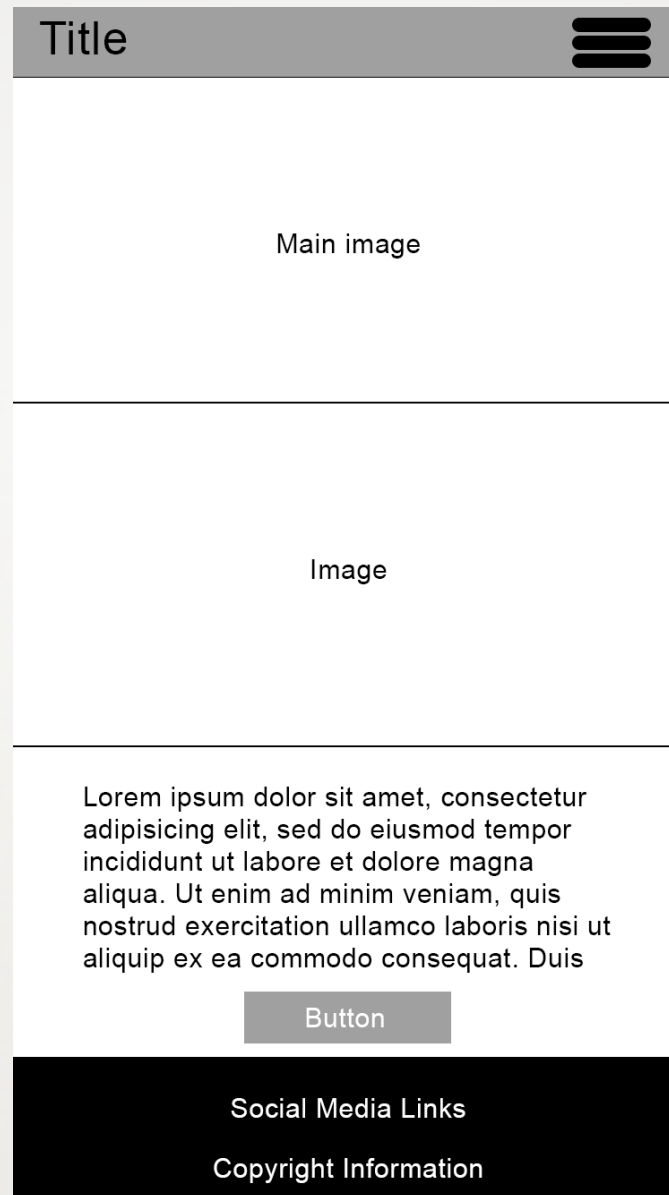
Actor/Singer/Dancer Wireframes

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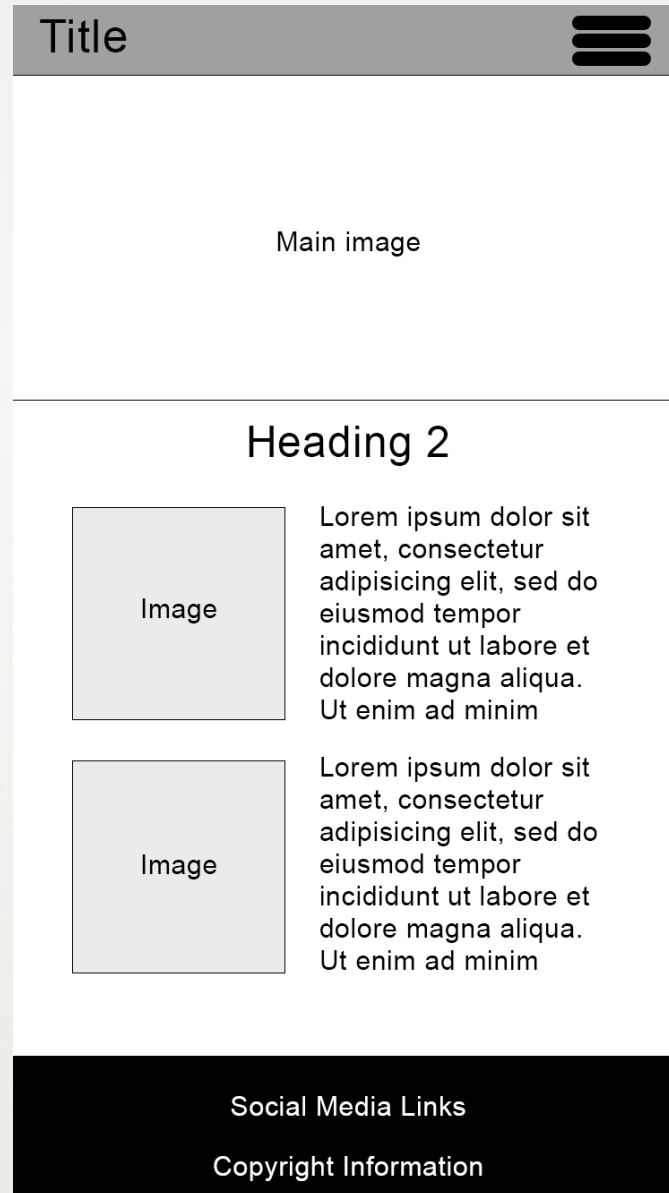
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2 Home Page – Mobile Breaking point < 768



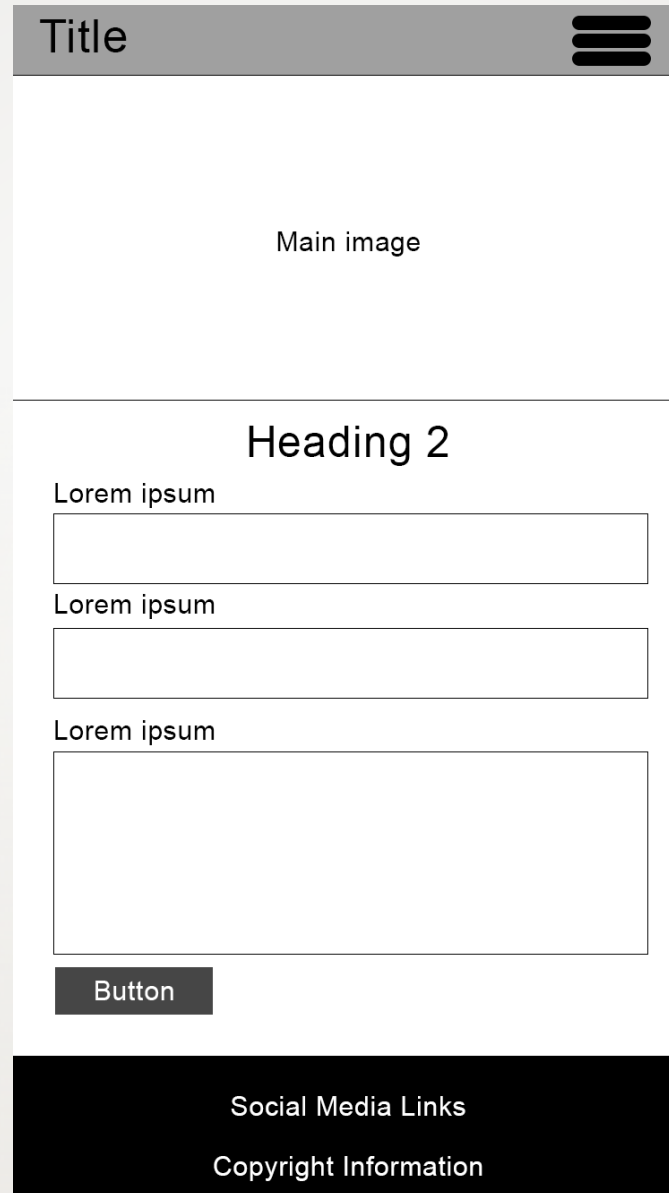
3 Projects Page – Mobile Breaking point < 768

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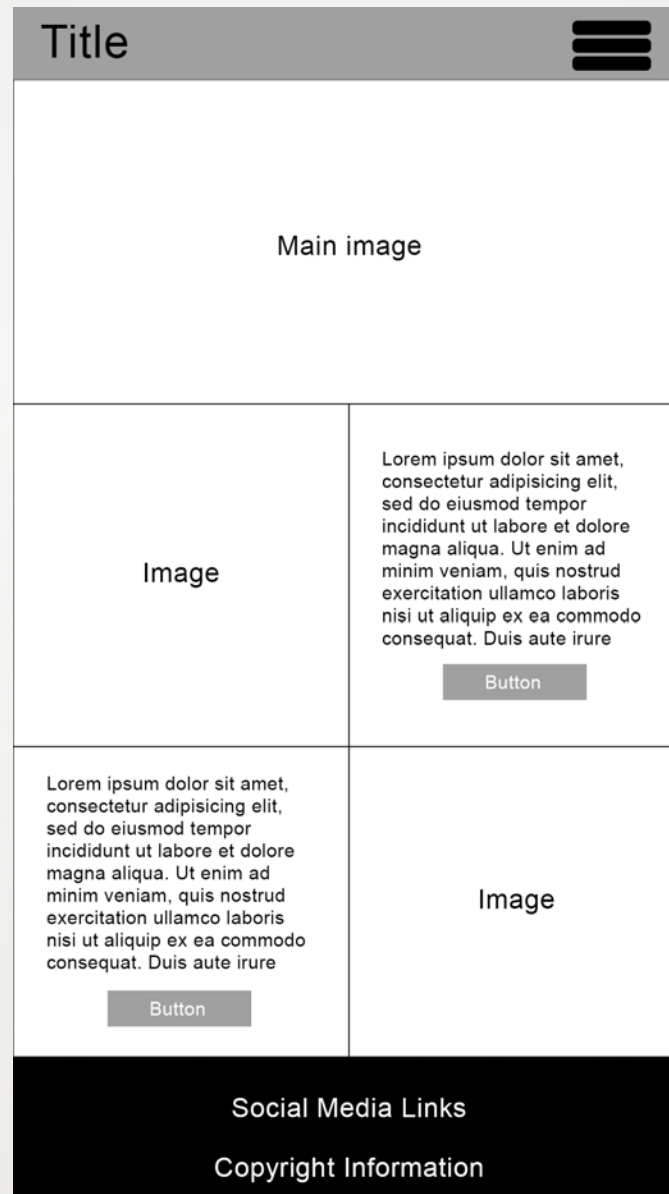


4 Contact Page – Mobile
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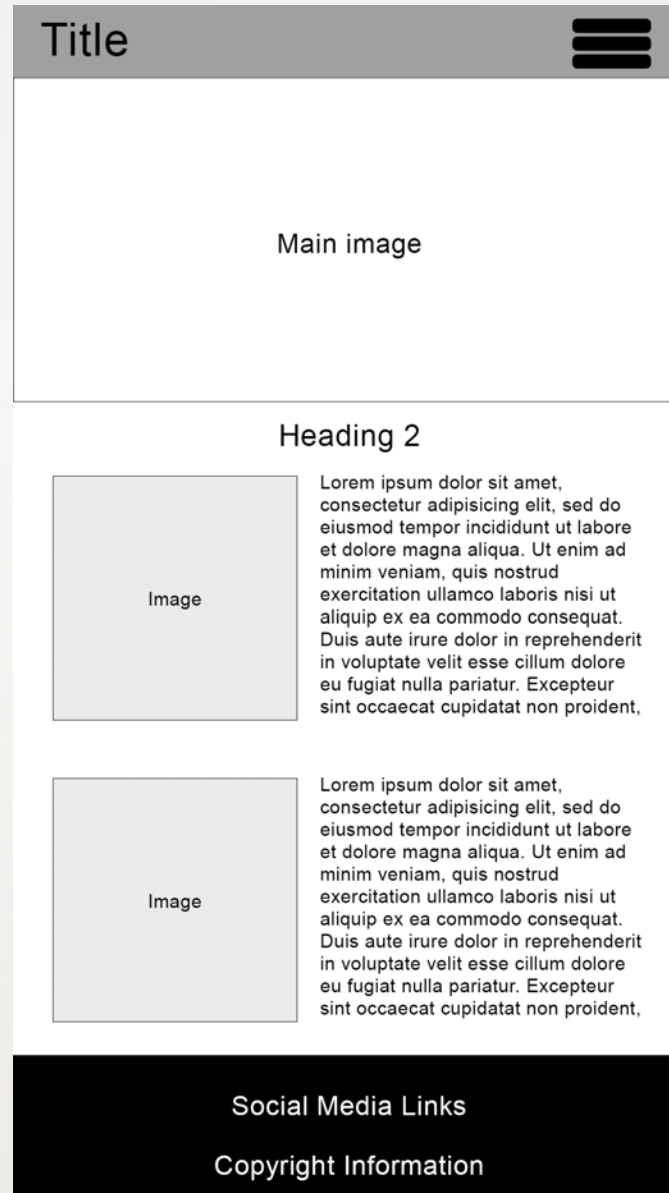
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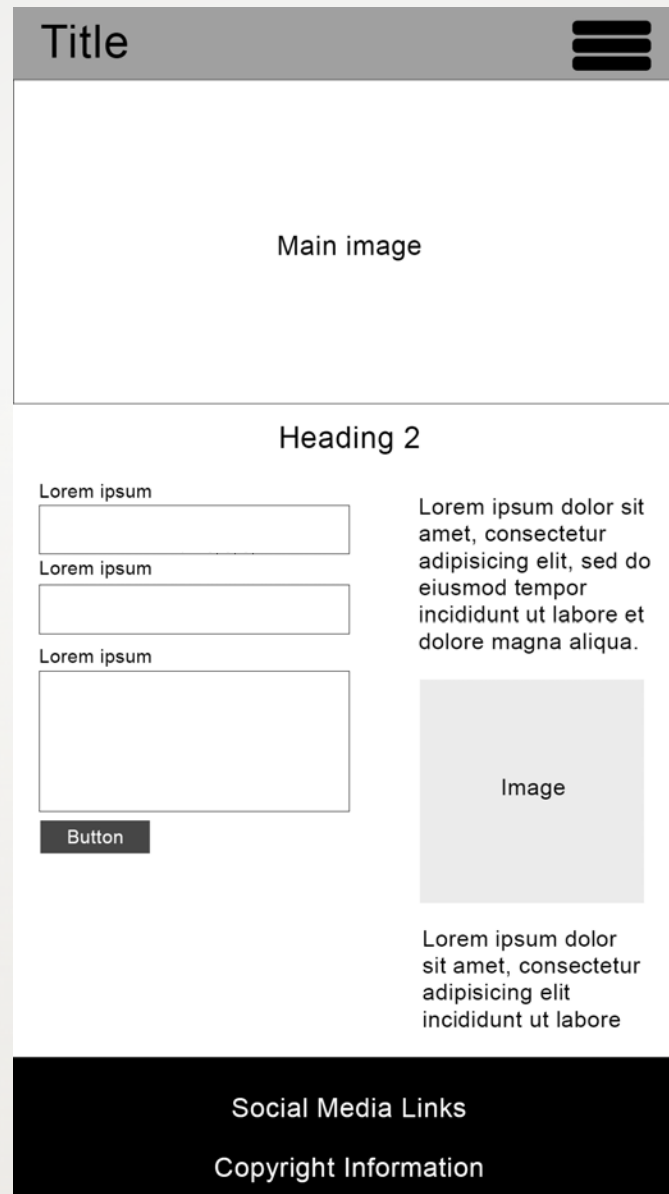
5 Home Page – Tablet 1024 > Breaking point > 768



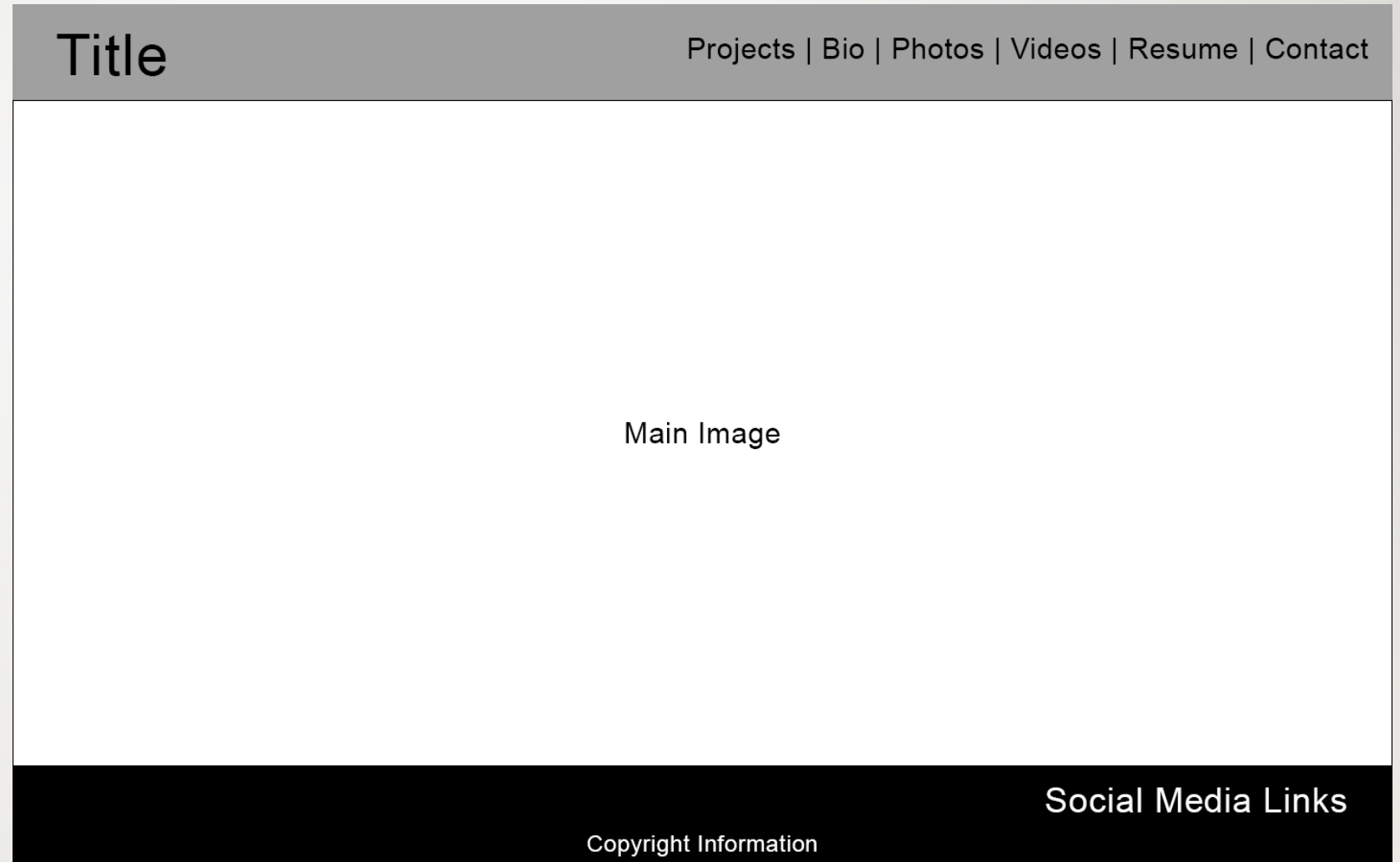
6 Projects Page – Tablet 1024 > Breaking point > 768





7 Contact Page – Tablet 1024 > Breaking point > 768



8 Home Page – Desktop
Breaking point of >1024



9 Projects Page – Desktop
Breaking point of >1024

Title		Projects Bio Photos Videos Resume Contact	
Main Image	Heading 2		
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Copyright Information		Social Media Links	

10 Contact Page – Desktop Breaking point of >1024

Title Projects | Bio | Photos | Videos | Resume | Contact

Heading 2

Lorem ipsum

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Button

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Image

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