



Design Brief

Farhaana Beato

Interactive Design Concepts

IMD 110

Joanna Dacko

THIS INTERACTIVE MEDIA PROJECT WAS CREATED BY A STUDENT FOR EDUCATIONAL PURPOSES AT THE ART INSTITUTE OF ATLANTA AND IS IN NO WAY INTENDED FOR COMMERCIAL GAIN OR AS A SOURCE OF PUBLIC INFORMATION.



Goals of the Website

The goal of the overall website is to reveal the talents of Acoustic Scars. In the website there will be pages available for tour dates, bios, and image galleries of the band itself. This will be a “one-stop-shop” for all thing Acoustic Scars. The band has had much international success thus far and this site can catapult them even further. This site can be an opportunity for further exposure and a personable connection to the fans.

Target Audience

Who can benefit from this site?

1. The band itself as well as its management to get the word out about their story, tour dates, etc.
2. Existing fans can benefit from this site to learn additional history about the band and know when they will be available in concert.
3. Prospective fans who may not know the band at all or in detail. This is an opportunity for them to find new music to inspire their lives.

Color Scheme





Typography

INKED GOD

Calibri

SYNCOPE



Sitemap

ACOUSTIC SCARS SITEMAP

