

Event Websites

ART326

**“ Design is a plan for
arranging elements
in such a way as
best to accomplish a
particular purpose.**

CHARLES EAMES

**[an event website] is
a plan for arranging
elements in such
a way as best to
accomplish [x].**

Event website goals

Increate event visibility

Calls to action (make purchase, register)

Another point of contact

Make decision on attending (cost, distance,
benefit to personal / professional life)

Identity

You will create an identity for your site.

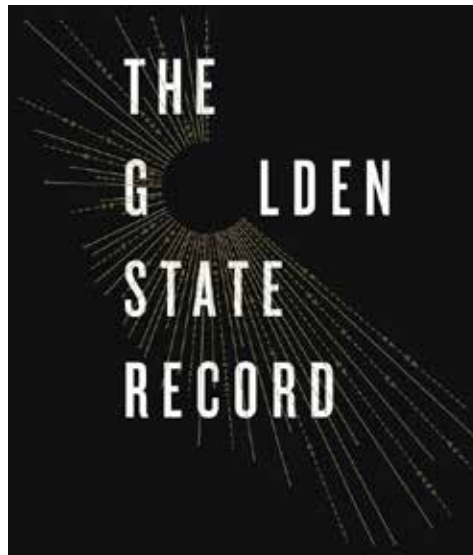
The **first thing someone will see is your logo.**

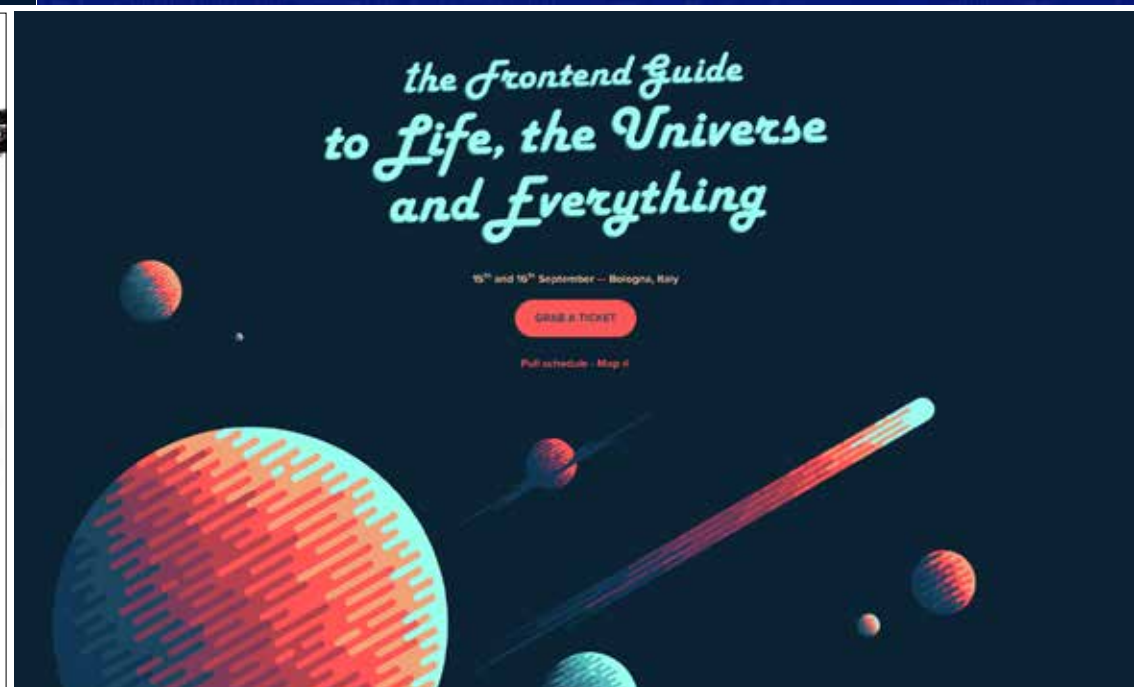
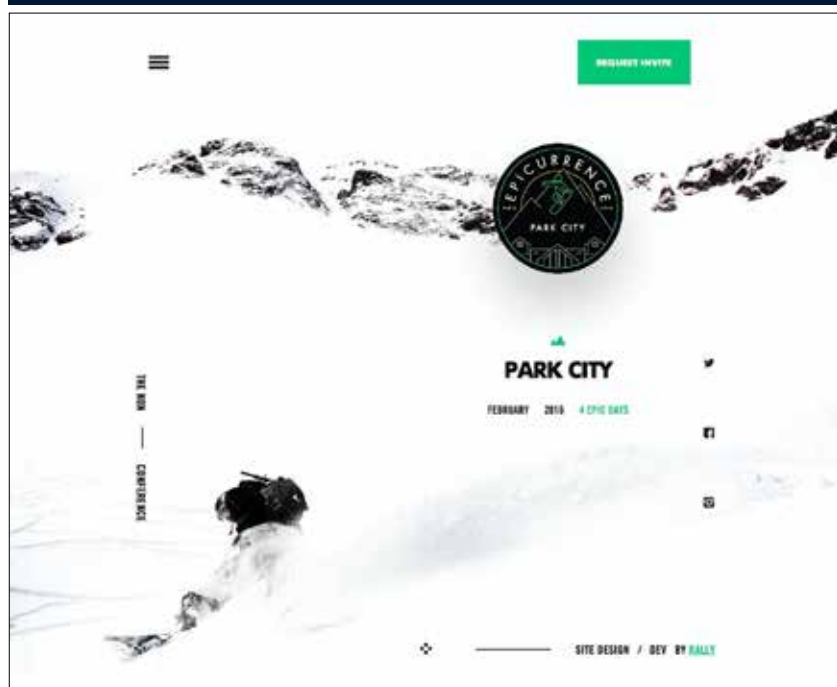
Create a **memorable** logo.

Keep the logo near the top of your design.

TIP #1: Always link your logo to your homepage.

TIP #2: Show your roommates your logo concepts. Ask them a couple days later which one stuck out the most to them?





Tagline / Statement

When a person arrives at your site, they want to know who you are + what you do. A tagline explains that. Keep it simple and clear.

**Pandemic Powers:
Tech's Opportunities
and Challenges**

A stationary, drive-by parade

**A festival
of jazz in
Sydney
this winter.**

**LIGHTS. SOUND.
STRUCTURES. CREW.
ACTION.**

**CREATIVE TALKS,
GOOD PEOPLE,
GREAT FOOD.**

Welcome to the Revival
Mountain Air.
Inhale. Exhale.
Adventure.
Relax.
Revive.

CINCINNATI'S WEB INCUBATOR
Helping early-stage startups get their ideas off the ground.

**Social media[®] is
always adapting**
2909.21
That's where we come in.

What can you include?

About / Description

Dates / Times / Location

Speakers

Schedule

Sponsors

Experience Walk-through

FAQ

Tickets / Registration

CALENDAR

FRI

Mar/
06

9:00am **Company Check-in**
SCAD Museum Theatre

10:15am **Opening Statement**
SCAD Museum Theatre

10:30am **Student Showcase**
SCAD Museum Theatre

12:00pm **Group Lunch (All Employees)**
SCAD Museum - 2nd Floor

1:00pm **15 min Break**

1:15pm **"Women in Motion"**
SCAD Museum Theatre

2:30pm **30 min Break**

3:00pm **Portfolio Reviews**
Auditorium

SAT

Mar/
07

9:00am **Student Panel**
SCAD Museum Theatre

10:00am **Portfolio Reviews (Group A)**
SCAD Museum - 2nd Floor

10:15am **"Cross-Platform Design"**
SCAD Museum Theatre

11:45am **Employee Lunch (Group B)**
SCAD Museum - 2nd Floor

1:00pm **Portfolio Reviews (Group B)**
SCAD Museum - 2nd Floor

1:15pm **Employee Lunch (Group A)**
SCAD Museum - 2nd Floor

2:30pm **"You Can Say It All"**
SCAD Museum Theatre

4:00pm **Keynote Speech**
SCAD Museum Theatre

5:00pm **Award Ceremony**
SCAD Museum Theatre

Schedule

Day 1

Day 2

Day 3

11:00 am - 11:15 am **Opening Statement**

11:15 am - 11:30 am **Title Sequence**

11:30 am - 12:30 pm **Keynote**

12:30 pm - 1:30 pm **Lunch Break**

1:30 pm - 2:45 pm **Student Showcase**

2:45 pm - 4:00 pm **Pushing Ideas Through Collaboration and Discipline Variety Panel**

4:00 pm - 5:00 pm **CoMotion Branding Behind the Scenes Panel**

Schedule

Thursday

Group discussion 9AM

Workshops / Skiing 10AM - 4PM

Dinner 6PM

Group Discussion 7PM

Group Discussion 8PM

Friday

Group discussion 9AM

Workshops / Skiing 10AM - 4PM

Dinner 6PM

Group Discussion 7PM

Group Discussion 8PM

YEW!

Earlybird \$999

Schedule

Monday, September 26

8:30 - 9:25

Registration & Breakfast

Get your badge and swag bag, grab some coffee and a seat, and get ready for the show to start!

9:25 - 9:30



Claudina Sorohe
Emcee's Introduction

Leading us through the two days of talks, we're proud to have SassConf & GothamSass co-founder Claudina Sorohe on board as our master of ceremonies. She'll be chatting with speakers between talks, fielding questions from attendees, and generally helping make sure our transitions - CSS and otherwise - go smoothly.

Target Audience

Q: Why must you understand your target audience?

A: It is essential in selecting the works that will go into your portfolio, and in designing your site for that particular audience.

Give your target user profile a name, let's say Bob.
Ask yourself, what would Bob want to see?



Target Audience

Who will visit your site?

When deciding where you want to work, ask yourself:

Urban vs. Rural?

What is the demographic location?

What is the culture of the area you wish to live in?

If you were an employer, what would you want to see on a potential hire's site?

For this project, you will create **1 user profile**.

SAMPLE PERSONA: EMILY JOHNSON

Veteran investor, novice web user

Age 72

Residence Cape Cod, Massachusetts

Internet experience Novice

Primary uses Banking, email

Favorite sites Fidelity, AOL

Average time online 3 hours/day

*"I love the independence of the web,
but I wish it wasn't so hard."*



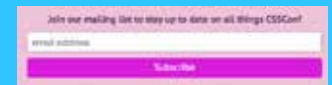
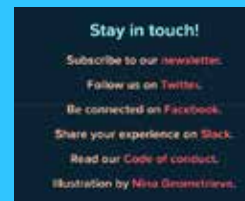
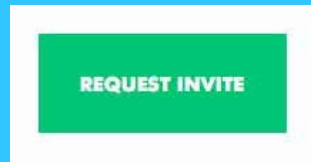
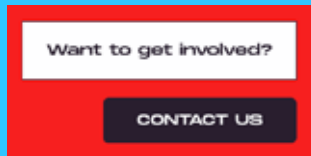
Emily has been retired for eight years. She taught grade school in the Watertown school system for forty years. She learned to budget her finances by raising a large family on a small public school teacher's salary. When she retired, she sold her house of forty-three years and moved to an inexpensive condo. With the income from her house sale, she began to explore investing. Initially she worked through an agent, but then she began managing her own investments through the web. Emily has had great success, more than doubling her initial investment over the course of ten years.

Emily is often frustrated when using web sites. She has an intuitive sense about investing and thoroughly understands the mechanics of the process. However, she sometimes makes mistakes when managing her accounts online. When she encounters difficulties, she blames her physical shortcomings—her arthritis, which makes it difficult to manipulate interface elements, and her failing vision, which makes it difficult to read.

Call to Action

A **call to action** is the action you want your visitors to take once they arrive.

Each page should have one.



Make the action clear. A large button linking to another page is one solution.

What are some other calls to action your site might have?

Homepage / Subpage Consistency

Create a brand—attract attendees through visual identity.

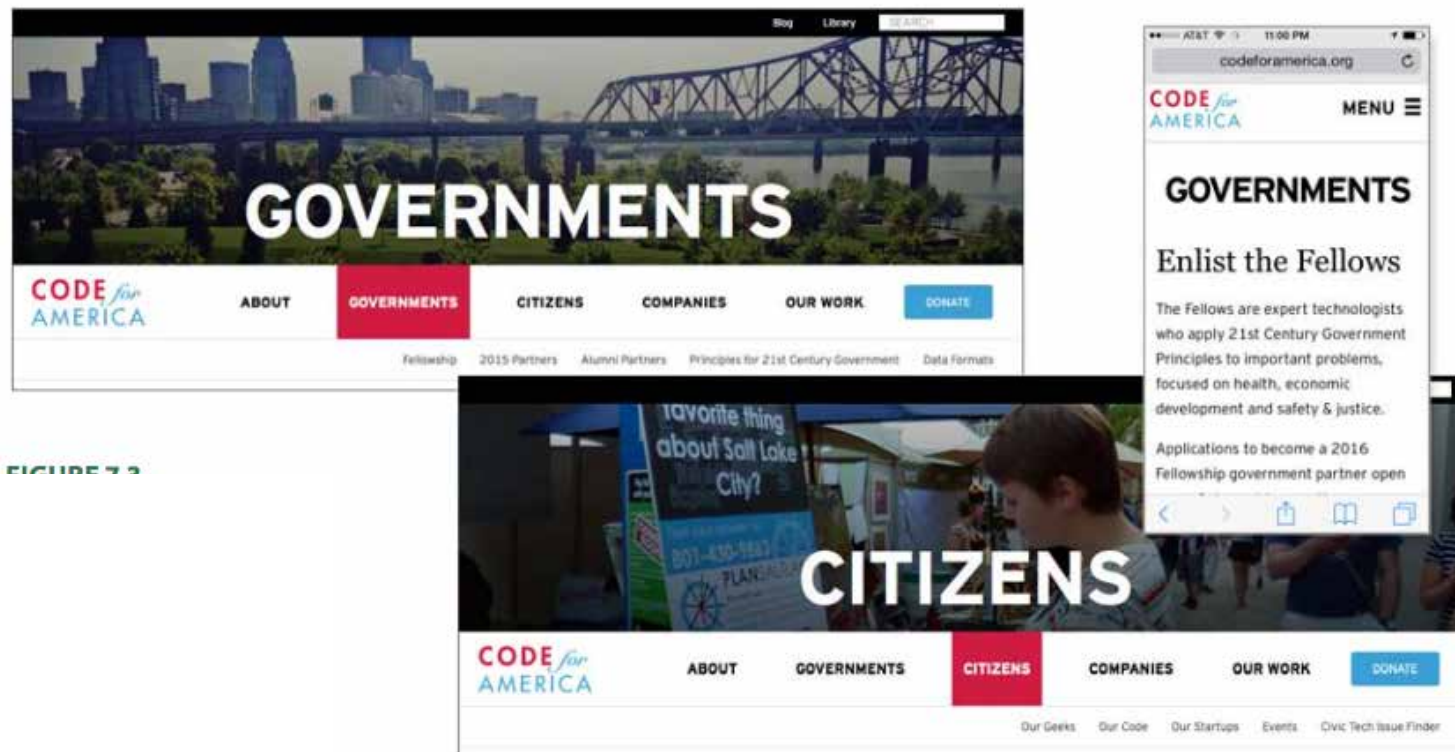


FIGURE 7.2

“You are here” Cues

Orientation + consideration of how they arrived



Social Media

Stay in touch!

Subscribe to our **newsletter**.

Follow us on **Twitter**.

Be connected on **Facebook**.

Share your experience on **Slack**.

Read our **Code of conduct**.

Illustration by **Nina Geometrieva**.

