

PROJECT PROPOSAL FOR MUSICIANS OF THE GRAND HOUSTON OPERA ORCHESTRA

Client Name: Christina Medawar

Web Team: Starr Harris, Sam Mchaney, Dini Nadzaruddin, Mitchell Thomson

Project Description:

The team consists of two Web Designers (Starr Harris and Dini Nadzaruddin) and two Web Developers (Sam McHaney and Mitchell Thomson), who are currently enrolled in the Advanced Web Design & Development Projects at Seattle Central College. The goal of this course is for each Web Team to work with a non-profit organization to help redesign or build a new website. Our Web Team has been tasked to redesign the Musicians of the Grand Houston Opera Orchestra's website. Our Client's name and primary contact for this project is Christina Medawar a flutist for the orchestra. The goals of this project are to re-design and develop an informational website with a Content Management System (CMS). The project will be viewed publicly and privately via the world wide web.

The project is intended to improve the effectiveness of the Musicians of the Grand Houston Opera Orchestra's public website and to provide biographical information about the 49 professional musicians who are a part of the organization. Requirements include:

Design: Creation of an on-brand website design that represents the identity of the Musicians of the Grand Houston Opera Orchestra

Technology: Implementation of a Content Management System (CMS) powered by WordPress as to allow the Client to update and manage their own content.

A. Functional requirements

The project will be produced by the Web Team with the following functional requirements:

Organization background: Short background and history of the Client

Musicians Bio: Complete list of all 49 musicians and their bio

Calendar: Dynamic calendar that can automatically populate from listed events

Blog: News and updates that will be automatically synced with Client's social media accounts. The blog posts can also be shared across many social media platforms.

Press/Reviews: Press articles written about Client and reviews

Responsive design: Create a responsive website design that renders correctly across multiple platforms and devices.

Gallery/Media: Ability to upload and add photos and videos

Social media buttons: Client to set up social media accounts

Donate button: Donate button to be linked to Client's PayPal account to allow site visitors to donate

B. Content requirements

Branding: The project will incorporate Musicians of the Grand Houston Opera Orchestra's logo and brand specification to be designed and proposed by the design team with the approval from Client.

Media: The project will incorporate photos supplied by the Client. The Client will be responsible for approval and licensing of photographs.

Written Copy: The Web Team has requested the following written documents from the Client:

- ❖ Organization biography
- ❖ Musicians biography
- ❖ Press reviews/articles
- ❖ Calendar of events

The Web Team will incorporate this information into the project. Any additional information will be incorporated into the project by the Client via a CMS (Wordpress).

C. Technology requirements

The project will be produced by the Web Team with the following technology requirements:

Markup: Markup code for the website will be written in valid HTML5 as to control the structure of website components, including: navigational elements, photos, and text. The markup code will adhere to standards as set forth by the W3C (www.w3.org).

Presentation: Presentation code for the website will be written with Cascading Style Sheets (CSS) as to control the design and layout of the website components, including: navigational elements, photos and text. Presentation code will adhere to standards as set forth by the W3C.

Scripting: Scripting code for the Project will be written in Javascript as to control item applications, including: rollover images, slide shows, and pop-up windows. PHP will be written as to control elements that interact with the server and the database, including: data forms and content management applications. **ASP or .NET will not be used.**

Database: The database for the Project will be written using MySQL as to control database functionality for website and content management system components. **Microsoft SQL Server will not be able to be used.**

D. Project Phases

The website will be produced by the Web Team as described in the following phases:

Discovery: The Web Team will meet with the Client to clarify objectives, identify preferences, uncover potential marketing and business solutions, discuss goals, and analyze overall needs for the project.

Content Audit: The Web Team will conduct a content audit as to assess how present and potential written and visual content will satisfy user needs assessed during the discovery phase.

Information Architecture: The Web Team will create an information architecture based on the analyzing of data collected during the content audit phase of the project for the Client's review, approval, and sign off.

Content Design: The Web Team will create a (schematic) content design study for all in-scope template pages that will satisfy user needs and that will adhere to the information architecture of the Project for the Client's review, approval and sign off.

Visual Design: The Web Team will create a visual design study consisting of at least three initial visual design concepts that incorporate the Client's logo and brand specifications into the content design of the Project for the Client's review, approval, and sign off.

Development: The Web Team will be responsible for developing the website and content management system with the requirements in the manner as stated above for the Client's review, approval, and sign off.

Launch: The Web Team will be responsible for launching the new website to the Client's server space.

E. Rights of Usage

The Client will adhere to rights of usage described as follows:

1. All project code written by the the Web Team will remain property of the Web Team and will be used as a portfolio piece.
2. The Client is granted usage rights of this project as produced and developed by the Web Team to be used via the World Wide Web only.

F. Project Responsibilities

The Client, will adhere to responsibilities for the Project described as follows:

1. The Client is expected to participate and be available for review and approval of all project deliverables, as described in the project phases section, according to the proposed schedule. If at any time the Project is delayed or halted by the Client, including but not limited to phase acceptance delay longer than 7 days, work on the project may be cancelled.
1. The Client is to understand that this is a class project that is being worked on by students as a learning experience. A reasonable attempt will be made by both instructors of the class and students enrolled in the class to complete the project in a professional and timely manner. However, Seattle Central Community College cannot guarantee nor be responsible for the quality of work produced in this class.

Project Approval

By signing this document, this Project Proposal is agreed upon by the Client and Web Team.

Signature: Christina Medawar Date: 7/13/16

Christina Medawar, Musicians of the Grand Houston Opera Orchestra

Signature: Starr Harris

Date: 7/11/2016

Starr Harris, Web Designer

Signature: Dini Nadzaruddin

Date: 7/11/2016

Dini Nadzaruddin, Web Designer

Signature: Sam McHaney

Date: 7/11/2016

Sam McHaney, Web Developer

Signature: Mitchell Thomson

Date: 7/11/2016

Mitchell Thomson, Web Developer