

New website brief – Artventurous

We need a new design done for a website we are building for Artventurous. Their existing website is <https://artventurous.com.au/>

The target market is Ages 25 to 55, Predominantly Female, Parents- working and stay at home

We want the website to be exciting to look at, making them want to try the classes we offer, but simple to navigate- the quicker the customer can get the info they need and to book is important to us. We are an art school that wants to appeal to all ages from children up to senior. The main age that book our classes are parents (for their kids)- however we are also wanting to expand into classes for parents themselves and seniors.

The site should be Friendly, Fun, Bright , Trustworthy, Cutting edge

I have included a few photos of our studio for you to get an idea of our current branding. We would like to incorporate the cartoon/ comic style of our studio into our website, but still have it so it appeals to adults. Colours are: Orange and purple. Black and white to keep in line with the cartoon feel. I would like the pictures and the logo to stand out, but the rest to incorporate the simplicity of the black and white cartoon style.

I like lime tree kids layout (www.limetreekids.com.au). I think it is easy to navigate but also draws you in. Like the slide show, and the items for purchase on home page. I also think the pop up that comes up and tells viewers what classes have been booked or products that are sold is a must for our website. I would like our logo to be bigger across the top than what lime trees kids has though. Also this website <https://www.museumofbrisbane.com.au/whats-on/the-storytellers/> , the imagery of the museum exhibit is what our studio is like. Maybe you could incorporate the cartoon elements into the site eg: Cartoon photo frames surrounding the images etc.

The home page should also show what classes are coming up with 'more info' and 'book now' buttons on them.