Creative Design Brief for a Website Home Page and custom landing page for a children’s entertainer/balloon artist

**Who is the website for?**

A kids entertainer and balloon artist living and working the South of the United Kingdom, called Danny Schlesinger

Danny provides hilariously funny balloon shows and balloon twisting for kids birthday party, private family functions as well as corporate balloon entertainment and workshop. Danny is also a theatre performer producing and performing family shows using visual comedy and balloons.

**What I need:**

I need a home page design for the home page of a children and family entertainer/balloon twister’s website. I also need a custom landing page for family theatre shows performed by the same entertainer.

It will be a Wordpress website and I need the final artwork in a layer Photoshop file with all the layers clearly named and labeled.

**Who is the audience?**

The site visitors are mainly mums, aged between early 20’s and late 30’s. Other visitors will included companies for Christmas functions, and event organisers for corporate functions.

**What is the aim of the website?**

Call to action: contact the entertainer - phone call/request a call back/completing a form.

**Look and feel**

The overall look and feel of the site needs to be fun, colourful and engaging, but clean and uncluttered with a white background. The site needs to be quirky and amusing. It needs clearly signpost the site visitor and be attractive to look at and interact with.

**Design elements:**

*Layout*

I have included a wireframe for the home page layout and the custom landing page for your reference. This is a guide only and I welcome your interpretation with the rough layout provided.

This website needs to look good on all devices as it will be fully responsive.

It needs to include a footer area on the page, that has social media and a call to action area included.

*Colours*

The main colours for the site is:

orange (call to action colour)

ff6800

blue/turquoise

42abc3

*Pictures*

I have included images of the entertainer/balloon artist for you to use/take inspiration from.

These images will be included on the website. I want to show lots of people having fun.

I would like to have elements of the logo used in isolation across the website

i.e. the octopus figure to be included in the footer or the bird element to be included in the testimonial slider etc.

*Elements to include*

**Note:** use the images of the entertainer in the boxes on the home page (balloon shows, balloon twisting, balloon workshops, theatre shows (the three little balloon pigs on his head)

*Element to avoid*

Stock imagery of balloon sculptures - use images provided.

**Some Examples**

For the home page design:

<http://www.mattfalloon.com.au/>

Likes: the rays design in the header and footer - use this rays design in the slider image and in the footer area.

The slideshow with images and text describing the shows

The four coloured clickable boxes acting as signposting.

For the custom landing page design:

<http://www.robertbaxt.com/index.html>

Likes the red curtains in the background - use the curtains in the image box design on the top of the custom page.

Use the images provided for the widget area designs.

Likes: Lots of images showing people having fun - the result of the entertainment that is being provided.