Creative Design Brief for a Website Home Page for a children’s entertainer/kids magician

**Who is the website for?**

A kids entertainer and children’s magician living and working Edinburgh, Scotland, called Gary James.

Gary provides fun and engaging kids entertainment for birthday parties, schools and nurseries, gala and fetes, christenings and weddings as wells as Christmas parties and magic Workshops. The entertainment is aimed at children between the ages of 4 - 12 years old.

**What I need:**

I need two pages:

1. A home page design for the home page of a children’s entertainer/kids magician’s website.
2. A custom page design for Magic Workshops

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 schools and nurseries, companies for Christmas functions, and event organisers.

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

Call to action: contact the entertainer - completing a form.

**Look and feel**

The overall look and feel of the site needs to be fun and engaging, with a stylish and fresh finish.

It needs to reflect a fun and enjoyable entertainment service and be attractive to the site visitor.

Gary uses a red curtain backdrop in his performances and it might work to bring that element into the design, maybe in the header background and footer area.

**What I DON’T want is a full background design with red curtains… I want the site to remain light, attractive with space for elements to ‘breathe’**

**Design elements:**

*Layout of the homepage:*

I have included a wireframe for the home page layout 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.

*Layout of the custom landing page:*

I have included a wireframe for the workshop page. Feel free to move things about a bit if you feel it will work better.

Look at the image included names ‘workshop page body area’. I like this kind of idea for the graphics in the boxes.

**IMPORTANT:** both these pages need to carry the same look and feel to carry though continuity, but different enough to convey separate messages.

*Colours*

Red, black and silver I have included a few colour palettes for your reference. I am not bound to these exact colours and welcome your interpretation and ideas. I’d like to a very light silver instead of pure white.

*Pictures*

I have included some images of the entertainer/kids magician for you to use/take inspiration from.

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

A customised logo is being designed and will be a caricature style logo of the entertainer. The one supplied is out dated and will be replaced.

*Elements to include*

**Note:**

The 2nd custom page design is crucial - I don’t want halve page designs - it needs to be a complete second design.

*Element to avoid*

Please steer clear of the cliche ‘bunny rabbit and hat’, ‘magic wand, top hat and white gloves’ imagery.

**Some Examples**

For the home page:

Have a look at the ‘grid’ of images on these pages as reference for the design

<http://kidsentertainerhub.com/>

<http://www.supersteph.com/>

<http://bigbouquet.co.uk>

(look at this site PURELY for layout ideas)

I also like the way that they are presenting the writing on some of the boxes

I am looking for 6 boxes on the home page and a widget area on the RHS