Applied Design Technologies
WI2.0_D_ADT

**Assessment:** Festival Site and App

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Festival Site and App

Introduction

For this assignment I have chosen to redesign the Longitude festival website that was recently awarded as the best new Rock and Electronic Festival. The festival takes place over 3 days and is located in Marlay Park in Dublin. The scope of the brief was to redesign the homepage of the website, logo and branding. In addition I designed a small app for the event that will assist festival visitors find the various stages, bars, first aid and toilets based on their geo-location. In addition they will be able to avail of special promotions by using the festival site map app and engage easily on the social platforms such as twitter and periscope.

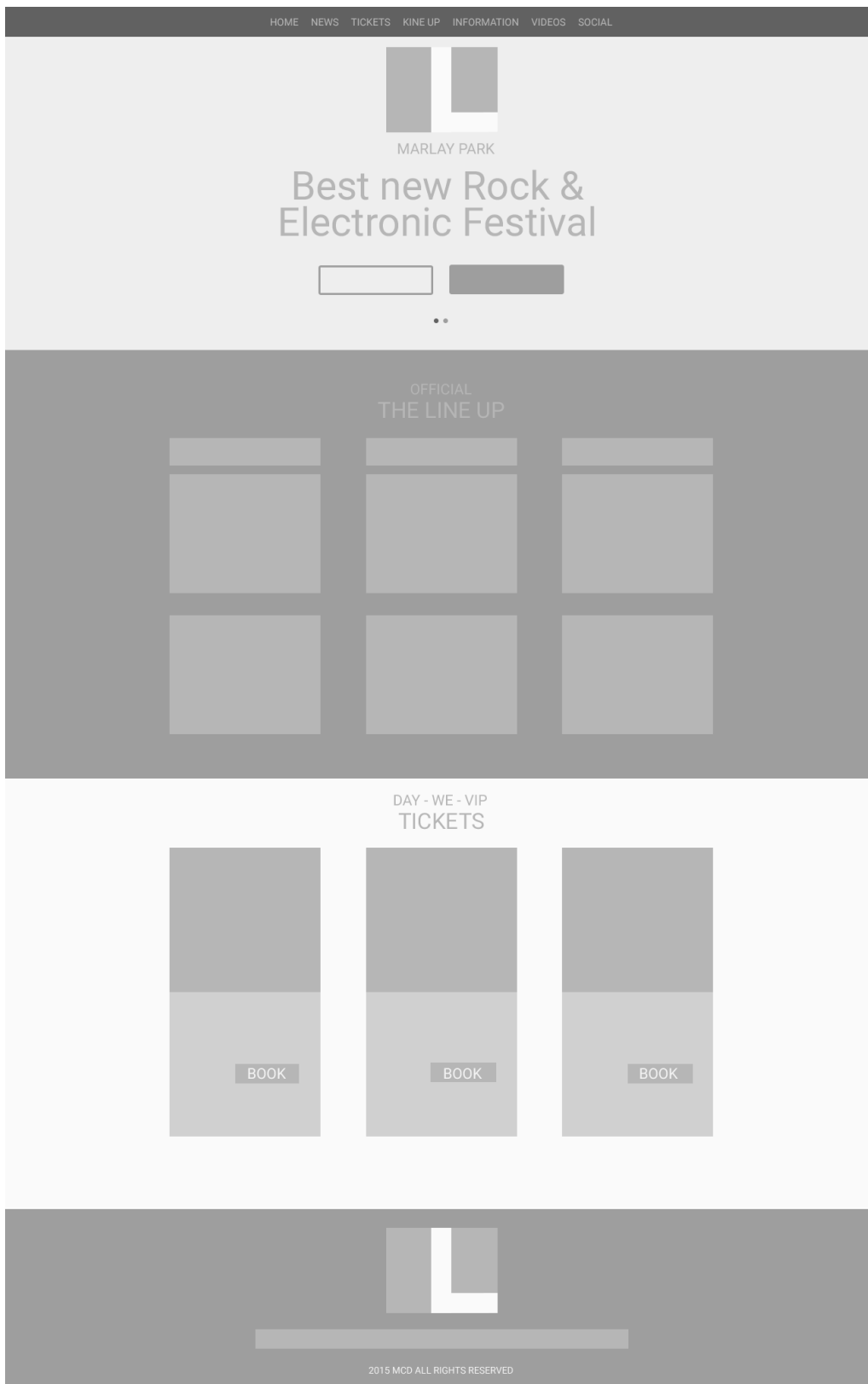## Initial Sketches, Wireframes, Planning Documents, Style Tiles

Sketches of website:
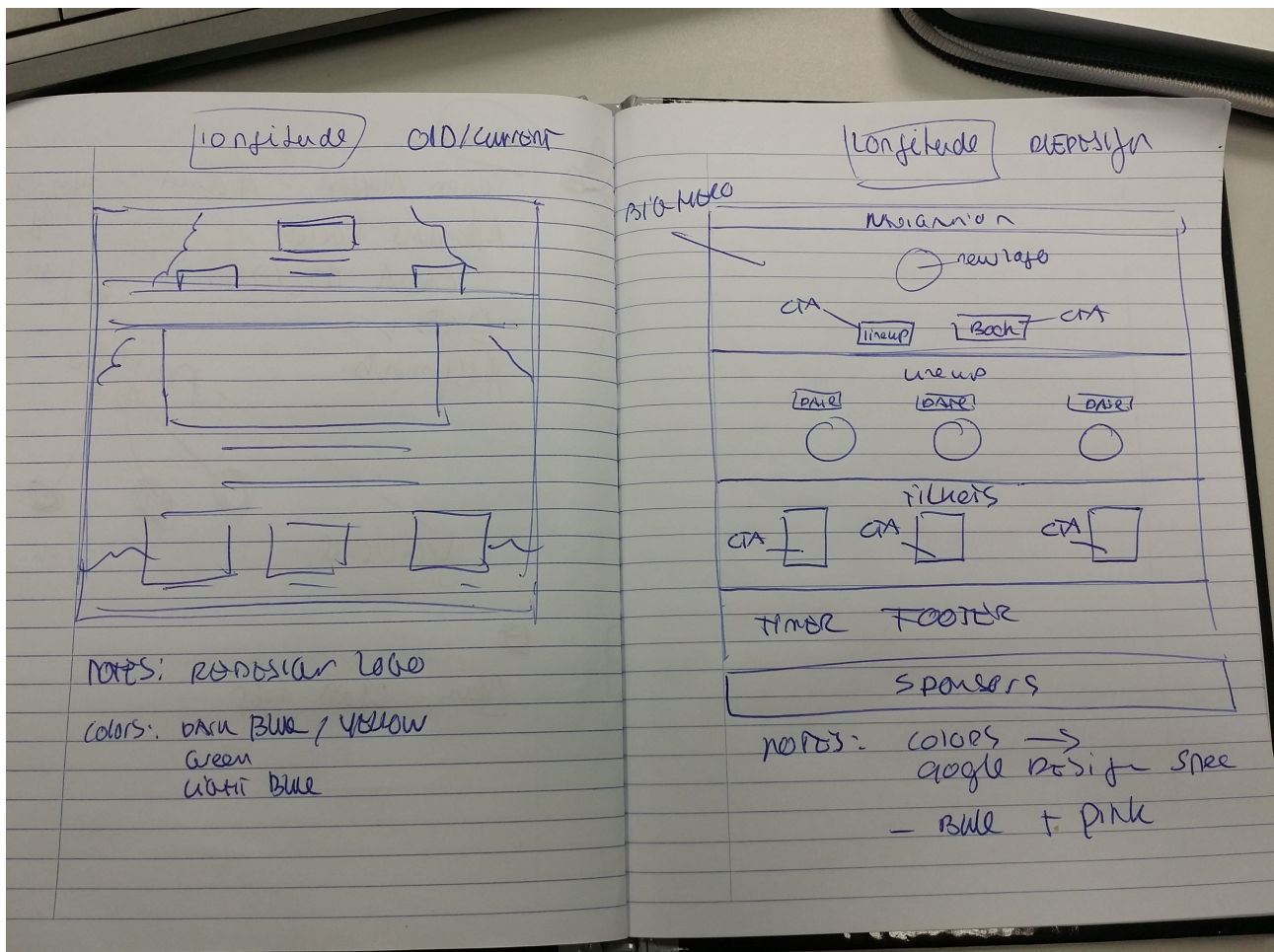
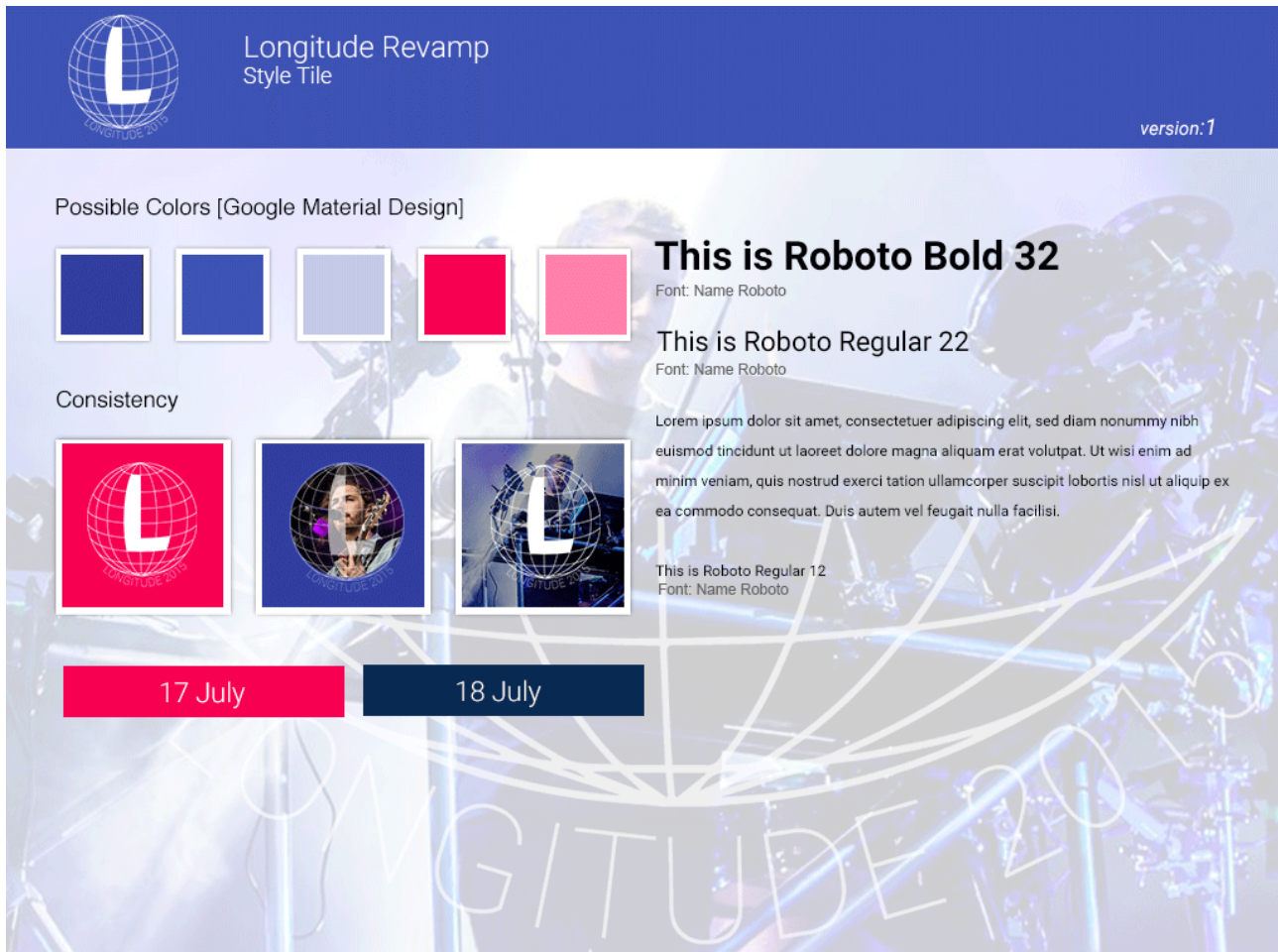Sketches of app:
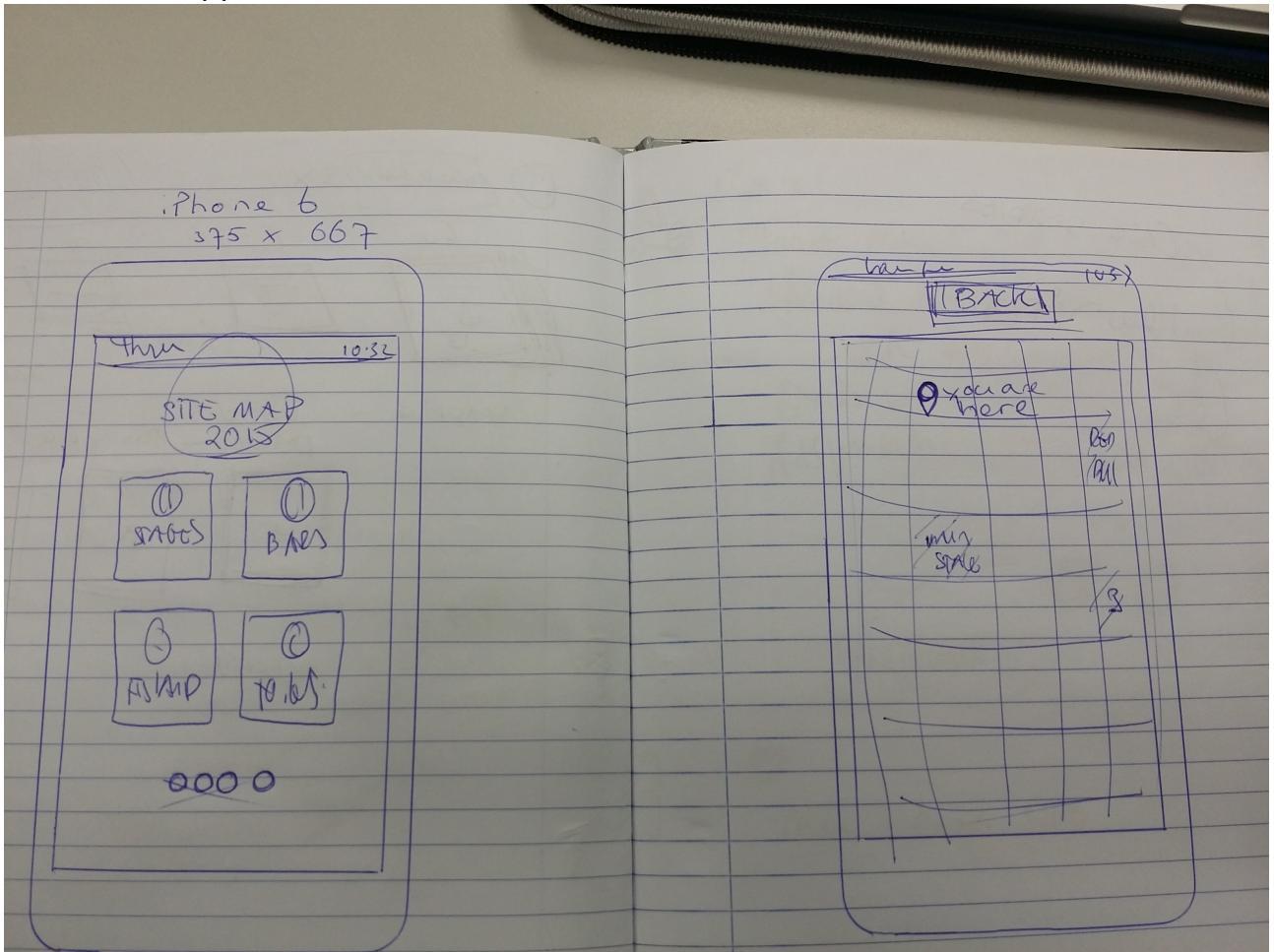
Wireframe of website:

Wireframe of app:

Text
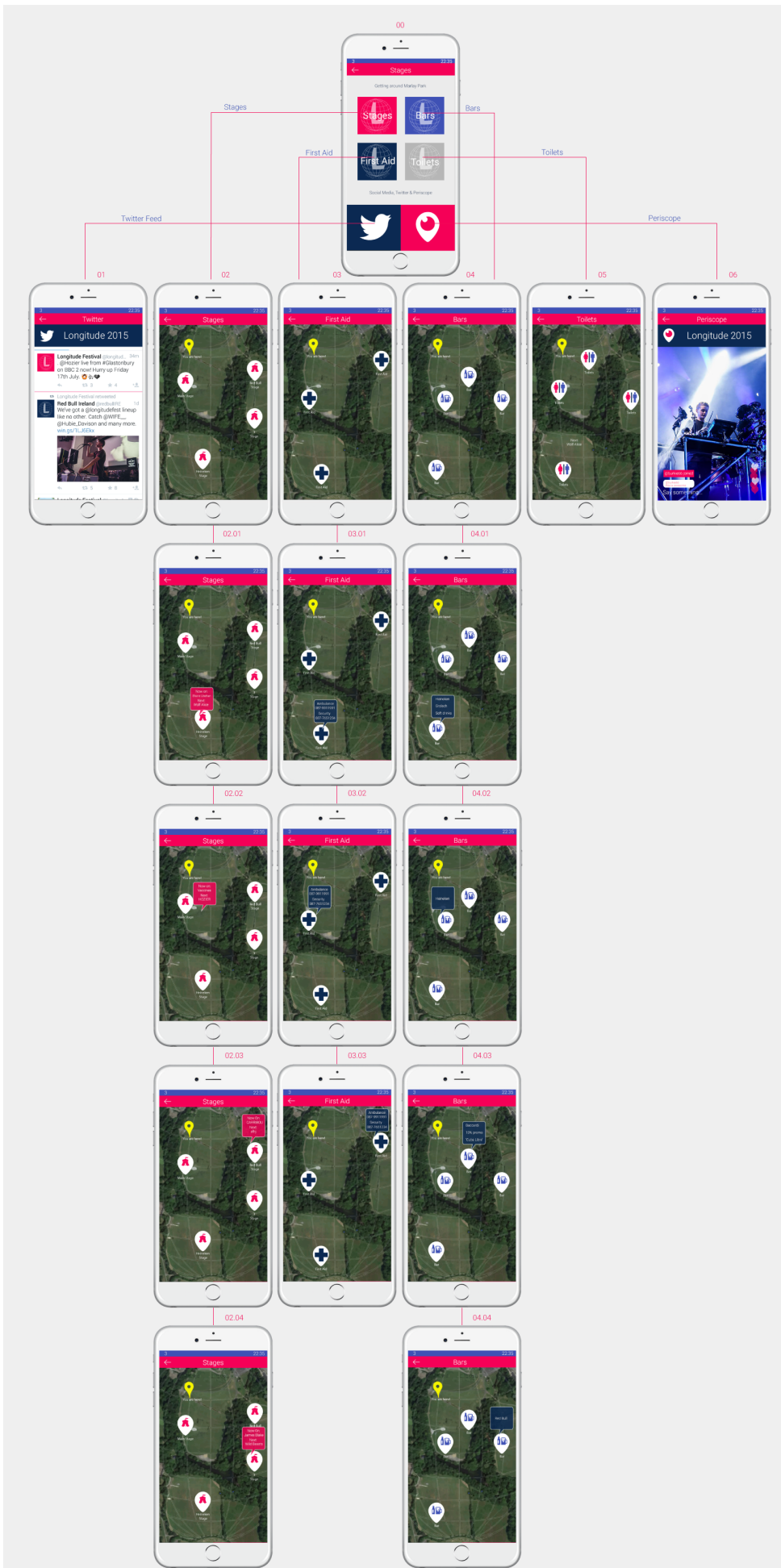
Text

Tiles-style redesign Longitude Festival:

User Profile

There doesn't appear to be an age restriction other than that all under 16s must be accompanied by a parent or guardian who is 18 years or older. With headlining bands such as the Chemical Brothers (active sine 1989), alt-j (active since 2007)and Hozier (active since 2008) visitors will be diverse, international and mostly aged between 15 – 55. There are quite a few artists with a huge **global appeal**, which I have taken into consideration re-designing the homepage. I have tried to apply the global appeal to the redesigned logo, layout system and new brand colors. Only recently I discovered that Heineken, one of the major sponsors of the festival are also introducing a **global** music experience to the festival through their Sound **Atlas.**

App Flow Diagram

Below you will find an app flow diagram that illustrates the core flow of the Longitude app. I have also created a clickable prototype.

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Stages
Bars
First Aid
Toilets

Twitter Feed
Periscope

01   02   03   04   05   06

02.01   03.01   04.01

02.02   03.02   04.02

02.03   03.03   04.03

02.04   04.04

Ensuring Consistency

Grid – to ensure consistency in layout we have applied the Bootstrap 3 1170px grid system. This grid system consists of 12 columns. Most of the home page content is centered and fits with 8 columns allowing for some passive "white" space.

Color – I recently came across the Google Design Specification and wanted to apply some of these principles to our Industry Project, however when I had chosen the primary and secondary colors it turned out that it was not as easy as I originally thought it would be. However when re-designing the Longitude website I thought I might give it another try and as it turns out I am happier with the outcome. To ensure consistency the Google Design specification suggest that you elect one primary color out of a selection of 500 colors. Within the primary color you select 3 different hues. In addition you select a secondary color with 2 hues.

Logo – I based the new logo on longitudes of the earth. So to come up with a new design I Googled the word longitude and filtered by image search. The research inspired me to design the logo using the globe, the longitudes and the letter L for Longitude. I believe since the festival has a great appearance of global artists it would suit well. To ensure consistency I tried to bring the logo back into the content as well. You will have different variations of the logo in the header, content section and footer. At the moment the logo is white, however can be used with the new brand colors as well. I would suggest not to use the pink on blue background though as with previous mock ups and design this doesn't work really well.

Colour

The color scheme that has been applied is based on [Google's Design Specification](#)

The color palette starts with primary colors and fills in the spectrum to create a complete and usable palette for Android, Web, and iOS. Google suggests using the 500 colors as the primary colors in your app and the other colors as accents colors.

I have chosen Indigo (blue) as most people would say this is their favorite color. It is also the most popular color in branding. My accent color is pink. Red and pink are analogous colors on the color wheel:
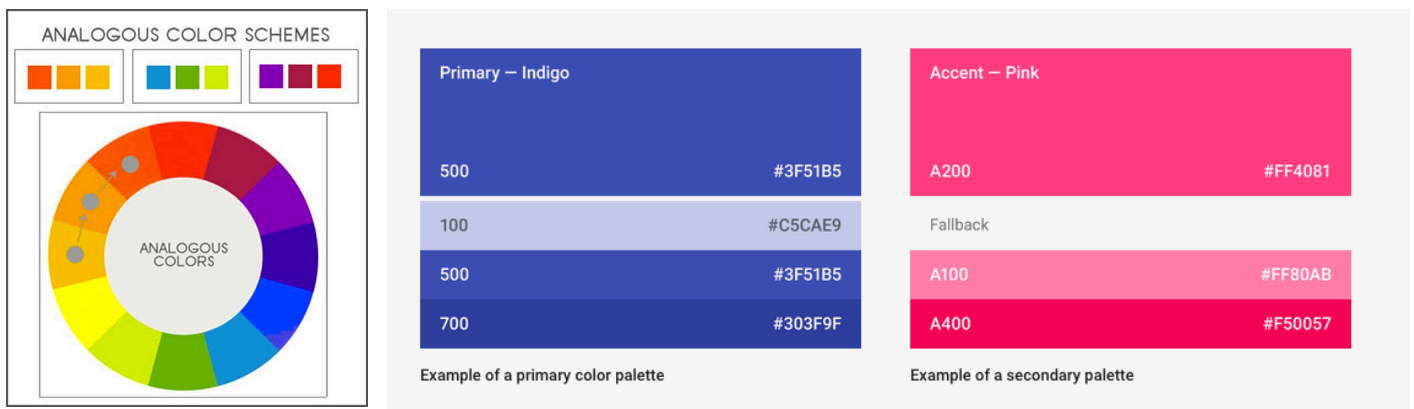

Typography

Similar to the choice of color we applied the Google Material Design Specification for the Typography which is Roboto. For our website I believe the various weights were sufficient and there was no need to combine Roboto with another typeface. It's a clear and optimistic font and has six weights in total.

Typeface Roboto

Roboto has been refined extensively to work across the wider set of supported platforms. It is slightly wider and rounder, giving it greater **clarity** and making it more **optimistic.**
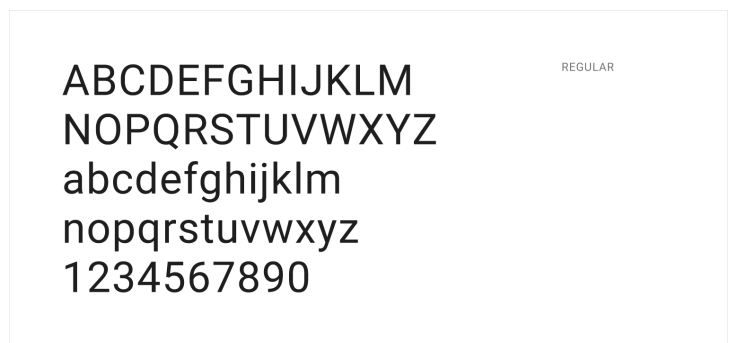
Roboto font weights

Roboto has six weights: Thin, Light, Regular, Medium, Bold, and Black.

Roboto Thin
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
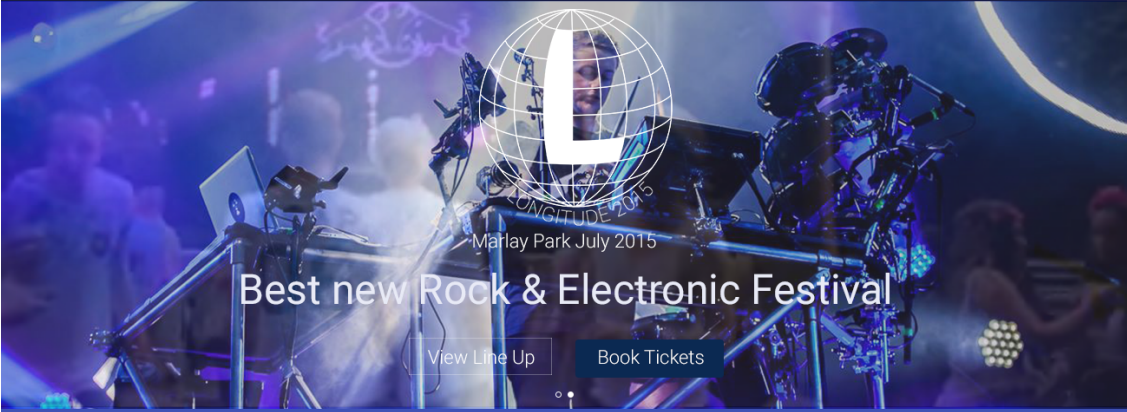**Roboto Black**
Roboto Thin Italic
Roboto Light Italic
Roboto Italic
Roboto Medium Italic
Roboto Bold Italic
Roboto Black Italic

Marlay Park July 2015

Best new Rock & Electronic Festival

View Line Up   Book Tickets

OFFICIAL
THE LINE UP

17 July	18 July	19 July

Hozier   George Ezra   Catfish & the Bottlemen

DAY - ALL - VIP
TICKETS

BASIC	BEST VALUE	LIMITED
1 DAY PASS	ALL ACCESS PASS	VIP PASS
1 Day Pass	**All Access Pass**	**VIP Pass**
€59.50	**€149.50**	**€199.50**
1 Day Access Only Strictly over 18 only	3 Days Access Strictly over 18 only	3 Days & Backstage Strictly over 18 only
BOOK	BOOK	BOOK

25 14 42 5
days hours min sec

MARLAY PARK
17 - 19 July 2015

BACARDÍ   Three.ie   Heineken   Red Bull Music Academy