

Emily J Payne
April 7, 2015
AAD 610
Comp. Tech. Proposal

Project Description:

Develop a website for local non-profit theatre company, Free Shakespeare in the Park. This will act as a place for the community to interact with the artistic and production teams throughout the year and to archive previous productions.

Project Goals:

- Archive photos, reviews, and any videos related to previous productions
- User friendly layout/structure so responsibility of running the site can be handed over
- Link Facebook page to website
- Weekly/monthly newsletter option

Strategies/Tactics:

- Identify suitable platform for website
- Look at websites for other theatre or performing arts organizations

Evaluation Standards:

- Does the code(s) break easily and can they be repaired easily/quickly?
- Can information be linked or transferred easily?
- Can someone be able to maintain the site after it is handed over?

Timeline:

Week 2: Submit project proposal to Eric for feedback

Week 3: Secure a website platform/site, start compiling/transferring content

Week 4: Select or finalize template for site, continue to add content

Week 5: Finish adding content in preparation for Midterm presentation

Week 6: May 5, 2015, Midterm presentation, gather feedback from class

Week 7: Make adjustments to layout/content

Week 8: Develop newsletter

Week 9: Fine tune content/newsletter, prepare for Final Presentation

Week 10: June 4, 2015 (5:30pm), Final presentation