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AAD 610
Comparative Technology

Weekly Journal: Weeks 6 – 10

Week 6: Midterm presentation in class was waiting to speak with the President of the Board of Directors to present ideas about "Bach & Brew". Earlier in the week, Eric and I had looked at websites for other performing arts organizations, examples were Bag&Baggage Productions out of Portland and the Calgary Philharmonic Orchestra. Proposed idea of the "Bach & Brew" to Dr. Michael Dalton, he seemed really receptive to the idea though we were meeting to discuss the Volunteer Usher and House Manager paperwork. Dr. Dalton did encourage me to look at the website theme and see if I can start to figure out how to adjust the size of images and reposition the content that is currently on the page.

Week 7: Started an account with Moqups to create wireframes for the look of the webpages for the NSO website. Had weekly Check-in call with NSO board President on Saturday, May 16; we continued our discussion on the Volunteer Usher and House Manager paperwork. There was no further discussion of the website.

Week 8: Set up a new WordPress blog to start playing with the Atahulpa theme as this is the same theme used by the NSO. I had tried to use my current blog that was established earlier in the year but it was not functioning correctly and after Eric looked over the theme options, it was determined that I should set up a new blog site and when I did, the Atahulpa theme behaved correctly.

Week 9: Found the NSO's website elements and copied them into the new WordPress blog. I was able to replicate the site but I could not understand what the information was telling me; i.e. <div>.

Week 10: Met Monday with Eric and Sophie and showed them what was happening with my WordPress. Eric requested I come to class on Tuesday with screen shots of the NSO website's elements to show him and he would then be able to help me understand some of the coding involved. During Tuesday's class, I continued to play with some of the formatting codes but as I have a very limited understanding of the coding language I feel a little lost, so I do not foresee having an example of the website updated in time for my final presentation.

A few of these I am considering of running through Photoshop to apply treatments as on Wednesday, I met with the Marketing Director of the Career Center, Michael Williamson, and he sketched out a potential layout of the site. He also showed me a quick way to see if a site is responsive by adjusting the desktop window to be about the width of either a phone or tablet. He also stated that to get the rough width for smart devices is to add the width of an iPhone or Android together and then divide by 2; the same can be done for iPads and Galaxy Tab/Notes. Michael also showed me a website called Abduzeedo.com where I found a simple and beautiful website for an organization in Portland that demonstrated how to tell a story and that you have scroll down to see the information. The site that NSO could mimic is http://designertrek.com/

there is minimal color against black but as you scroll down, there is a story being told. How I can do this with the Atahulpa WordPress theme is the challenge though as I do not what to ask a web designer and I feel I have ran out of time to learn enough HTML and CSS to design something like this myself. Other suggestions from Michael was the idea of making the page for the Newport Youth Symphony Concert Orchestra really fun and that for images across the top of the page to be a blend of sea life and instruments. A quick sketch that Michael did was of a jellyfish and guitar.

For today, I have created a site map to use as a guide to help adjust the layout of the webpages and to add new content that can help to place the NSO within the community but incorporating links to hotels, attractions, food, wine/beer, and beach access. Also, Dr. Dalton has sent me nearly a dozen pictures to use for the site. These include images of the Newport Bridge and Music Director Adam Flatt.

Idea for footer banner for NSO but using the Newport Bridge