

# Blitz Magazine Proposal

By Rupert Moore

## Overview

The Australian music magazine, Blitz, is looking for a website. They have tasked me to create one for them. Blitz outsource most of their design and publishing and, since they want a web presence to entice web users, Blitz have tasked me to make them a website. Blitz want this website to assist them in gaining new readers, as well as give information about subscribing and the magazine, to current casual and overseas readers. Blitz's audience consist mostly of 16-36 year old males, but are trying to attract female audiences and my shall design shall address that. The website will also to cater to advertisers, who have much more conservative tastes.

## Theme

The design of the magazine is very gritty, with emphasis on live music, and street scenes. The magazine's colour pallet consist's of various grays, generally a dark grey, a light grey, and then a single colour to punctuate the design. The Website will stay true to such a theme, concentrating on a dark grey based colour palette. this will also contain a bright red, used to punctuate certain elements of the design. I feel these element's will certainly play well together. The website will be divided into two different pages, each one containing information targeted specifically at a particular audience, the magazine is trying to reach

## Navigation

The navigation plan for Blitz's website, will be arranged in a Web. this mean's that all the pages in the website will be interlinked, meaning that from any page in the website, any other page can be accessed. The Website will have two pages, each with two links. the pages will link to each other, and to a PDF copy of this proposal.

