

Dear Blitz Magazine

I am writing to you to confirm my understanding of the project from our previous meeting and to tell you about my ideas for the project.

Blitz Magazine is a small company in Melbourne that creates music magazines that get distributed to all cities across Australia. You employ 4 staff members and get all graphic design and publishing done by external companies.

The target audience of the project will be aimed at:

- Aged 16 – 36
- Music fans
- Wide variety of music genres
- Strong male audience

I understand that Blitz Magazine is trying to increase its female readers and would like to include gossip and fashion into the website. The website will not be gender specific and will be appealing to both genders.

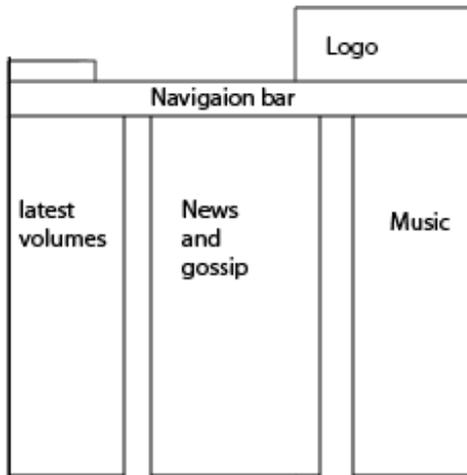
The website is going to help boost the advertisement sales and will provide a hub for all the information for Blitz Magazine. The website will also promote Blitz Magazine and will bring a larger audience to Blitz Magazine. Having a website will allow the more online readers to subscribe and creating an online website would help potential overseas readers discover the magazine.

The website will include 3-4 main pages. Each page will be designed with 3 key colours and will each appeal to both genders, the colours will consist of a light grey, a dark grey and a bright colour of my choice. The design will be gritty, rough and will use geometric, Stark and flowery layouts.

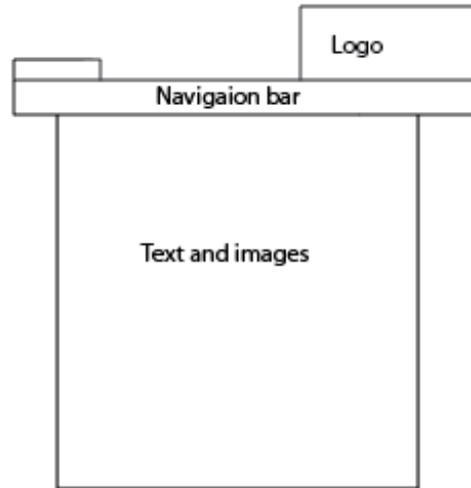
The main pages of the website will be: Home, About, Subscribe and Advertisement. Each page will be linked together and will use the “web structure”. A “web structure” uses a bar across the top or side of the page that allows you to navigate the website and have access to every page from one page. On the Home page there will be access to live music web streaming and will allow for searching and listening to music on the front page.

Regards
Aron Kay

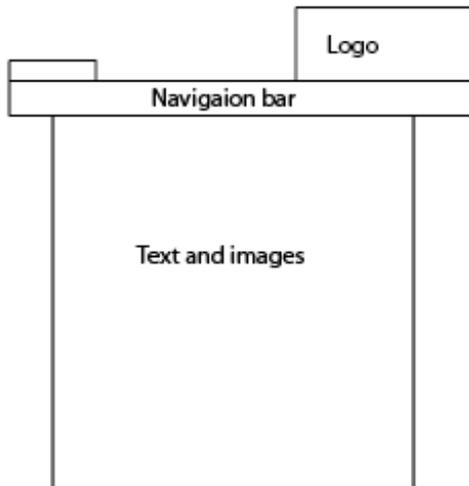
Home



About



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