

Horizonfest Website Specifications

This document summarises the site specifications in the design document. I've left them largely as they were. The project has evolved, eg it became apparent that the initial brief, upon which the design document was based, did not represent the full scope of the festival. So, I abandoned the seo designed pages for more pages covering the entirety of the festival, implementing seo in other ways.

Functionality Specifications

Once on the site visitors will be invited to:

1. Find out about the events during HorizonFest and attend them.
2. Find out about the location of the premises and copy details from the site.
3. Purchase tickets for some events.
4. Find out about the plans for Horizon including the purpose of the fundraising.
5. Contact Horizon @ Hunter's Bar

Content Specifications

The primary requirement is details about each of the events, as follows:

- Event name
- Names of performers or participants and some biographical information.
- Link to a relevant website if appropriate
- A description of the event that should encourage the reader to attend.
- Date of the event
- Start and finish time of the event
- Charge for the event (linked to ticketing site where appropriate)
- At least one relevant graphic (photo, drawing, cartoon, etc)

In addition there will need to be copy:

- Most pages will need a short introduction that encourages exploration of the events and contains keywords for search engines.
- A brief account of Horizon and explanation of the purpose of fundraising at the events.
- An invitation to make contact via the site if there are any questions, etc.
- Details about the location and how to get there

Architecture Specifications

The site delivered to the HorizonFest domain will comprise the following pages:

1. Home page – instant access to all the events, with link to Genesis exhibition page.
2. Alternative home page – Genesis exhibition page with link to all-events page.
3. Five pages optimised for search engines – comprising details of selected events: (1) Market (creativity), (2) Gardens, (3) Arts, (4) Young People, (5) Spirituality. (These still need to be firmed up.)
4. About Horizon@Hunter's Bar – information about the project and the appeal
5. Location – maps, bus routes, parking, etc
6. Contact – invitation to contact Horizon via email form.

Specific features:

- (all pages) header image based on a relevant photo possibly of Genesis exhibition or of Hunter's Bar
- (all pages) animated menu bar
- (1 and 3) database of events, including images and thumbnails.
- (1 and 3) ticketing site registered and running
- (2) may be a sort of splash page. Large image of Genesis exhibition with text added.
- (4) images relevant to Horizon – suggest some people as well as the building.
- (5) Link to Google maps? Or a home grown map.
- (6) Form with link to Horizon email address

Design Specifications

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1. Headings and paragraphs shall be in Verdana or Arial.
2. Five colours – as in the Horizon logo.
3. Page names: HorizonFest | <Keyword, eg About Horizon or Gardeners>
4. Links will be conventional blue links in the text. Spry drop-down menu in the site colours.
5. Header will contain the logo the word HorizonFest and a suitable photo.

6. Footer will contain copyright info, link to designers' site and other technical information.
7. One column page.
8. Events organised using spry datasets.