hue hazard

SPRINT X Project Plan

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Semester 2

ICT Media & Design

Introduction

Hue Hazard is a music project acting as the soundtrack to a fictional cartoon show that would have aired in the early to mid 2000s. I wanted to make a **website** that reflected this time period in its aesthetics and presentation, while still fitting the music and themes of the project overall.

The site is to contain information about the story and characters of the show, immersing any users into the multimedia aspect of the project as a whole. The music itself is largely inspired by **Alternative** and **Trip-Hop** music of the time from bands or artists such as **Portishead**, **Massive Attack**, **Gorillaz** and **Radiohead**.

Target Audience

I'd like to target listeners of **Alternative** music, with a primary focus on teenagers to young adults ages 16-26. I feel this age range experienced a critical portion of 2000s and even late 90s nostalgia that may help the project's music and aesthetics resonate with them more.

Research and Methodology

Main-question

How can I make a site that both embodies the aesthetics of the time and markets the music and story to today's audience?

To answer this question, the following **sub-questions** are necessary:

Sub-question 1

What is necessary to clearly communicate the dated aesthetic of the project?

I intend to make use of **Library** research by analyzing the aesthetic choices of the media that inspired the project. This will consist of looking through websites of the time to see how they approached their design choices.

I will also employ **Field** research by surveying and interviewing users of the target audience on which mockup designs they feel best fit the given time period.

Sub-question 2

Do the music and the aesthetics mesh well with each other?

I will employ **Field** research by testing design mockups against snippets of the music to see which fit the music best according to users of the target audience.

Sub-question 3

Does the site's layout and structure allow for clear navigation to both the narrative and musical sides of the project?

I will make use of **Workshop** research by testing users of the target audience with prototypes of the site's layout and structure, taking note of any observations or feedback.

I will also employ **Library** research in the form of analyzing the sites of artists today to find any trends that benefit the music's traction, as well as any web based narrative experiences to see how they handle telling a story using a website.

Scope

Deliverables

- Low Fidelity Site Prototype for user testing

Possible Deliverables
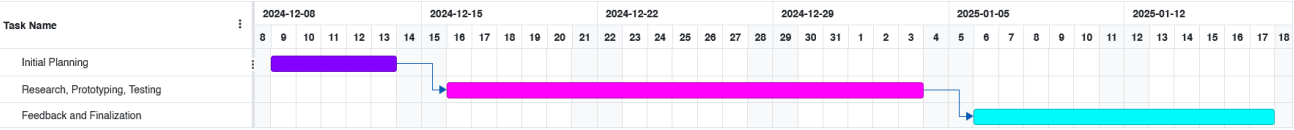
- High Fidelity Site Prototype

Non-deliverables

- A fully working website with animations reminiscent of sites of the time
- Fully completed story present on the site

Coach

I've chosen to ask Josh to be my coach for this project as it mainly involves design and UI/UX related elements. I will also be consulting teachers for development questions.

Planning

Task Name		2024-12-08						2024-12-15							2024-12-22							2024-12-29							2025-01-05							2025-01-12						
		8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Initial Planning																																											
Research, Prototyping, Testing																																											
Feedback and Finalization																																											

Initial Planning (9 to 13 Dec)

Research, Prototyping, Testing (16 Dec to 3 Jan)

Feedback and Finalization (6 to 17 Jan)