

## Project Part 1 – Website Proposal & Domain Research

### Real or Imaginary

Real. The business site will be for “DAISYCHAIN”: a music promotion/production company, focussing on underground, alternative, heavy & experimental music. They are based in Victoria, BC and do not have an online presence yet.

### Site Title & Research a Domain

Site title: (flavicon) DAISYCHAIN |yyj

URL: [www.daisychain.events](http://www.daisychain.events) (\$21.99 USD/year)

I did not find it difficult to locate a domain name for purchase, however, when I originally searched through Shopify, “daisychain.ca” was taken. I later found it for sale on GoDaddy. There were far more domain extensions available than I could have imagined. Some were even retailing for over \$2000/site, which was surprising. The number of options available sparked my inspiration, and I found a reasonably priced domain with a creative extension that described the business type, without having to include it in the branding/title.

The screenshot shows the Rebel.com website interface. The browser's address bar displays the URL: <https://www.rebel.com/search?exact=true&q=daisychain.ca>. The website header includes the Rebel.com logo, navigation links for Hosting & Websites, Domains, Security, Email, and SEO, and a Sign In button. The main content area is titled "Explore Domains in Community" and shows a list of domain search results for "daisychain". The results are as follows:

Domain	Price	Action
daisychain.ca		Make Offer
daisychain.blog		Make Offer
✓ daisychain.events	\$49.00 \$21.99	Add To Cart
✓ daisychain.rocks	\$26.00 \$9.99	Add To Cart
✓ daisychain.community	\$49.00 \$34.99	Add To Cart
✓ daisychain.forum	\$60.00 \$9.99	Add To Cart
✓ daisychain.foundation	\$49.00 \$27.99	Add To Cart
✓ daisychain.green	\$104.00 \$9.99	Add To Cart
✓ daisychain.ngo	\$69.00 \$39.99	Add To Cart
✓ daisychain.earth	\$19.99	Add To Cart
✓ daisychain.eco	\$95.00	Add To Cart

The bottom of the screenshot shows a Windows taskbar with the date and time: 5:45 PM, 2024-09-14.

## **Purpose & Audience**

The overall purpose of the organization is to organize public events in Victoria, catering to a variety of alternative music genres. They plan to create an archive of recorded live events in the future, and in the short term promote community collaboration across platforms, encouraging interactions by all levels of live music – enthusiasts, musicians and promoters. As some examples of near and future goals, they would like to include a monthly events calendar, private booking tool/calendar for promoters, a public resource page listing local venues/active bands/other associated local businesses, as well as support for youth exploring the music scene and a network for booking out-of-town bands. As they promote both all-ages & 19+ events, their target market ranges across ages 15 - 65, catering to a demographic that enjoys heavy & avant-garde art and music.

## **Site Description:**

### **1. What content pages will your site have?**

The site will include a photo gallery, a roster of local/Canadian bands with hyperlinks to social media/Bandcamp pages, a map (not interactive) showcasing cool locations to visit in Victoria, a page cross-promoting with a local publication called DESTROYED magazine, jam spaces, sound technicians & local recording studios, and contact information.

### **2. What will be featured in the photo gallery?**

The photo gallery will include images from live events, community submitted photos, band profile photos & posters of past/future events.

### **3. What type of online fill-able form will your site incorporate and what will be its purpose?**

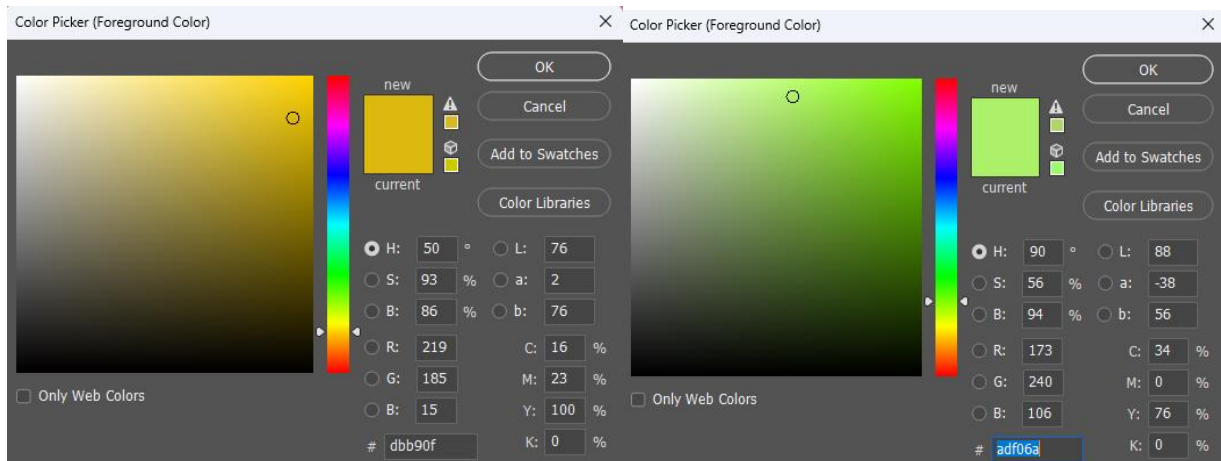
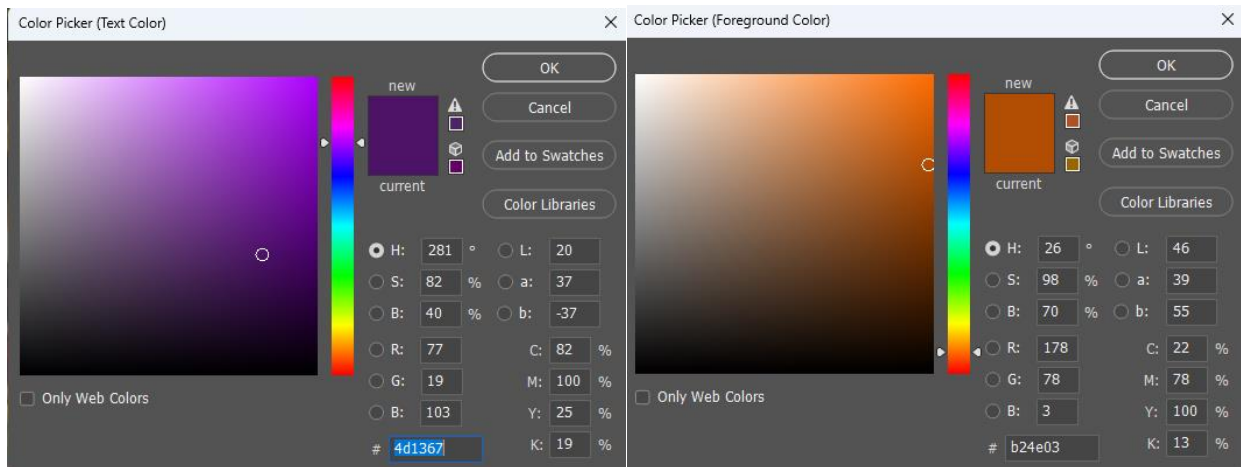
The form will be for community photo submission to the photo gallery.

## **Site Color Scheme**

The colors that come to mind for this business are high-contrast, and edgy, with a 70's psychedelic vibe. The first choices that I visualize are black, warm white, goldenrod, pumpkin orange, emerald green and deep purple/indigo. I can imagine the website being a revival of early website design, marrying trippy bubble/art nouveau fonts with the cyberpunk culture of the late 1990's.



(Smith, 1985)



## References

Smith, R. A. (1985). Punks in forbury gardens in the 1980s. *Wikimedia Commons*. Geograph Britain and Ireland, Reading. Retrieved September 25, 2024, from [https://commons.wikimedia.org/wiki/File:Punks\\_in\\_Forbury\\_Gardens\\_in\\_the\\_1980s\\_-\\_geograph.org.uk\\_-\\_4299304.jpg](https://commons.wikimedia.org/wiki/File:Punks_in_Forbury_Gardens_in_the_1980s_-_geograph.org.uk_-_4299304.jpg)