

Joshua Kaden Andrews

CA 260-102

## **Web Project Brief**

### **Biographical Information**

My name is Joshua Kaden Andrews. I am 24 years old and I'm a student at the University of South Alabama. I'm majoring in Communications with a concentration in Digital Cinema and Film. I was born and raised in Mobile, Alabama, but I have always wanted to travel the world. I graduated high school in Semmes, Alabama at Mary G. Montgomery High. In high school, I was a member of the National Honor Society, the National Society of High School Scholars, and the French Honor Society. I was also captain of the MGM drumline my junior and senior years. I'm passionate about music, art, and especially the film industry. I have always loved movies: The scripts, the actors, sets, voice overs, CGI, all of it. I chose to concentrate on Digital Cinema and Film because it allows me the opportunity to put all my passions into one field. I hope to make my own films, and I am very interested in creating cartoons.

### **Primary Purpose**

While, over the years, I have come up with plenty of film and show ideas, I am still currently lacking the connections necessary to bring my ideas to life. I would like my website to primarily focus on creating a user-friendly community where artists of all types can connect with each other. I would like users to be able to promote their skills and recruit other artists for their own film-related projects. Users should also be able to create their own profiles to promote themselves.

### **Target Audience**

My demographic is mostly aspiring artists that want to get involved in the film industry, but I want artists of all types to feel comfortable showing off their work on my site. It should be a website for people who share similar passions and would like to see their ideas come to fruition.

### **Look and Feel**

I want the style to be creative with bright colors, but also with plenty of white space to give it an open look. I want there to be an obvious area for each situation: a search bar with categories to separate each type of artist available, an easy-to-use area for users to share their own art, and something that allows users to comment on posts and contact individual artists.

### **Five Keywords**

1. Casual 2. Captivating 3. Confidence 4. Creativity 5. Community