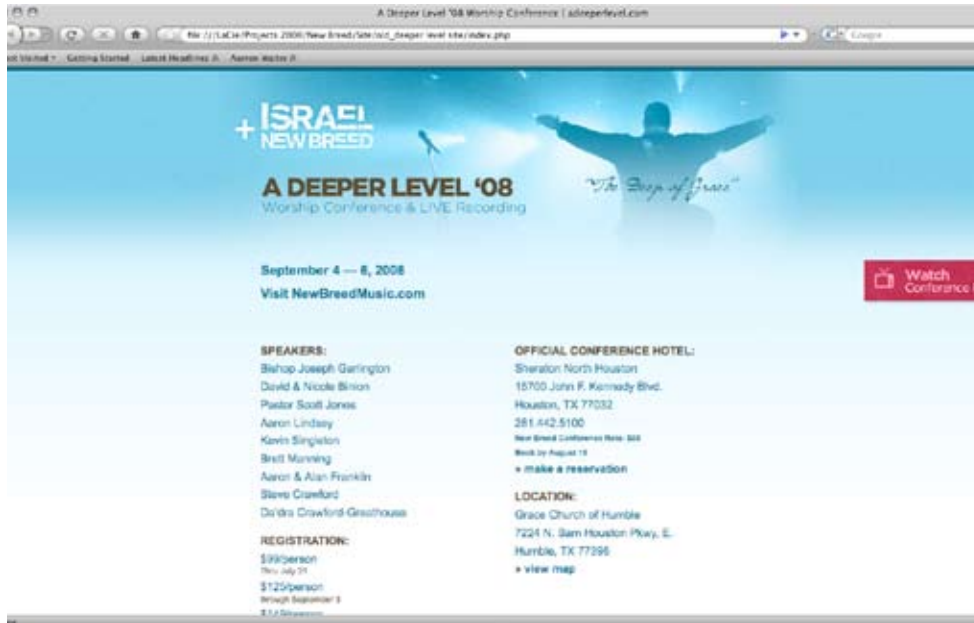




A Deeper Level



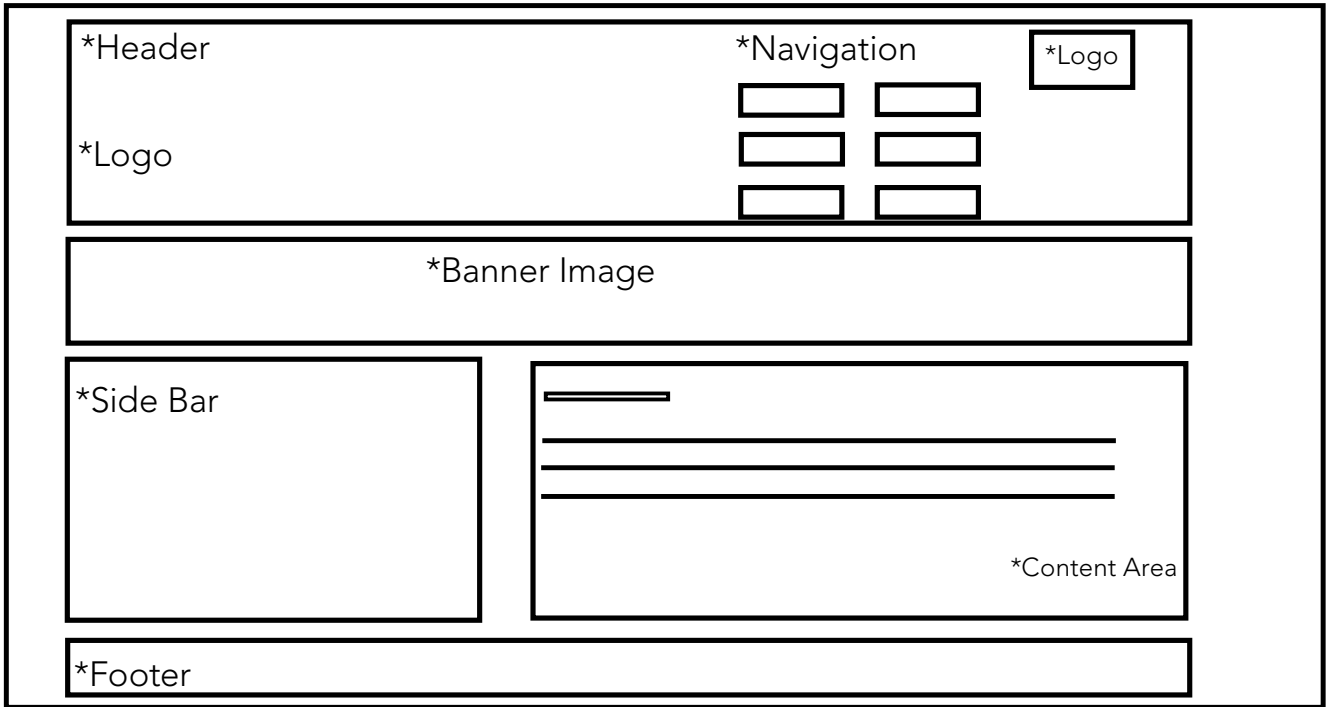
Previous Promotion ↑
 ← Previous Site

OBJECTIVES

- + Clean and Simple
- + Keeping the Existing Logo
- + Photo Gallery
- + Adding Personality

A Deeper Level

A Deeper Level Conference is an annual conference hosted by Israel Houghton. Gospel singers around the world attend to get inspiration for their own music endeavors. The existing conference page was an extension from Houghton's personal site. The conference had outgrown this site and needed to dramatically enhance its website function and appearance in order to continue serving the conference effectively.



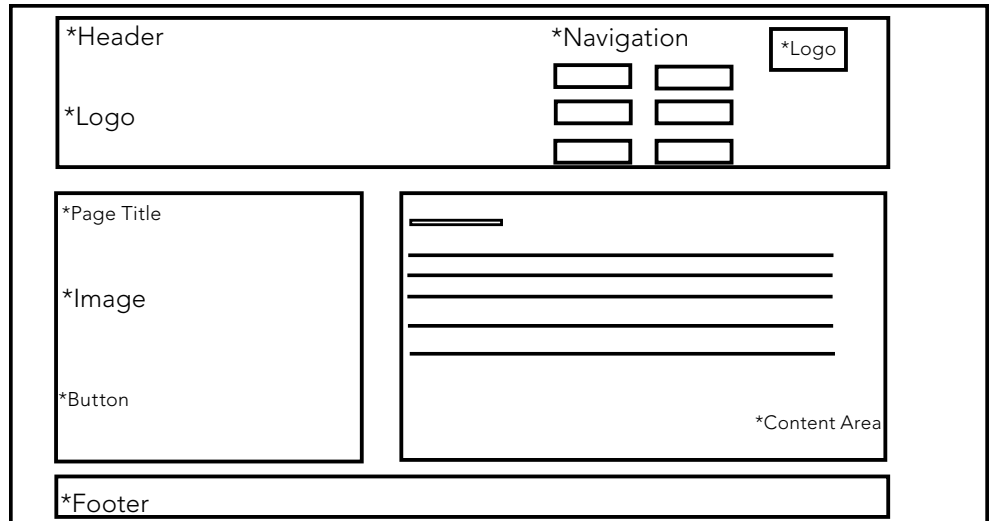
Home Page

SITE MAP

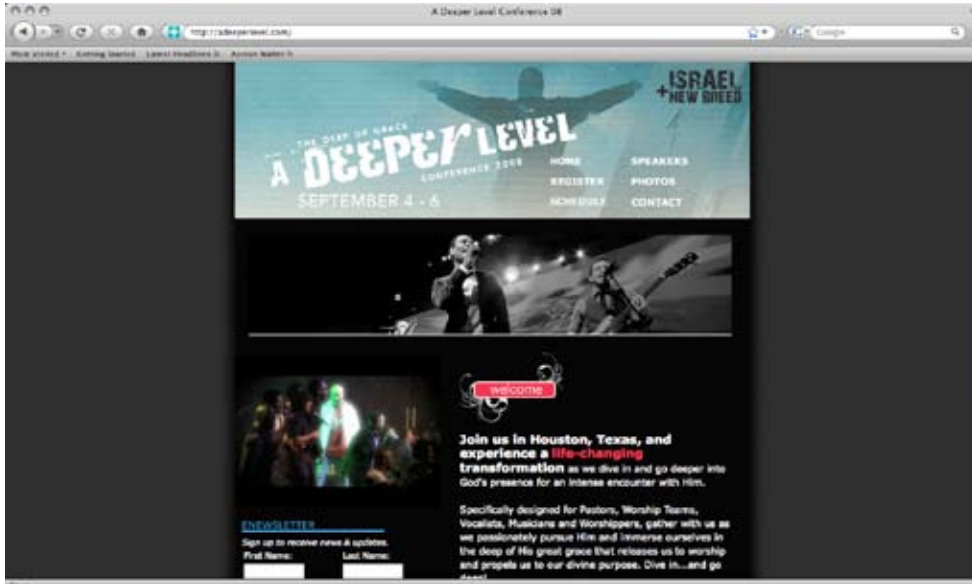
Wireframes

*A DEEPER LEVEL

- + Home
- + Register
 - + Ticket Registration
- + Schedule
- + Speakers
- + Photos
- + Contact



Interior Page



The site was created with HTML, CSS, Flash and PHP.

Final Concept

The guidelines were to create a fresh new design on a non-static site based off of the current branding. Other objectives were to include a video player to display their promotional video, a photo gallery where users could get a visual of the conference experience, and an area for users to easily find the schedule and registration. The audience is a Christian, middle-aged man or woman. A one week turn around was required.

Keeping the target audience in mind, the color blue was chosen because it is representative of inspiration, sincerity and spirituality. The dark background creates a strong contrast for the media elements. Because the photographs provided were varying in style, color and quality, a black and white treatment was chosen to promote a clean, uniform appearance.