

Contents

Lira Juan
Des 3205-Spring 2023
Project 1 abstract;
California Theatre

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Design Brief

Project Research:

The California Theater of Performing Arts was officially established in 1928 and it is located in the historic downtown of San Bernardino. Currently the California Theatre serves as the performance home for Theatrical Arts International, producing top quality musicals, plays and host to several touring companies. The theatre is managed by Theatrical Arts International, the largest theatre company in the Inland Empire. It can acomodate up to 1,718 people in one sitting. In addition the California Theatre has been voted the best live theatre in Inland Empire in the San Bernardino Sun Newspaper, The Inland Valley Daily Bulletin, the Redlands Daily Facts and The Inland Empire Magazine.

Project Summary:

The current site for the California Theater is lacking a modern and cool look which I believe is holding back its potential. In addition it is very hard to navigate through the site and it can confusing for most. The purpose for this redesign is to address these issues and be able to make the whole user experience better and as well as give it a new look that will bring more of an audience to the events that are hosted at the California Theater.

Target Audience:

The Target audience is young individuals between the age of 18 to 28 years old that love to spend their time going out at night with a group of friends or by themselves. Individuals who thrive on watching one of a kind live performances. Individuals who want to experience something new and out of this world.

Desired Message:

We want to make the California Theater of Performing Arts a place for the young crowd to enjoy and make it the place to be at on a friday afternoon. To be able to acomplish this we need to create a new feel to the website that will give off the feeling of refreshing, modern, and welcoming. In addition we want everyone to know the talent that is represented at the California Theater of Performing Arts.

Look and Feel:

The end goal for this website redesign is to ultimately give it a more modern and organized look while having aspect such as cool colors and images that will grab the attention of the young crowd. In order to do this a color palette that complements itself will be used and a set of fonts to make sure we get that modern feel that we are looking to acomplish.

Persona

Luis Garcia

Age: 25
Work: In-N-Out
Family: Single
Location: San Bernardino, CA
Character: Gamer

Night Owl

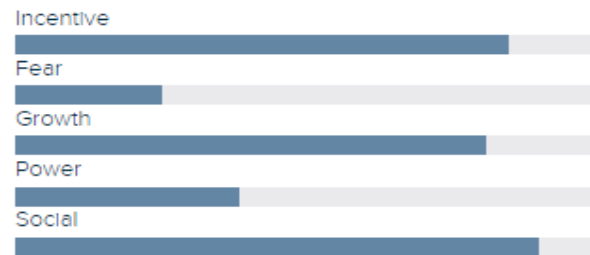
Laid back

Funny



"Kill em with kindness."

Motivation



Goals

- To gain some more muscle in the gym
- To watch at least 10 live performances in a year
- Buy a brand new car

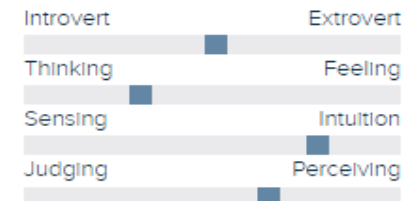
Frustrations

- Hard time saving his money
- Wants to make more friends
- Too many things to do and not enough time

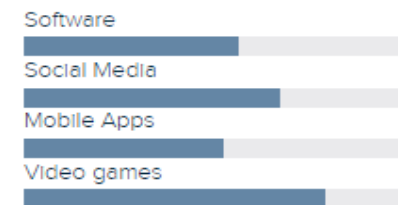
Bio

Luis works at In-N-Out during the day and does most of the fun things during the afternoon. He enjoys playing video games, working out, and occasionally goes to see a live performances. Luis eventually wants to land himself a full time game design job with his favorite gaming company of all time, Nintendo.

Personality



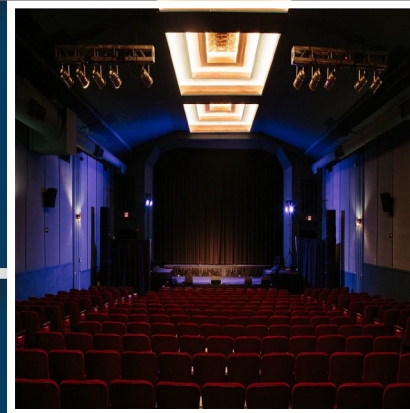
Technology



Brands



Mood Board

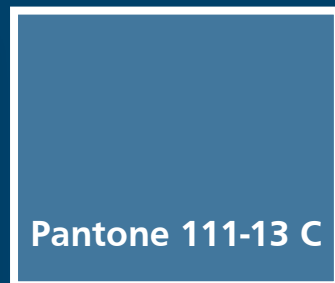


Typography and Color

Futura Bold HEADS—California Theater

Futura Medium SUB HEADS-Of Performing Arts

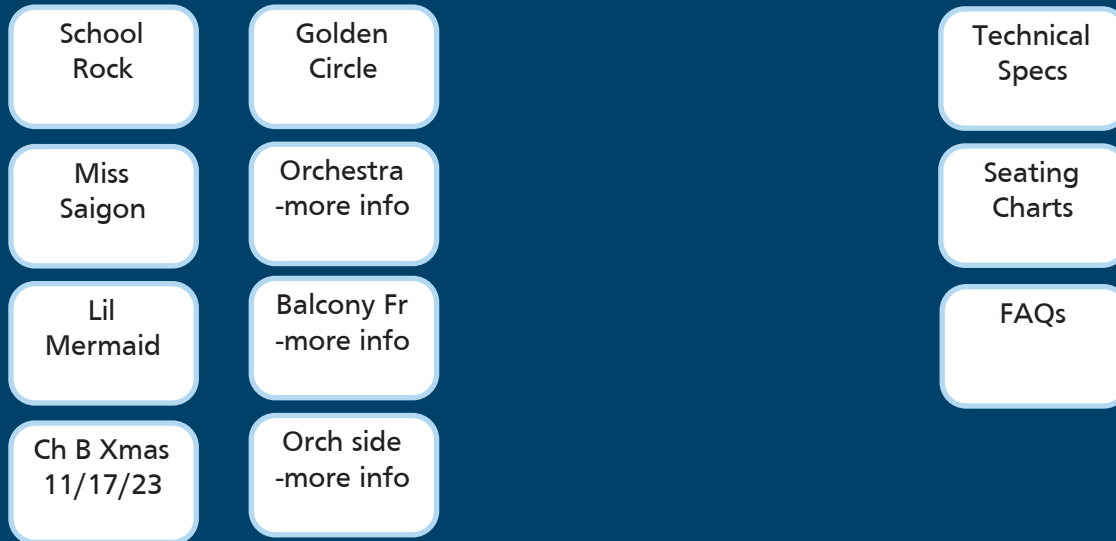
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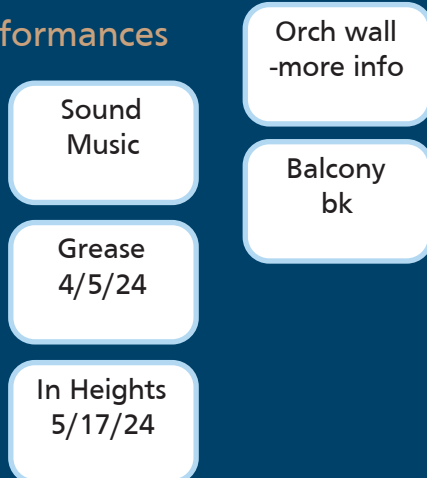
Website Wire Frame



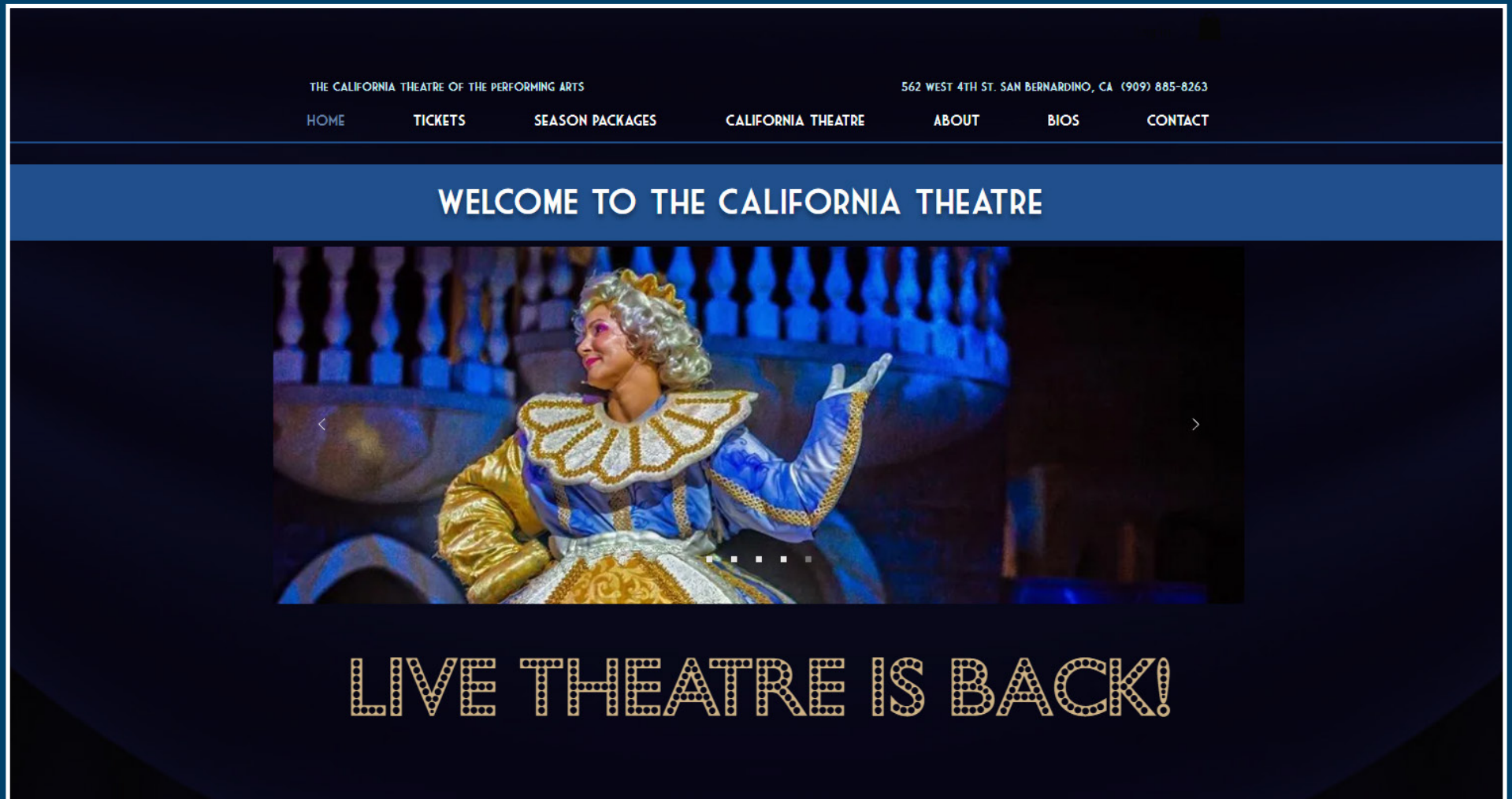
2023 Performances



2024 Performances



Original Site



<https://www.californiatheatre.>

Redesigned Site

California Theatre: Of the Performing Arts

[Home](#) [Shows](#) [Season Packages](#) [Gallery](#) [History](#) [Staff/Info](#) [Contact](#) [Symphony](#)



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<https://lirajuan116.wixsite.com/california-theatre>

Lira, Des 3205, Spring 2023 Project 1 abstract

