

GEORGIA THEATRE



INTRODUCTION

Georgia Theatre is a music venue in Athens, Georgia that features local bands and concerts Tuesday through Saturday.

OBJECTIVES

The challenge presented was a redesign of the site that serves to inform the public of upcoming band performances and provides online ticketing.

TARGET AUDIENCE

The main target audience was local college students and young professionals interested in local bands and the nightlife of Athens.

TECHNOLOGY

The site was created entirely in HTML and CSS. All buttons and image manipulation, as well as the construction of the logo, were created in Adobe Photoshop.

LAYOUT AND DESIGN

In order to convey the energy and ambience of a late-night music venue, the design was created to be photo-heavy, relying upon much of the photography taken at the theatre itself.

What was deemed as the most important information - location, entry requirements, and featured bands - are the largest elements used on the home page, with the navigation on the left in big, bright blue buttons that cannot be missed.

A funky half-square symbol that mimics the logo font is repeated throughout the design, used to draw the eye to important elements.

One main challenge for this site was the lack of content provided. The site mainly serves as a ticketing venue and calendar, and therefore much of the content is absent. Because of this, the design relies heavily on photos, design, and font elements to attract users to the content provided.



COLORS AND TYPE

Color choice came primarily from the header photo used. The electric blues against the dark textured background are meant to imitate the neon strobes used at the theatre, and help accent the ambience of a night club. Conceivably, these colors could change throughout the year as different photos are used as a header.

SITE MAP

Home Page

- Events
- Ticketing
- Photos
- Mailing List
- Contact



COMP #1: NIGHT CLUB BLUES

GEORGIA THEATRE

ATHENS, GA



- Home
- Events
- Tickets
- Booking
- Photos
- Mailing List
- Contact Us
- Login

EVENT SPOTLIGHT

Umphey's McGee

Wednesday Feb. 28, 2007 at 10:00 PM

From top to bottom, in its carefully constructed yet deeply felt notes, *Safety In Numbers* is a strong and decisive, yet easy-flowing representation of Umphey's McGee and a tribute to a friend's life in the face of their loss—a sonic companion to life's balancing act. For Bayliss and Umphey's McGee, *Safety In Numbers* is more than just an album title, it's a statement of musical commitment to each other.



[BUY TICKETS NOW!](#)

18+ Only / ID Required 215 N Lumpkin St Athens, GA 706.549.9918

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GEORGIA THEATRE

ATHENS, GA

PHOTOS

1 2 3 4 5

- Home
- Events
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THIS WEEK'S FLAGPOLE



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COMP #2: COOL GRADIENT

GEORGIA THEATRE ATHENS, GA


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Sister Hazel with Justin Brogden
Thursday Feb. 15, 2007 at 9 PM



Umphey's McGee
Wednesday Feb. 28, 2007 at 10 PM



Brantley Gilbert
Friday March 3, 2007 at 9 PM



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COMP #3: WARM RETRO

GEORGIA THEATRE

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EVENT SPOTLIGHT

Umphey's McGee
Wednesday Feb. 28, 2007 at 10PM

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