Pinnacle.com: Synthesis!

Pinnacle is a 6-piece band offering male and female lead vocalists, guitar, bass guitar, keyboards & drums. You can also choose to enhance this lineup with a horn section. The band only sounds good if the sound equipment is of a high quality with a sound engineer operating the system. Pinnacle offers you this high-end sound experience. Rich plays Gibson, Fender, Hamer & Taylor guitars through Marshall amplifiers with various effects. Pinnacle, a band for all occasions…weddings, private parties, corporate functions, festivals and more. We offer a dynamic performance with experienced musicians and professional equipment.

This paragraph written by the band's writer seems to summarize it all. They are a band that desires not to be pegged only as a wedding band nor as a generic band for hire. They are a quality ensemble of six musically trained individuals drawing upon a wealth of musical influences and experiences while using the best music technology available to date.

My design problem was to design a site which feels inviting to women who are often in charge of planning the weddings and to also appeal to corporate America. My other problem was how to sell Pinnacle with the limited assets provided.

I was eventually given testimonials, 1 mp3, some studio photos of the band and some images of music equipment. Later on you will see how I attempted to incorporate most of these elements. But first, I would like to introduce you to the organization of the site.

The initial concept for the home page. As you may observe, in the beginning I thought I would design an mp3 player.

Revised Sitemap

Round 1 Comps: Note the dancing playful logo
Round 2 Comps: Speaker and Drum Subpage
Round 2 Comps: Bluenote Home and Subpage - Note songlist has 2 pages
Round 2 Comps: Bright Urban and Subpage - *Note revised logo & “6”member band photo
Full Site Comps: Bright Urban - * Note simplified logo/100% of classmates chose this site
Full Site Comps: Playful Notes - * Note Simplified logo/Attempt at working with flopping colors

I learned a lot from this project—namely how to work with limited resources. This project allowed me to review and to add upon my knowledge base with regards to XHTML, CSS 2.0 and web design. The input or my classmates during the beta-testing day proved to be especially helpful. Things that I hope to implement in future sites as a result of this project include but are not limited to: 1. Incorporating an mp3 player 2. Lightbox 3. A cgi driven form and 4. Fully expandable web pages.

If you want to see an up-to-date version for Pinnacle.com please go to the following address. http://www2.hawaii.edu/~mgregor1/art249/final/pinnacle_1.com/index.html

Thank you for your interest,
Miles Gregory