

Website:



BLU SIDE STUDIOS 2

Concept



BLU SIDE STUDIOS 2 is a visual remake of an already existing website (blusidestudios.com), which is owned by Stevie Delacruz; a musician based in Fallbrook, California.

The website aims to be a virtual point of contact for existing fans, supporters, students or newcomers to shop for exclusive branded apparel, book musical lessons, or learn more about the studio.

The website has four main pages:

- Home Page
- Store
- Lessons
- About

The website also serves as a link to the following social media handles: YouTube, SoundCloud and Instagram.

Business Model



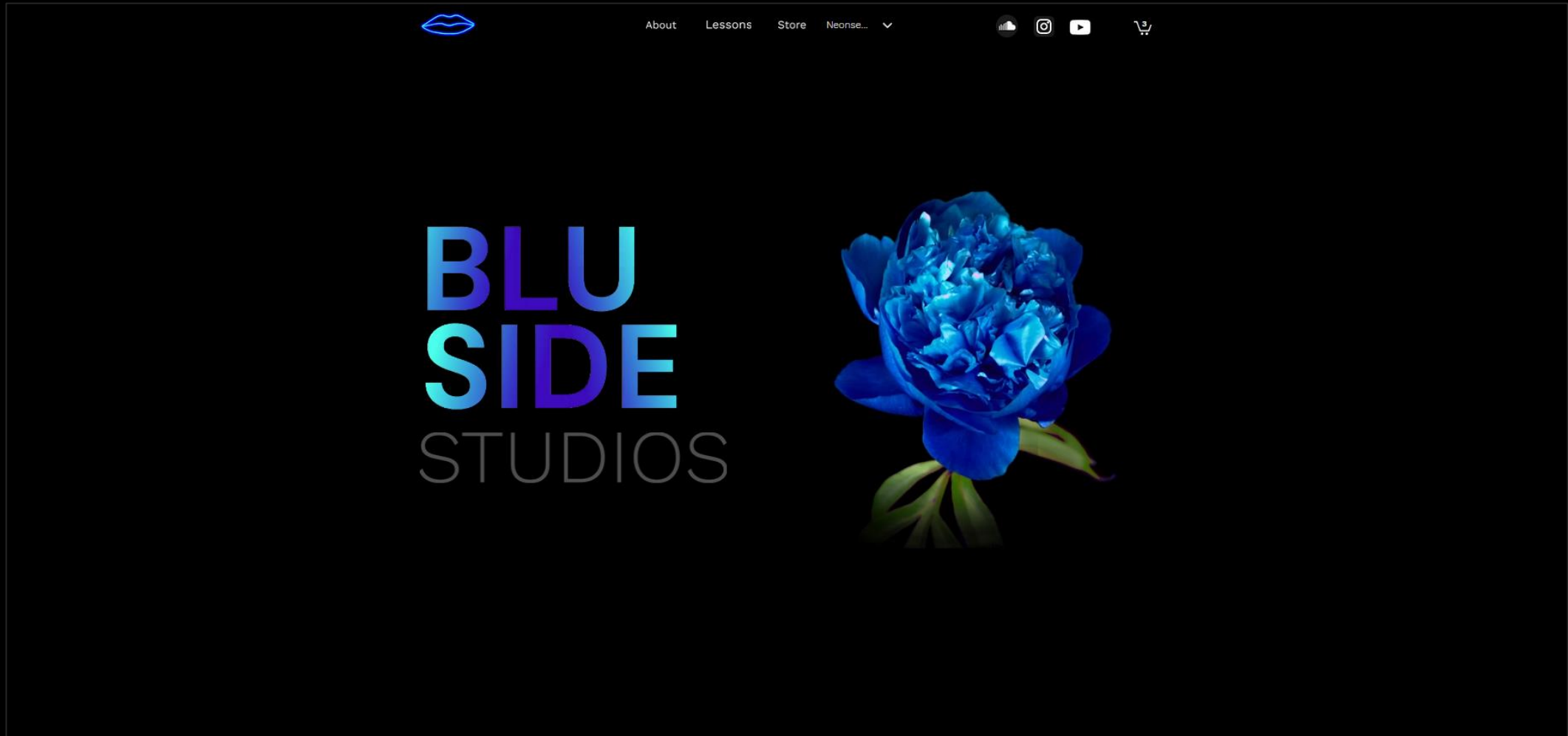
The main source of revenue comes from **lesson packages**, which is a service provided by the studio where one can learn to enhance or learn musical skills.

the websites built-in **store**, which offers t-shirts and beanies with the brand logo, aims to also be a source of income.

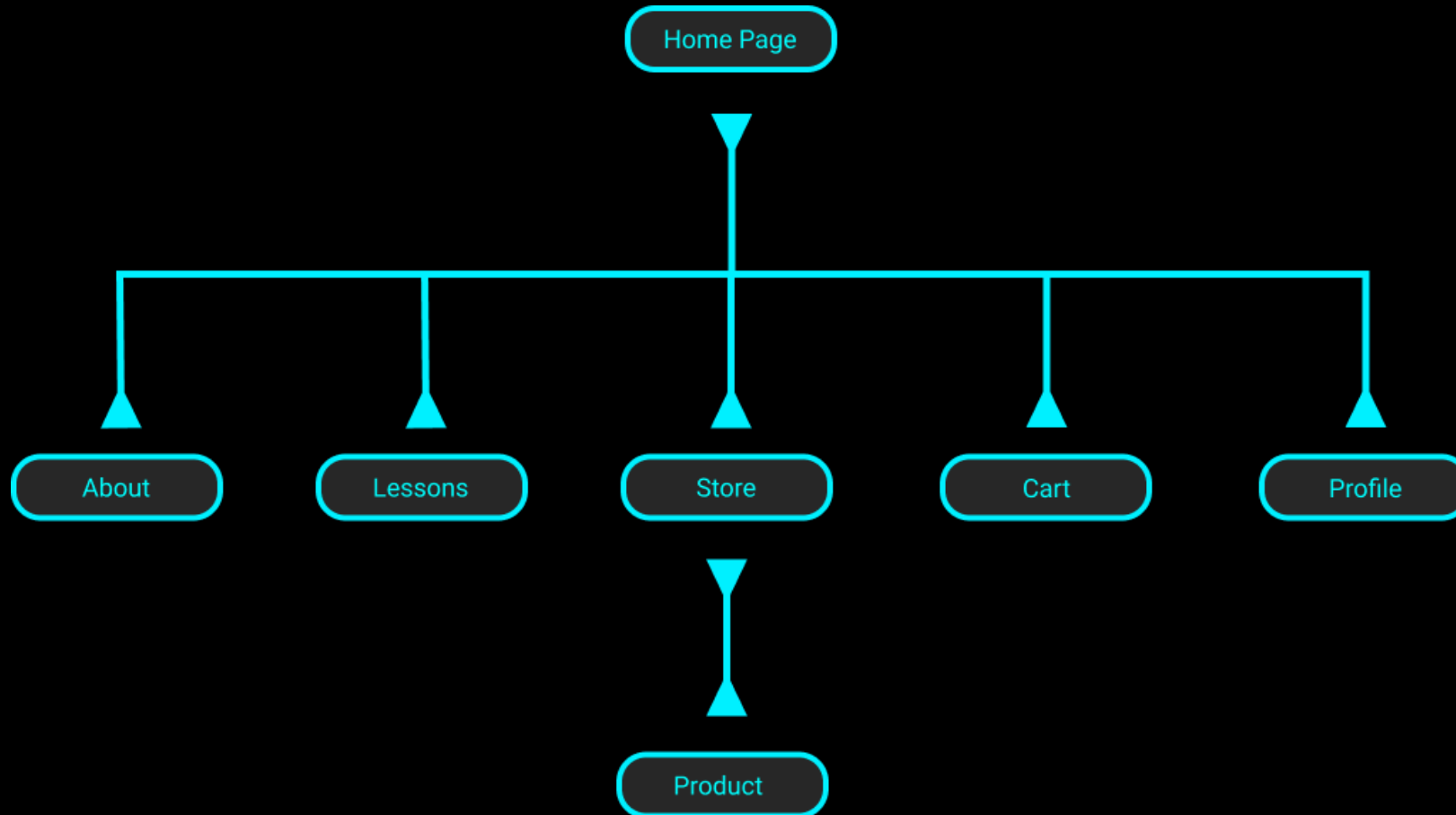
Published Website



Link to the live website: <https://nirshath.wixsite.com/blusidestudios2>



Sitemap

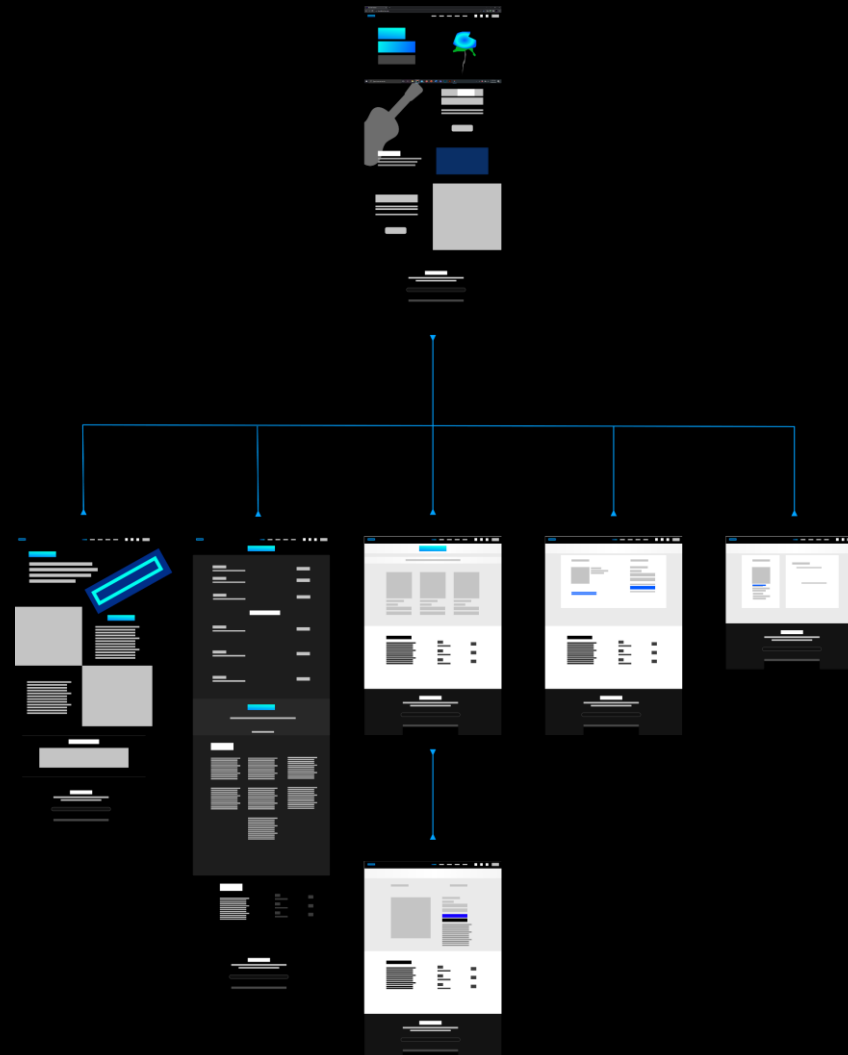




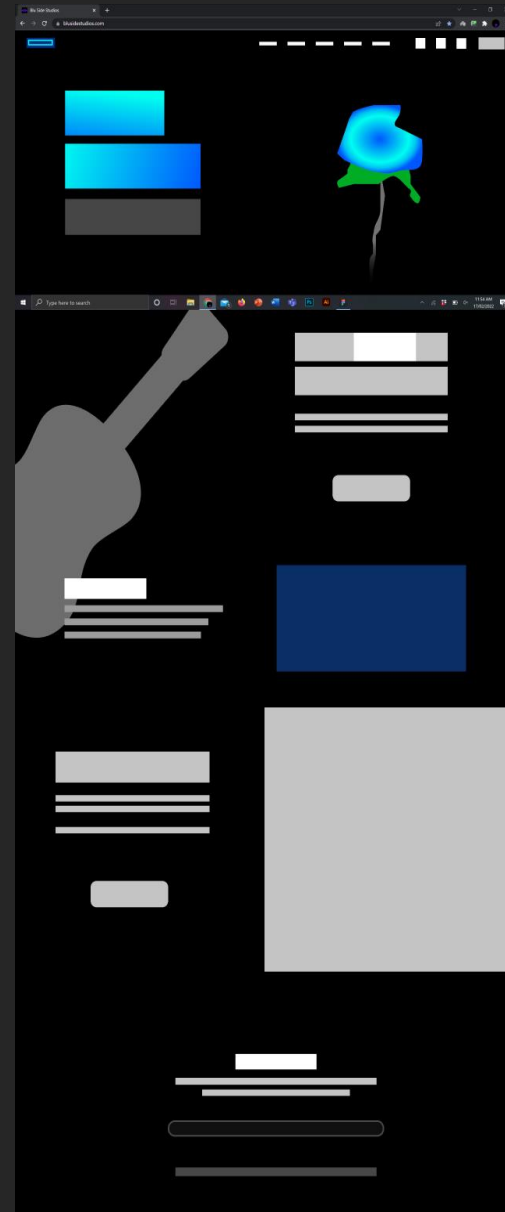
Sitemap - Wireframes

Link to the Figma (prototyping software) file:

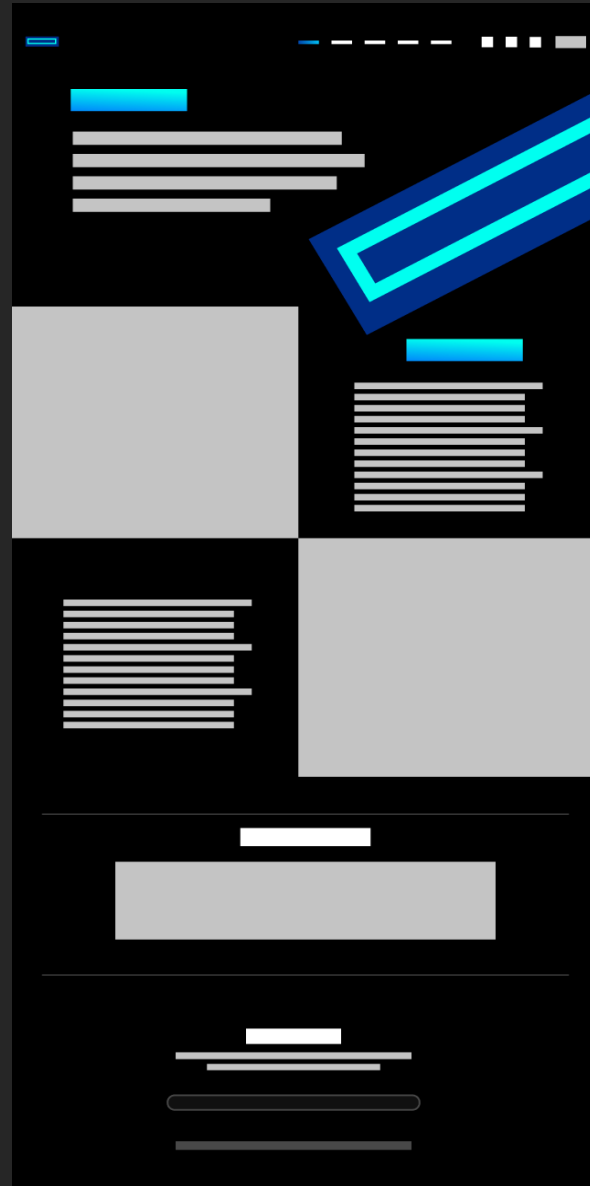
<https://www.figma.com/file/hlyAL7HAGsxVJ7PtgxLsSD/BluSideStudios2?node-id=1%3A21>



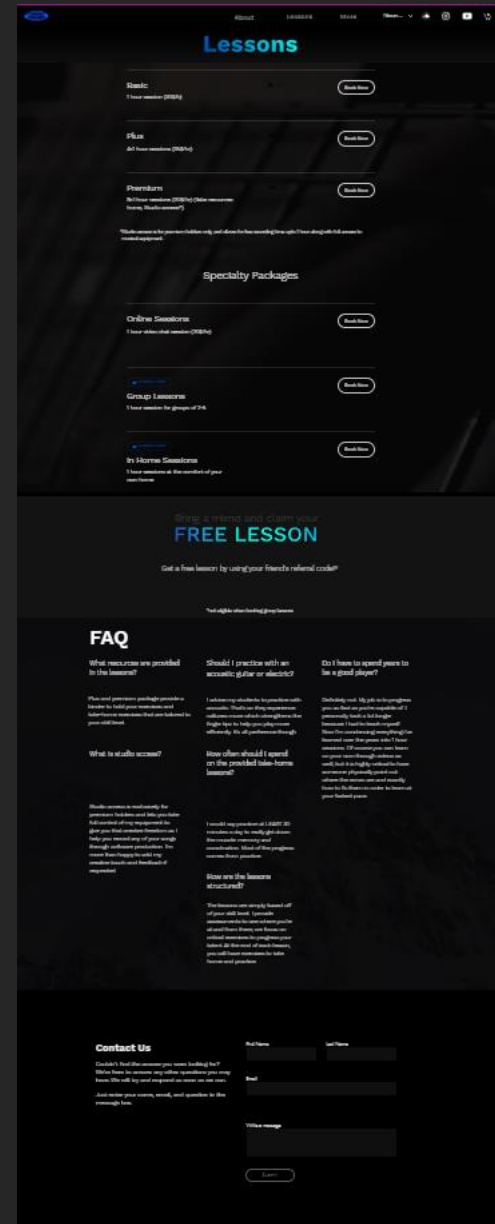
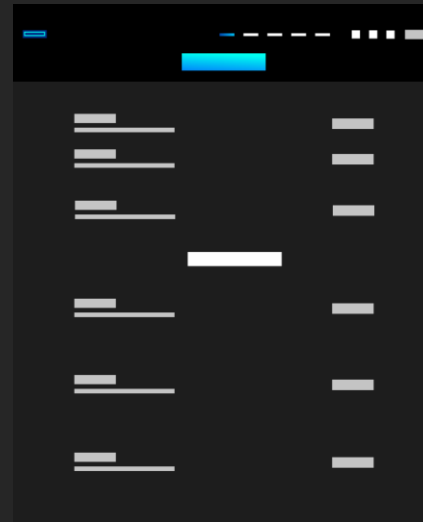
Home page



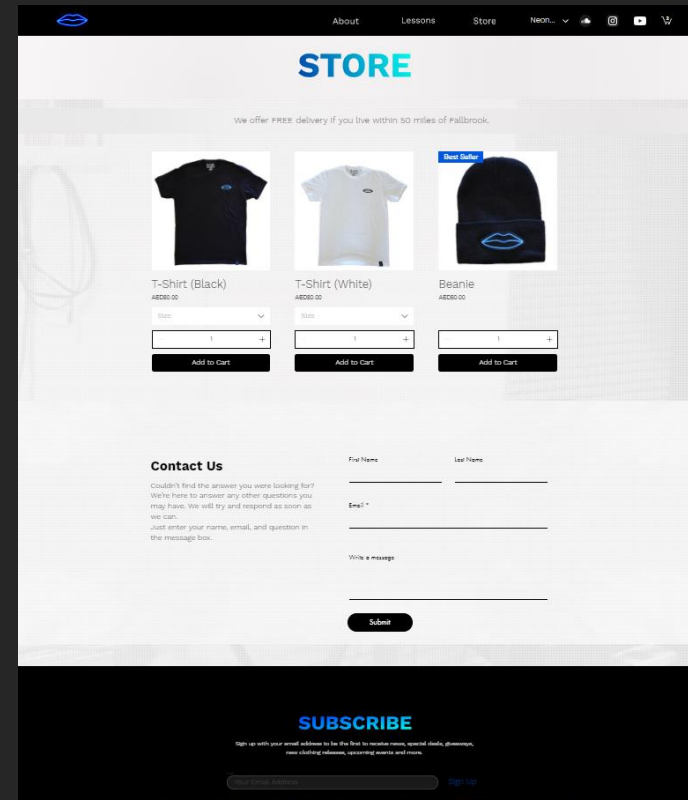
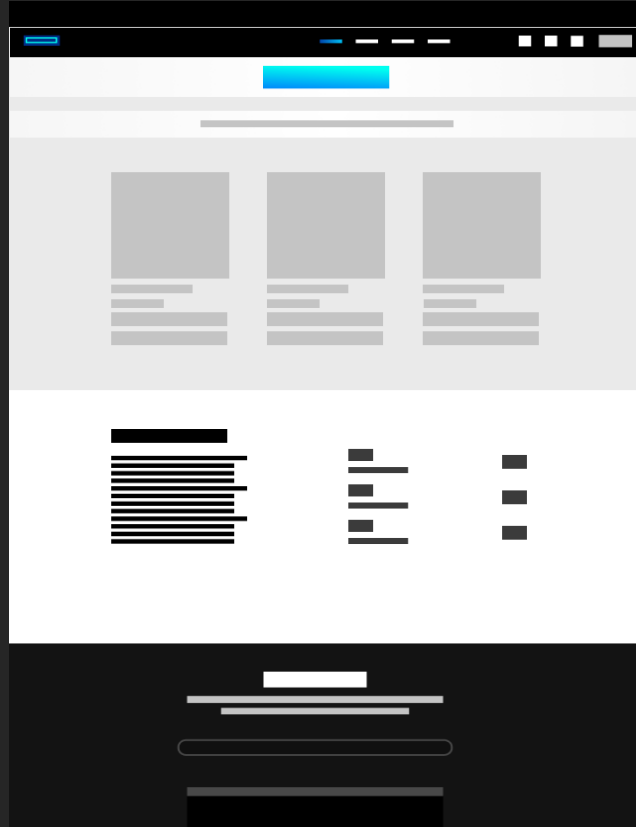
About page



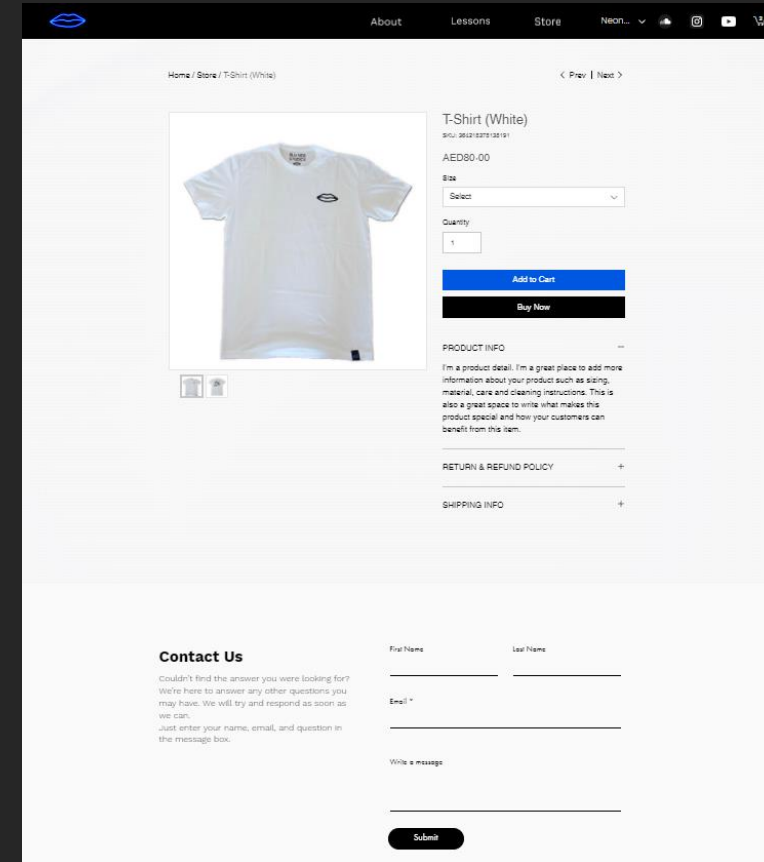
Lesson page



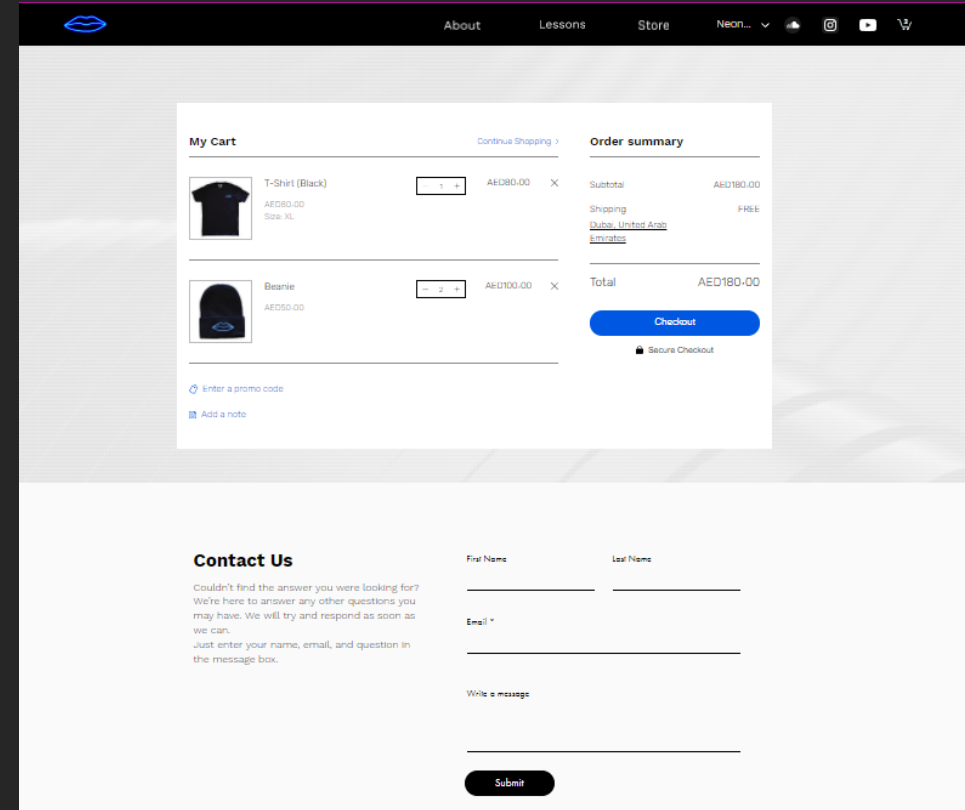
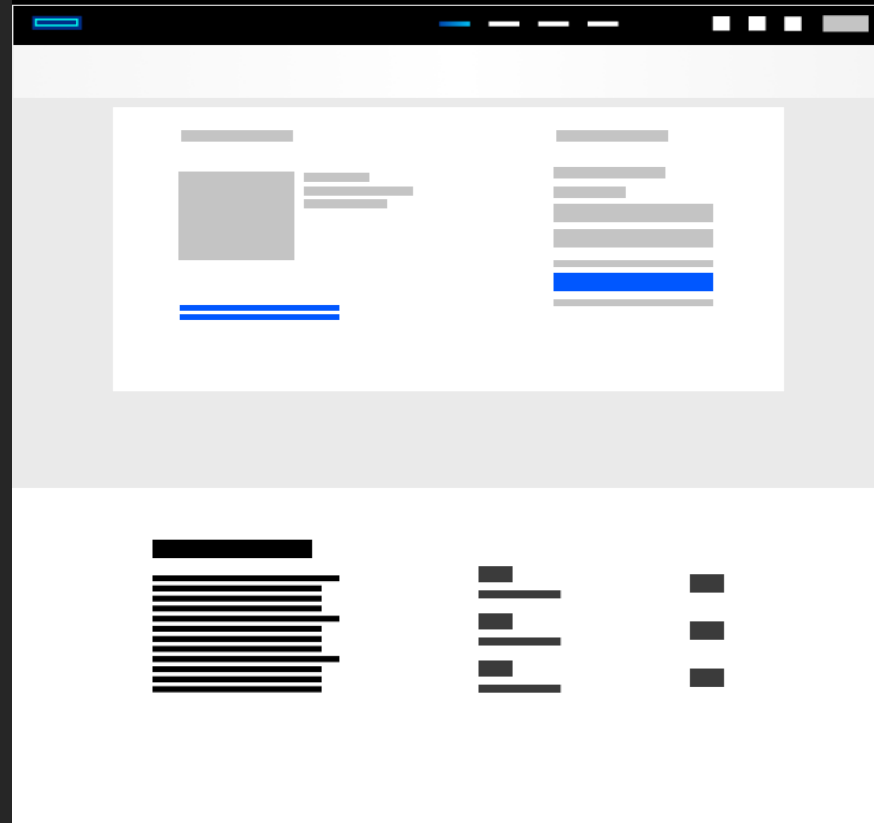
Store page



Product page



Cart page

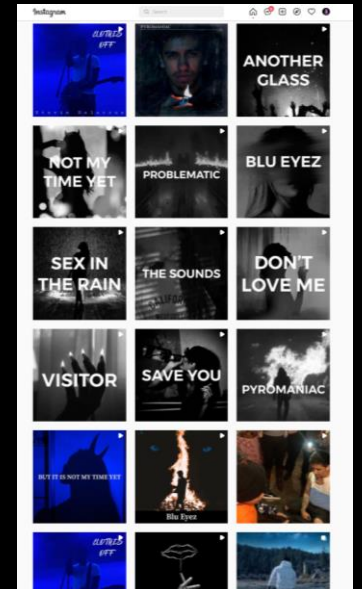
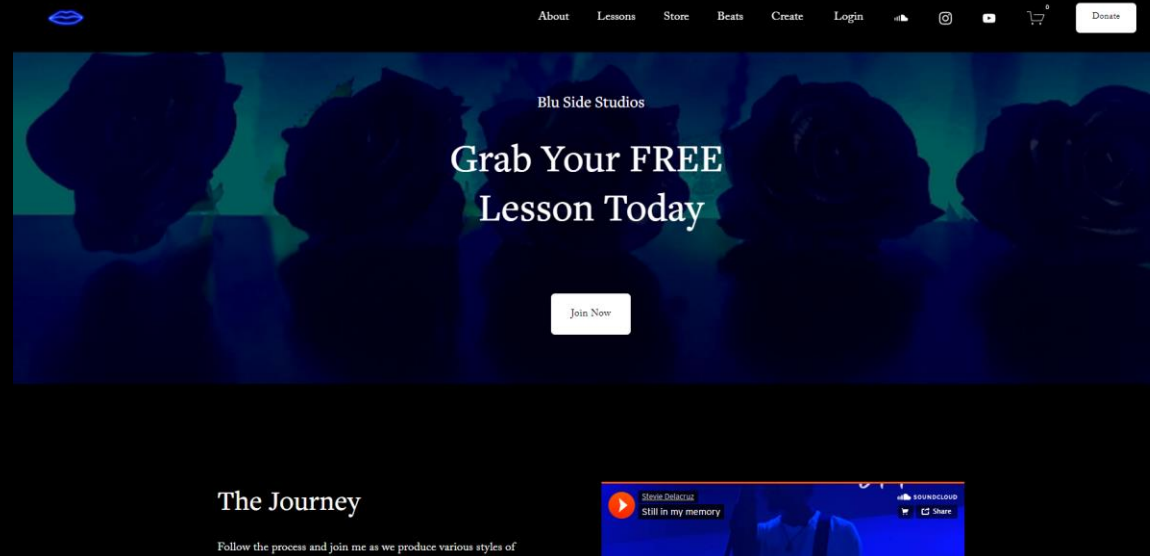
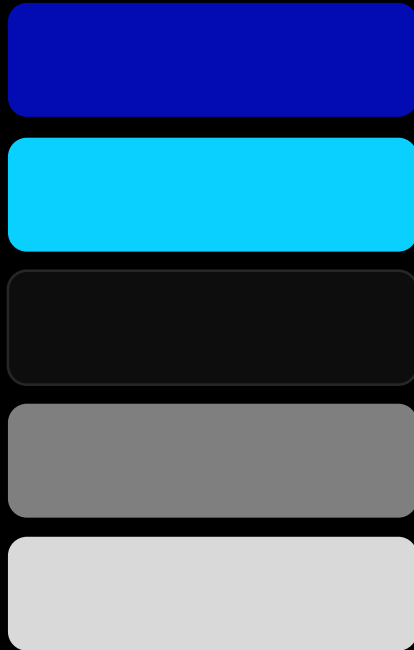




Visual Research

Content and Color Scheme

The content and color scheme of the website come from blusidestudios.com (2022), and the Instagram posts of @stevied456 (2022)



Visual Research



Font

Work Sans (Huang, 2020)

Only one font was used, along with its respective weights. This was to keep the content simple and minimalistic. The font was chosen with reference to Jordan (2022) on Untitled UI.

Elements Used



Videos Elements

The 'Flower' on the home page and the background video found in the 'Store' and 'Lessons' pages were free stock footage provided by Videezy (2022), and it was edited on premiere pro.



(Videezy, 2022)



Elements Used



Images and logos



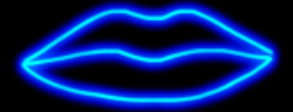
(Mamohato and Kindpng, 2022)



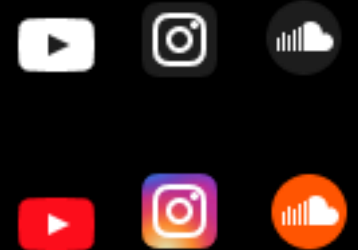
(Delacruz, 2022)



(Reference this)



(Bluside Studios, 2022)



(Abrita, 2022)

Elements Used

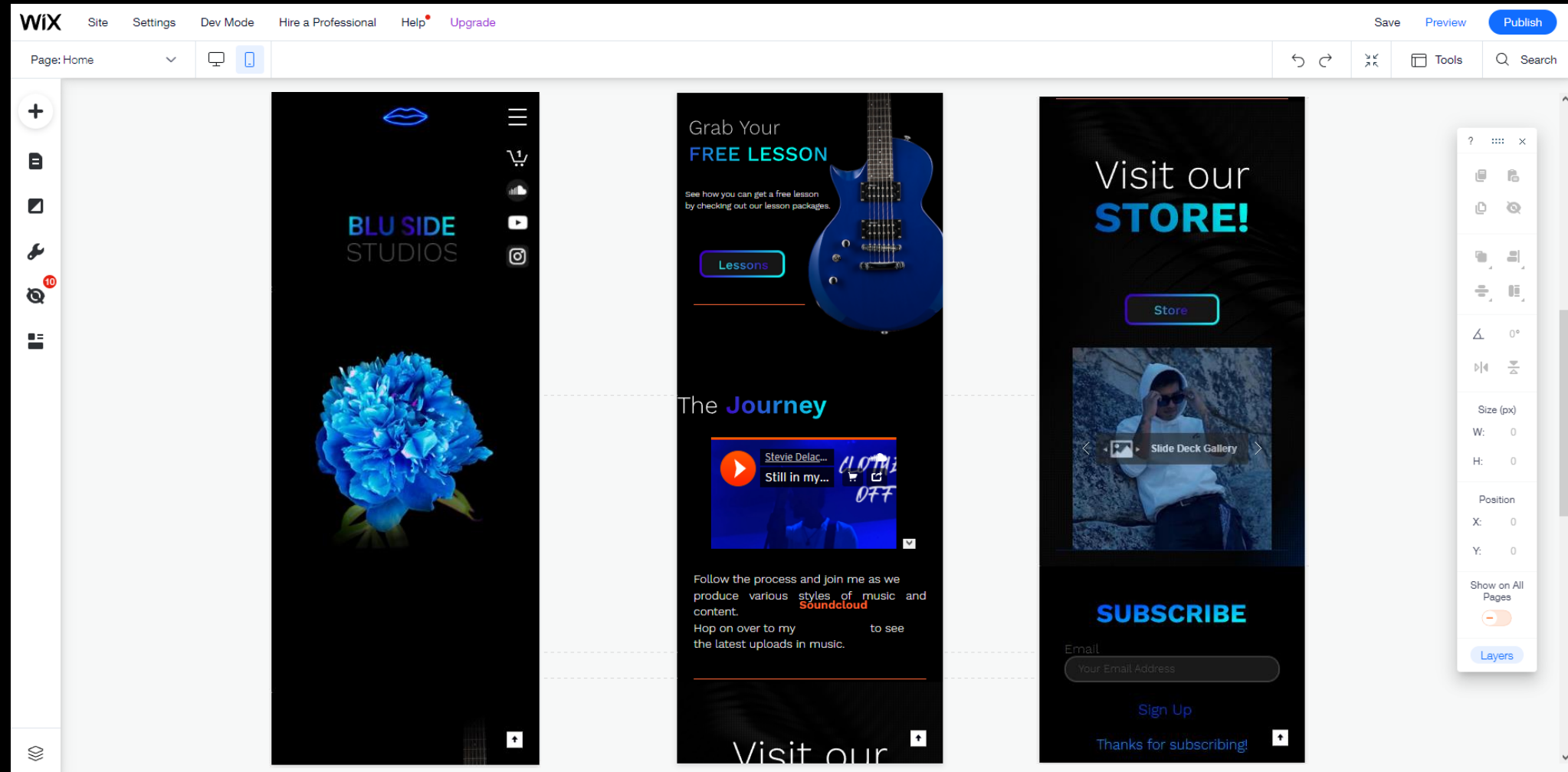


Store Images



(Bluside Studios, 2022)

Mobile Version

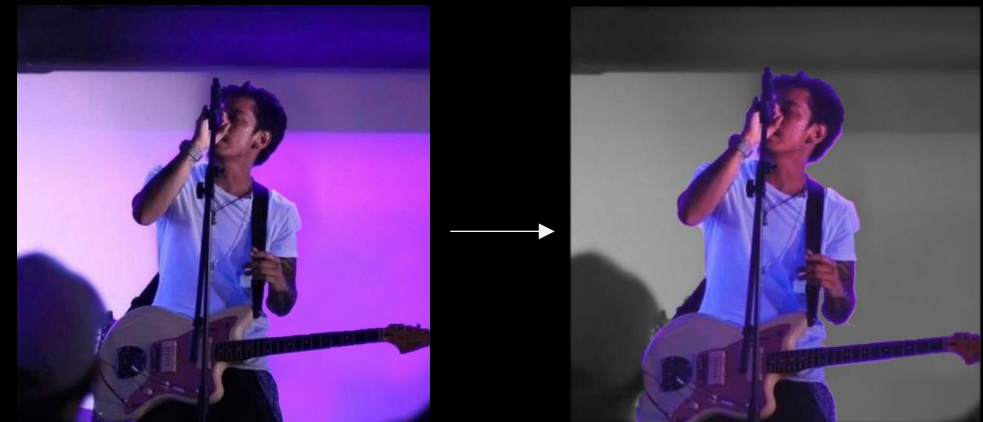




Additional notes

Image hover effect

The hover effect on the 'about' page. was inspired by <https://ispy.heihei.resn.co>

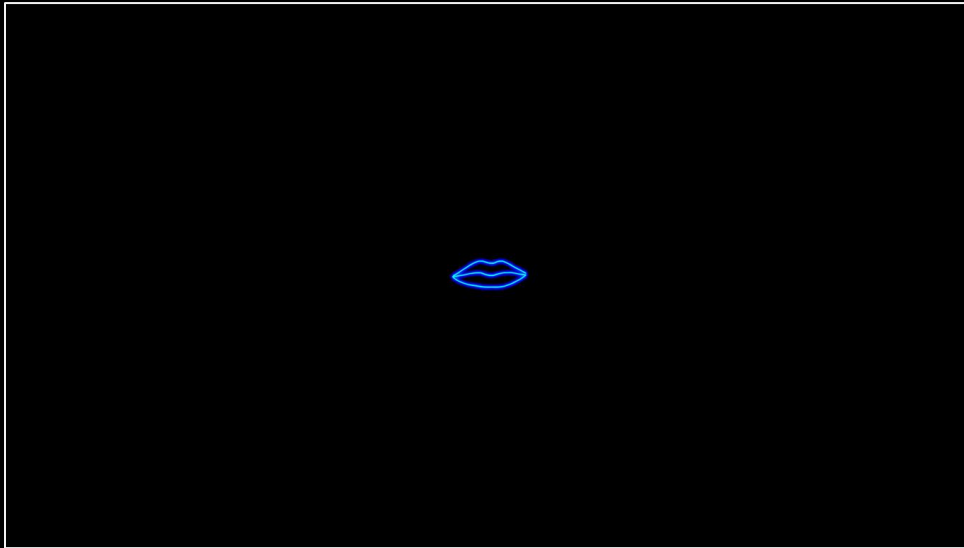


Additional notes



Preloader

The preloader to the website was coded-in using a tutorial uploaded on YouTube which used the Dev Tools available on Wix.

A screenshot of a YouTube video player. The video content shows a code editor with the title "Code For Preloader". The code is as follows:

```
Insert in Page Code:

$w.onReady(() => {
  waitForLoading();
});

export function button6_onClick() {
  $w("#lightbox1").show();
  waitForLoading();
}

function waitForLoading() {
  setTimeout(() => {
    $w("#lightbox1").hide("FadeOut");
  }, 1500);
}
```

The video player interface includes a progress bar at 2:23 / 12:19, a title "How To Create A Custom Preloader Screen in Wix - Wix Code Tutorial | Wix Website Tutorial", view count "64,145 views • Dec 27, 2017", like/dislike/share/download/clip/save buttons, and a channel name "Wix Training Academy" with 78.9K subscribers and "JOIN" and "SUBSCRIBE" buttons.

Bibliography



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Wix Training Academy (2017) *How To Create A Custom Preloader Screen in Wix - Wix Code Tutorial | Wix Website Tutorial*. 27 December Available at <https://www.youtube.com/watch?v=P4ewOH-ItDI> (Accessed 10/4/2022).