



Project Proposal

Design Objective

For the website redesign of the National Black Arts Festival, the main objective will be to increase visitor traffic while presenting a slick, user-friendly platform. In creating a better website, the project will focus on highlighting the organization's various attributes while increasing its social media presence. The redesign will increase the number of users looking for a standup organization to donate funds. Users will also notice the newsletter in a different compacity than they do now. Consistency will be the mantra of this project as we will craft a branded look across all the platforms the non-profit organization uses in reaching its user base. For example, the organization's Facebook page will maintain the same design aesthetic as the website to increase brand recognition.

Creative Treatment

Being the base for a prestigious organization, the site will follow the sophisticated underdog nature presented on its social media platforms. To do this, the design will aim for a clean and slick presentation with sharp, crisp imagery, high-definition graphics, and colors consistent with the organization's logo to highlight the importance of NBAF to the arts community. The website's color scheme will be as follows:



The photography from various events and galas will be used throughout the site to emphasize its place within the arts community. The redesign will highlight the organization's interest in creating a space for Black creatives – established and emerging – to feel welcomed and embraced. This concept will be effective in connecting with the community through using social media plugins for the organization's already established accounts. The website will include pages detailing the organization's background, board members and staff pages, yearly and monthly events, youth programs, photo galleries sharing highlights and donations to its various programs. As an example, users will be able to sign up for the newsletter as they peruse the forms of communication the non-profit maintains. On the home page, there will be an image highlighting special events from the organization which contains a quick link to information related to the highlighted

program. This image will change on a consistent basis as the non-profit moves from one effort to another.

The page title, NBAF, will optimize the number of visitors to the site, which maintains the same URL: <http://www.nbaf.org>. To maintain maximum SEO optimization, the home page will include the meta tag keywords like National Black Arts Festival, NBAF, nbaf, Black creatives, established artists, emerging artists, Black artists, Black arts, African-American, film, television, theater, visual arts, literature, music, dance, youth, and Atlanta. On the home page, a small blurb about the non-profit will be over the video slideshow and read, "National Black Arts Festival: A legacy of providing stellar artistic and educational programs in music, dance, film, visual arts, theater and the literary arts."

Navigation

As a reflection of the organization's connection to the community, the site will a more streamlined hierarchy as menu links will be consolidated with navigation bars at the top and bottom of every page. This allows users to move from page to page with ease and quickness.

Homepage

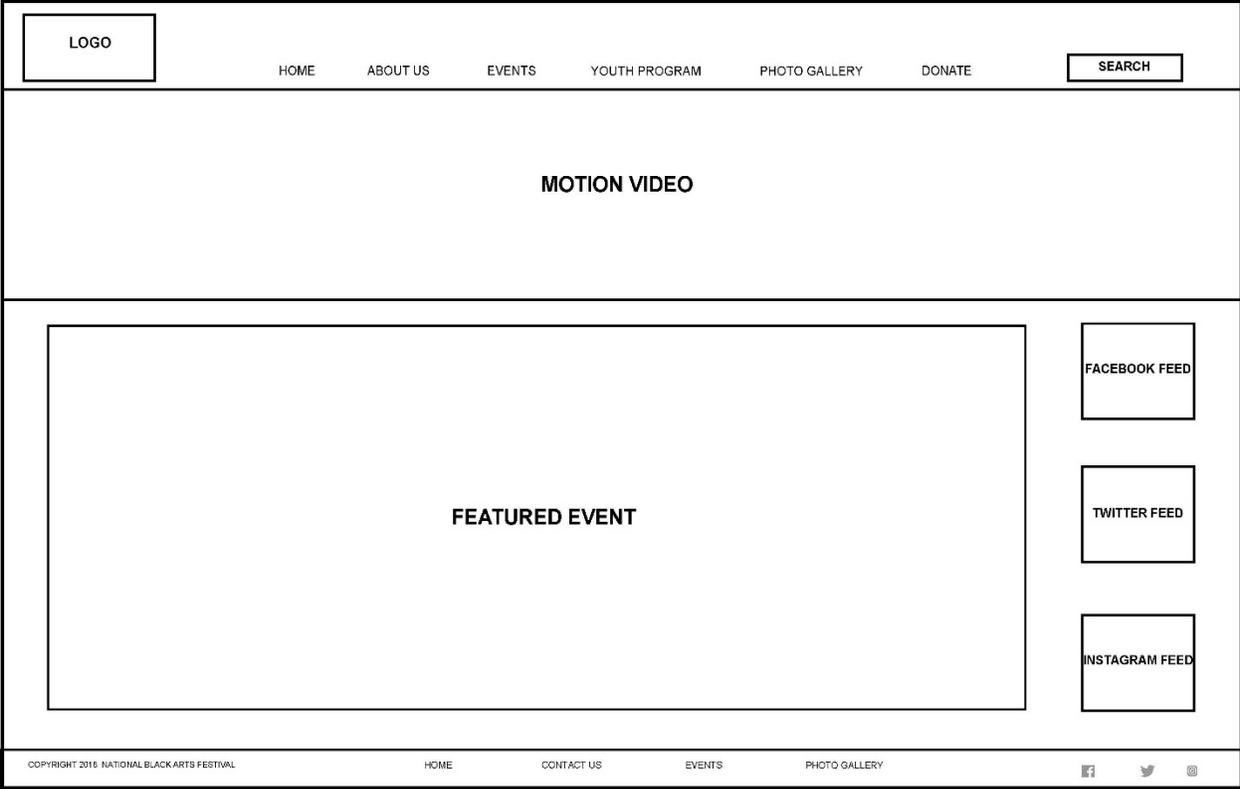
As with any modern website, the logo, horizontal navigation bar, and search box will appear at the top of every page to keep the site consistent. Since many of the navigation menu links will be consolidated, three of the navigation links (About Us, Events, and Youth Program) will have drop-down menus that become visible when scrolled over. At the bottom of each page, there will be a secondary navigation link along with small icons for the organization's Facebook, Twitter, and Instagram pages.

Below the navigation bar, there will be a slideshow of videos going horizontally across. The slideshow will give each video thirty seconds to play before moving on to the next one. Each video will highlight various events and programs affiliated with the organization. Over the video, a red-gray gradient will act as a filter to keep the appearance of each video consistent. It gives users a chance to see what this non-profit organization has to offer.

Once past the video slideshow, users will notice an area dedicated to any upcoming events the festival is holding during a certain time frame. This spot will change depending on what events are being held at the time.

On the right side of the featured event section, there will be social media plugins for Facebook, Twitter, and Instagram. Each plugin will showcase what the organization is doing on various platforms. This gives users a chance to see how the organization is

keeping up with the times along with allowing them to follow any (or all) of NBAF's social media pages.



NATIONAL BLACK ARTS FESTIVAL

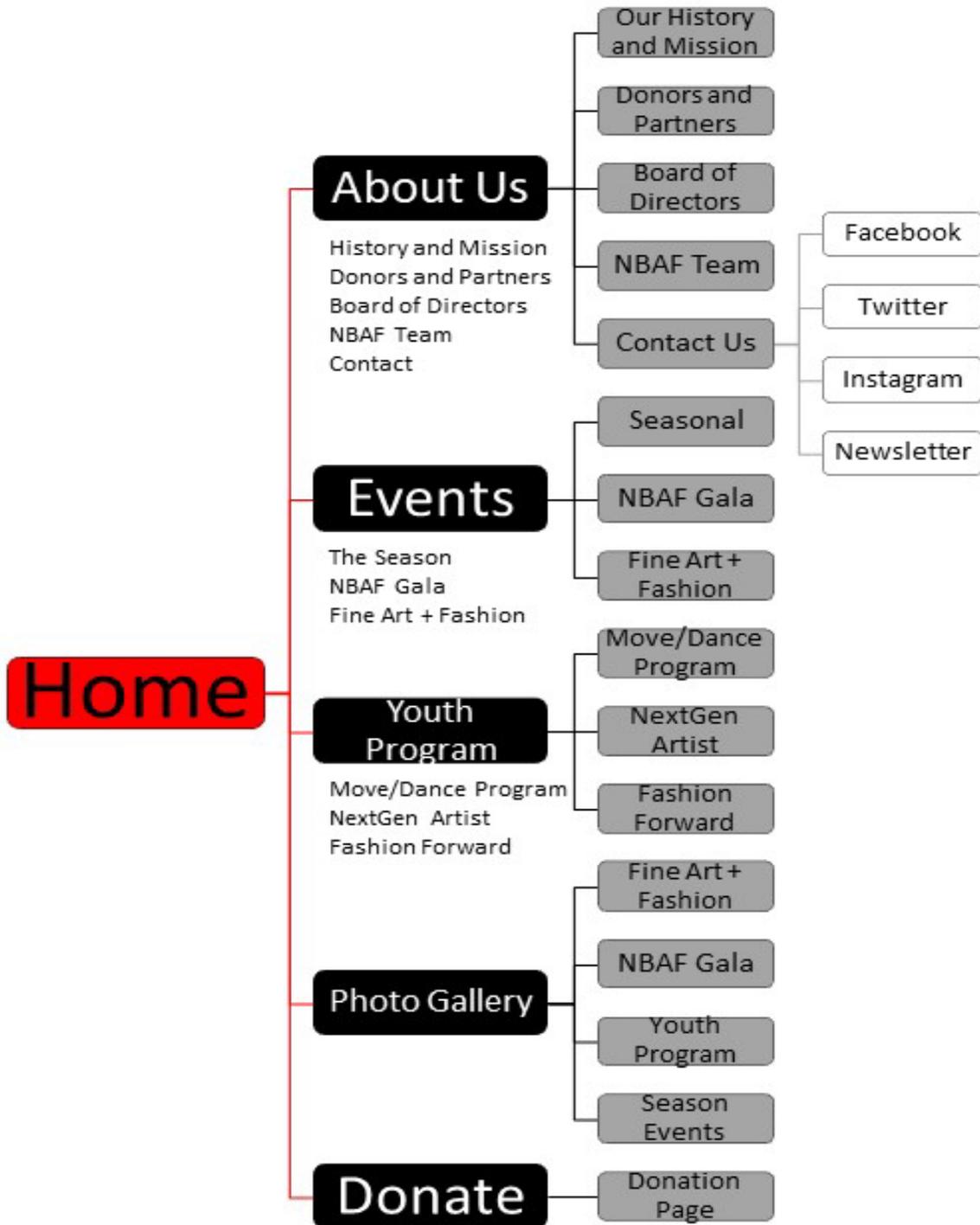
A legacy of providing stellar artistic and educational programs in music, dance, film, visual arts, theater and the literary arts.



TWEETS by @NBAF



Flowchart/Sitemap



Thread Sample

“About Us” Thread: Text and Images



Mission

“To advance the arts and the contributions of artists of African descent.”

As our name, National Black Arts Festival, reads, we believe in pushing the arts dealing with the African-American experience by educating, enriching and entertaining the Atlanta Metro area and beyond. Our organization thrives to bring those of the African diaspora into the bigger picture of the arts in every capacity.

History

Founded in 1988 by the Fulton County Arts Council, The National Black Arts Festival is a nonprofit organization with a legacy of providing stellar artistic and educational programs in music, dance, film, visual arts, theater and the literary arts. Along with the Fulton County Arts Council, we are supported by the City of Atlanta and local and national governments, corporations, foundations, businesses, and donors.

As the oldest multidisciplinary arts organization in the United States focused exclusively on the arts and artists of African descent, we have highlighted artists of the African

diaspora from across the globe. We seek to acknowledge the diverse communities brought together under the umbrella of the arts and culture within the Black experience.

Over the years, NBAF has welcomed and featured acclaimed artists across all avenues of the arts. We acknowledged the well-known as well as the lesser-known by spotlighting their contributions and accomplishments in progressing artists of African descent. We've graced with the presence of such luminaries as Maya Angelou, Wynton Marsalis, The O'Jays, Spike Lee, Harry Belafonte, Maurice Hines, Maxi Priest, Sonia Sanchez, Carrie Mae Weems, National Ballet de Guinea, Gladys Knight, Les Nubians, Cicely Tyson, August Wilson, Alfre Woodard, Nikki Giovanni and Gregory Porter, among many others.

Along with celebrating established artists, our organization thrives to identify emerging young talent amongst those of African descent. NBAF is determined to grow our next generation of artists through our school-based education programs while helping to promote and advance their careers in the arts.

Donors and Partners

Donors

\$50 – 150K



\$25 – 49K

Georgia Power

Federal Home Loan Bank of Atlanta

Voyles Automotive Group

\$15 – 24K

Lauren Amos for the Wish Foundation

Publix Supermarket Charities

\$10 – 14K

Northwestern Mutual

GPB Media

Modern Luxury (The Atlantan)

Southern Seasons

\$5 – 9K

Atlanta Homes & Lifestyles

Mason Hideoki Studio

Diversified Search

Southern Company

We would like to acknowledge those who have supported the organization with their time, services, and resources: Active Production and Design, Inc., Simon Sign Systems, TRRU Event Management, Weems Design Studio, Mercedes-Benz of Buckhead, The Atlantan, Double Cross Vodka, AREA, Atlanta Tribune, Rialto Center for the Arts, Sylvan Hills Middle, Sweet Auburn Works, Historic District Development Corporation, Central Atlanta Progress, National Park Service/MLK, Jr. Historic District, and the Four Seasons Hotel Atlanta.

Partners



AM1690

News Talk 1160

INsite Atlanta

Atlanta Show Guide

Jazz WCLK 91.9

Rialto Center for the Arts

Board of Directors



The National Black Arts Festival's board of directors at the 2017 NBAF Gala. August 5, 2017. Atlanta, GA. The photo includes (l.- r.): Brian McDaniel, James Walker, Danica Kombol, Charmine Ward-Milner, Lolita Browning Jackson, festival president and CEO Vikki Millender-Morrow, Lisa Ray Griffin, Suzanne Burks, Erwin Carter and Ken Holley.

Charmine Ward-Milner

Chair Senior Director

Community Affairs – Georgia-Pacific

Lolita Browning Jackson

Vice Chair Director

Governmental Affairs – Comcast Cable Communications, Inc.

Lisa Griffin

Treasurer

Vice President, Finance – Turner Entertainment Networks

Danica Kombol

Secretary

CEO – Everywhere Agency

Candy Moore

Senior Vice President

Community Development Manager – Southeast, Region Community Relations – Wells Fargo

Cecilie Lilletvedt Goodman

Philanthropy Manager

Senior Vice President – Global Corporate Social Responsibility

Kenneth Holley

Principal Portfolio Manager - *CIO Herndon Capital Management*

Sonya M. Halperin

Immediate Past Board Chair

Suzanne E. Burks

President – The Burks Companies, Inc.

Vikki Millender-Morrow

President & CEO – EX-OFFICIO

M. Erwin Carter

CEO & President – Newbold Services, LLC

Brian McDaniel

President/Owner – AlphaGraphics West-Midtown

NBAF Team



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Contact

Follow Us:



National Black Arts Festival



NBAF



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Want to keep up with the organization and our programs? Sign up for our newsletter.

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Atlanta, GA 30303

For more on sponsorship opportunities, email Judy Hanenkrat at jhanenkrat@nbaf.org

For more on media inquiries, email Nicole Henderson at pr@nbaf.org

Have any thoughts? Questions? Feedback? Fill out the form below.