

Virtual Sheet Music website redesign requirements

We need redesign ideas for our homepage at:

<http://www.virtualsheetmusic.com>

Here are our design requirements:

1. We need a new, clean and professional Web 2.0 design. The design must be built for easy possible future implementation and expansion, must looking into the future.
2. Look and Feel: the site is a e-commerce, popular and established website oriented to mostly classical music despite traditional music content is also present. Cleanness, ease of use and strong impact are our priorities for this design project. Usability at the first place.
3. Site and company background for your designing concept: Virtual Sheet Music currently offers digital products for musicians such as digital sheet music, Mp3 and MIDI audio files for instant download. We plan to redesign our website in order to expand our product line to material products such as multimedia music packages, DVDs, music lessons, etc. as well to improve its users interaction by including social media elements and features such as instant chat, messaging, user contributions, etc. We need a new design, expandable, easily modifiable and looking into the future.
4. We would like to have a design similar to the following website:

<http://www.sheetmusicplus.com/>

where we like the following page elements:

- A. Search field location and clearness
- A. Simple but effective top navigation menu (Piano, Guitar, etc), Javascript based for sub-menu navigation.
- B. Simple and clean design

5. We would like to apply that kind of design on a 3 columns liquid layout like the following other site of ours:

<http://www.musicianspage.com/>

Please, note that the central column will have to be liquid, so keep that in mind in designing your page.

6. We would like to highlight on the home page the following features we offer:

- A. Our “Music Membership” which allows users to access all our archives (over 28,000 files including over 1,500 PDF sheet music files and 26,000 MIDI and Mp3 audio files including Mp3 music accompaniment files) for one entire year by paying a flat fee of only \$37.75.
- B. Our Exclusive Sheet Music arrangements and transcriptions archives (over 750 items) available for any instrument and ensemble that can’t be found elsewhere.
- C. Our exclusive and unique Mp3 Music Accompaniment files that allow musicians to play along with their computer or iPod.

7. The new design will have to use our color palette and derivative colors. Please, look at the following static home page URL to collect our color palette:

<http://www.virtualsheetmusic.com/static.html>

8. The elements currently included on our home page that we would like to keep on the new one are:

- A. Our Headline (title) and sub-headline (sub-title) texts
- B. How Virtual Sheet Music works in a few steps
- C. Our Newsletter Sign-Up box
- D. Our Certification seals
- E. The shopping cart (can be hidden if needed)
- F. Featured Items
- G. Latest Items
- H. Coming Soon items
- I. Log-in for Members
- J. Footer

All of those elements can be re-organized, re-sized, re-designed, moved around as you like with the exception of the title and sub-title that should be kept at the top of the page and the footer.

9. The logo cannot be altered except its size

10. We want you to use a sans serif font such as: verdana or arial with optimal font size for normal text of 12 pt

11. Will be a CSS based layout (no old table based layouts!)

12. The resulting needed file must be in Photoshop file format. Optionally, resulting HTML and/or CSS related definitions and files will be appreciated despite they are

not required for this project where we want you to concentrate on the pure design. Of course, such optionally included files (HTML and CSS) could anyway count on the job assignment.

13. This project will be based on a standard “Work for Hire” agreement between the designer and our company.

14. The chosen designer will have the chance to work on possible future projects with our company.

15. Any modification to this project will be posted on these pages and could happen at any time before the closing of the project.

For any questions, please post your comments on this project page.

Thank you and good luck!

Best regards,
Fabrizio Ferrari
Virtual Sheet Music Inc.

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