

[www.avalonclubhouse.com](http://www.avalonclubhouse.com)

## web site design document - EXCERPT

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## **PROJECT OVERVIEW**

Avalon Clubhouse.com will be a fan-oriented web site for the “Avalon -- Web of Magic” product line. The web site will allow fans to join a “members-only” fan club, to purchase merchandise and to discover more about the Avalon mythology and characters.

For the May 31 launch, the site will introduce and emphasize the band Be\*Tween and be the exclusive portal to the band’s music and background information.

## **TARGET AUDIENCE**

The web site is developed for girls, ages 8-12; existing and future fans of the Avalon -- Web of Magic book series.

## **CONTENT OVERVIEW**

The web site will include the following elements:

- Introductory Avalon information
- Exclusive Avalon content (stories, art and music)
- Fan club membership sign-up
- Exclusive Be\*Tween content
- Avalon merchandise on-line sales (Available shortly post launch – June 30)
- An interactive Avalon-themed game
- Information on Avalon books and other products
- In depth Avalon information: character guide, stone guide
- Mandy Moore bio and information on the audio book
- Message boards
- E-mail capture opportunities
- A contest (Additional contests will be added in the future)
- Legal & administrative stuff

## **DETAIL OF PAGES**

The following describes each page that will be included on the site; it details the graphical, audio, text and link content of each page.

## **HEADER & FOOTER**

### **General:**

The Avalon header and footer will appear on each page of the website. They contain basic navigational elements to allow visitors to move through the major sections of the site.

### **Graphics:**

Header: Avalon -- Web of Magic Logo

Header: A magical “banner” across the page – will incorporate the border from the “Circles in the Stream” cover and may include the dreamcatcher and/or jewels.

Header: Buttons

Footer: Simple box or graphic to highlight the footer links. Design TBD.

**Copy:**

Header:

Avalon -- Web of Magic  
Avalon Clubhouse home  
Party with Be\*Tween  
Secret Clubhouse  
Shop

Footer:

Avalon Clubhouse home  
Contact Us  
Privacy Policy  
Terms of Use (*TBD: Willow will determine if we need this*)  
Partners

Copyright, 2002. Red Sky Entertainment. All Rights Reserved. (*Willow will provide final copyright text*)

**Audio:**

None

**Links:**

Header:

Avalon -- Web of Magic (graphic logo in upper left corner): Returns visitor to home page  
Avalon Clubhouse home: Returns visitor to home page  
Party with Be\*Tween: Goes to between page  
Secret Clubhouse: Goes to member's only (password protected after June 30) area  
Shop: Goes to merchandise page

Footer:

Avalon Clubhouse home: returns visitor to home page  
Contact Us: Goes to contact page  
Privacy Policy: Goes to privacy policy page  
Terms of Use (*TBD: Willow will determine if we need this*): Goes to additional legal page  
Partners: Goes to a page with info and links for all Avalon licensees

**Other:**

Header and footer should be "include files" which are referenced on all of the other pages.

WELCOME TO THE CLUBHOUSE/HOME PAGE

**General:**

This is the main entry into the Avalon site. It contains navigation to all of the main areas of the site. It provides brief and basic information about the license and the rest of the site. The setting is the library "Clubhouse" explorers' room; this screen allows access to other main site areas and introduces visitors to the Avalon mythology.

**Graphics:**

Library environment elements:  
Bookshelf & books  
Mobile  
Table  
Telescope  
Candelabra  
Adriane - headshot  
Emily - headshot  
Kara - headshot  
What's new box  
Guest book icon  
Musical note icon  
Animating Dragonflies  
Text headers for sections  
[www.avalonclubhouse.com](http://www.avalonclubhouse.com) graphic  
Buttons for some of the links  
Ozzie, standard full pose

**Copy:**

Welcome message:

Hi! Welcome to the Avalon - Web of Magic Clubhouse. We have built this web site to share some of the amazing things we have discovered about magic. Come join us and share our astonishing adventures. Maybe you can even help us fight the evil that is threatening the magic web!

Join message:

**Join the web of magic secret clubhouse!**

Clubhouse members have their own secret section of the site and get exclusive access to

- Book previews
- Contests!
- Special message boards
- E-mail to Emily, Adriane and Kara

Find out more about the club!

Existing member sign-in:

Already a member?  
Web of Magic Secret Club Mages –  
Sign in here!

Guestbook text:

Sign our guestbook for a chance to win a free \_\_\_\_\_! (*Willow to provide content*)

Tell a friend about the Avalon Clubhouse!

More Avalon links:

- Explore Avalon:
- Magical creatures guide
  - Jewels and stones
  - Avalon -- Web of Magic Books

If you want to help animals in your world, visit our partners at [www.nahee.org](http://www.nahee.org).

What's New Feature Box (*note: This text will change on a regular basis. Potential launch text included below – final waiting for content from Willow*):

What's New

- Free CD promotion – Now available at Borders! [Details...](#)
- Book 5 - [Avalon -- Web of Magic: Spellsingers](#) is now in stores!
- Audio Book! [Circles in the Stream](#), read by [Mandy Moore](#), is now available on Cassette tape and CD. [Hear an excerpt.](#)

Feature of Be\*Tween area

Discover the Magic of the Music of Be\*Tween

- Hear Supernatural High
- Who is Be\*Tween? And where are they?

Feature Game

Play Magic Jewels interactive game

Clubhouse content

Secret Clubhouse Exclusive Short Story: Kara's Journal: Dragonfly Training 101  
Read it now!

**Audio:**

Avalon theme musical riff at page load ("Avalon theme light – friends" :36)

Sound fx for some of the link clicks. TBD.

Supernatural high – stream or download

Link to Mandy Moore chapter excerpt

**Links:**

Header/footer links

About the fan club / Join page for members-only area

Sign-in link for members to access the members clubhouse

Link to guestbook/tell a friend page

Link to Magical creature guide

Link to magic stones guide

Link to Avalon books page

Link from news to relevant pages (*pending content from Willow*)

Link to Be\*Tween band area

Link to "Supernatural High" song stream/download

Link to Magic Jewels

Link to Kara short story

Link to NAHEE ([www.nahee.org](http://www.nahee.org))(Learn more about helping animals)

**Other:**

It needs to be easy to update the "What's New" box and to add more navigational links as content for the site is updated on an ongoing basis.

SECRET CLUBHOUSE (Private, Password Protected Area\*):

**General:**

This is a subset of the web site that only members can enter. It is slated to be free until June 30<sup>th</sup> – everyone will have a "free trial" of the "secret clubhouse" for the first month the site is live.

\*After June 30, this area of the site will be a private, password protected site for fan club members only.

**Graphics:**

Variant of library environment:

- Bookshelf & books
  - Starglobe
  - Computer, Ozzie sitting at the computer
  - Desk or Table
  - Fireplace
- An e-mail icon  
Sneak peeks frame  
Text heading graphics

**Copy:**

May 31 – June 30<sup>th</sup> Free Trial Message  
Enjoy a Free Trial!  
Until June 30<sup>th</sup>, the Web of Magic Clubhouse is free!

**Members welcome:**

Welcome to the secret clubhouse -- Check back regularly for contests, special stories, downloads and other Web of Magic exclusives!

**Contest rules**

Can your Flobbin beat my Flobbin?  
What do you think a Flobbin looks like? Enter your drawing of a Flobbin in our contest for a chance to win a loaf of bread!

Description of a Flobbin from The Secret of the Unicorn:  
"It looked like a giant frog. It had lumpy blue-and-purple skin, flippers for feet and a wide mouth, stretched across its face in a perpetual smile...a long ribbonlike purple tongue...sloping warty blue shoulders..."

Send your drawing to:

Best Flobbin  
Avalon Clubhouse  
PO Box 568  
Lowell, MA 01853

Entries must be received by July 1, 2002. Entries will not be returned. The winning entries will be posted on the web site July 30, 2002. (*Willow: Waiting for your actual rules/legal stuff/content/plan*)

**Sneak peeks text**

Sneak peeks – Mage exclusives!  
New in the World of Avalon -- Web of Magic – Circles in the Stream Audio Book – [Hear chapter one](#) read by Mandy Moore now.

Post June 30 Addition for Sneak Peeks:  
Exclusive Music for Mages! Hear "ballad" from Be\*Tween. [Play it now!](#) (*Robert, what is the name of that Ballad – when will you confirm with Sony that we will be using that song?*)

**Description of message board**

Meet other Mages. Exchange ideas and delve deeper into the magic web.

#### Description of e-mail the characters feature

E-mail us! We will regularly select several e-mails to post and answer on the web site, so send us your questions, stories and magical experiences! Then check back to see if your e-mail is featured on the site – Your friends, Emily, Adriane and Kara.

#### Exclusive content

Read Ozzie's mail

Ozzie has been sending e-mail home to his elvish mum. Take a peek over his shoulder...

#### Audio:

Be\*Tween song download for Mages only (post June 30)

Book 1 audio excerpt – full chapter

#### Links:

Standard header/footer links

Link to audio chapter 1

Link to e-mail the characters page

Link to Mages Message board

Link to Mandy Moore page

Link to complete Kara story

#### Other:

Contests will be updated regularly (provides information for mail in or e-mail entries – either does not include an online form or form is built/maintained by coders at FansRule)

“Sneak peeks” area will be updated regularly. (This area will include info on upcoming books, e -chapters or profiles of animals/stones or storylines not yet disclosed, may allow download of an extra Be\*Tween song as the initial sneak peek)

After launch a section will need to be added to this page for contest results.

Winners!

We are pleased to announce the winners of the “Design a Flobbin” contest.

**First prize:** Joy Hope of St. Louis, MO

Joy wins a loaf of bread and a Flobbin t-shirt

**Second prize:** Faith Charity of Perris, CA

Faith wins an oil change

**Third prize:** Gianna Banana of NY, NY

Gianna wins a trip to Lowell to be webmaster for a week.