

# ALEXA KNAPP

GD 358: INTERACTIVE DESIGN: PORTFOLIO



# UMUSIC AUTUMN

UMusic Autumn is a website for the music festival lovers, where young adults can gather to celebrate all things electronic (as well as buy tickets and learn more about the festival).

This project is also a story of the challenges in creating the site and how to overcome the challenges and learning journey to launch.

## ROLES

- UI/UX Designer
- Video Editor
- Illustrator
- Researcher

## TOOLS

- Wix
- Adobe Illustrator
- Adobe After Effects

## TIMELINE

5 weeks



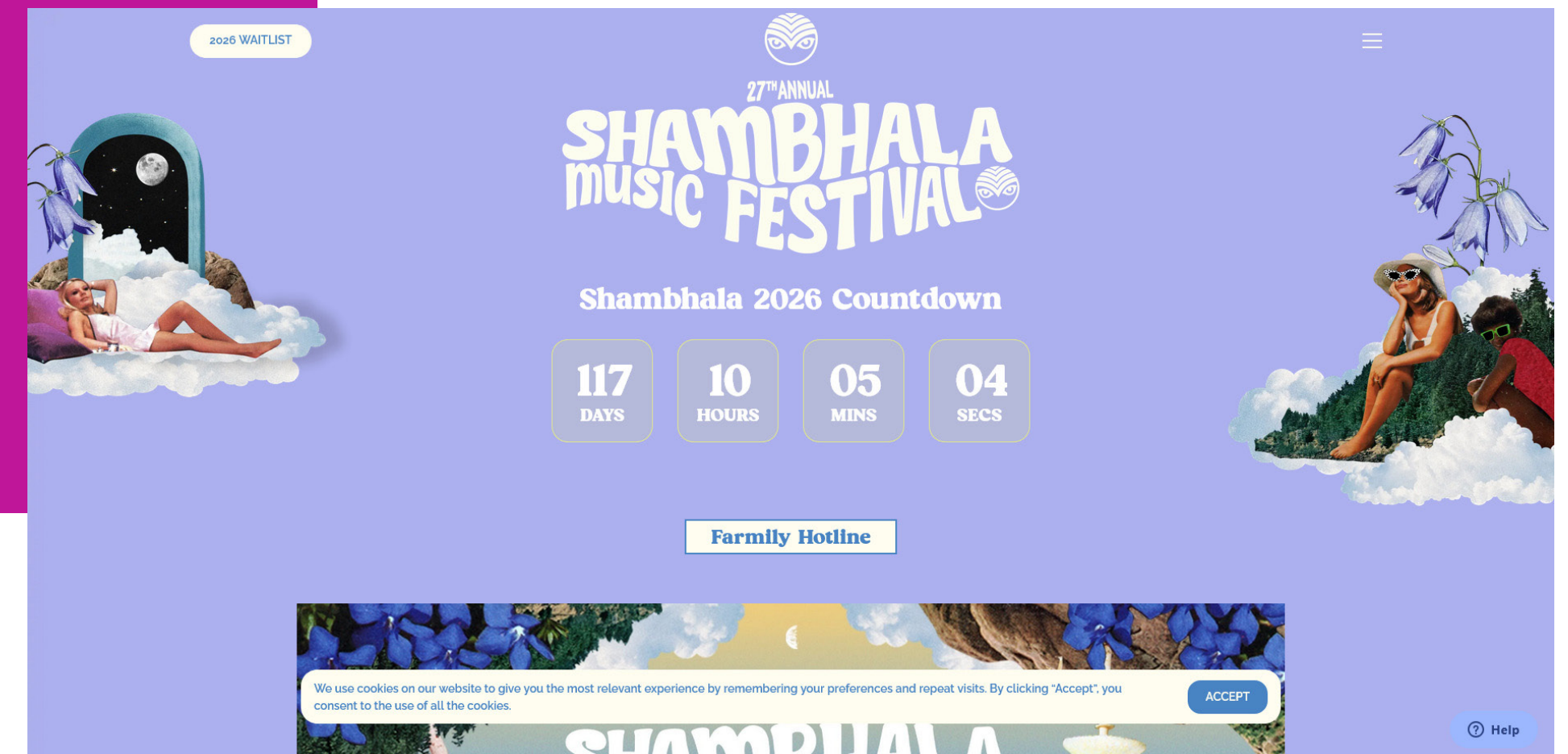
# THE ASSIGNMENT

- *Music festival*
- *Universal Studios*
- *Roundhouse*
- *Poster*

- *Event concept*
- *Theme concept*
- *Visual identity*
- *Genre*



# ALEXA | RESEARCH



27<sup>TH</sup> ANNUAL  
**SHAMBHALA**  
music FESTIVAL

ARTISTS LISTED IN ALPHABETICAL ORDER

**A-TRAK • BLACK TIGER SEX MACHINE • BORIS BREJCHA  
CHROMEO • CLOONEE • CLOZEE • CRANKDAT • DAMIAN LAZARUS  
THE DARE • DIMENSION • DRAMA • EARTHGANG  
ELI BROWN • EXCISION • GANJA WHITE NIGHT • HAMD  
INTERPLANETARY CRIMINAL • KAI WACHI • LIQUID STRANGER  
LOUIS THE CHILD • MATRODA • SEVEN LIONS • SIDEPiece  
SIGMA • SOLARDO • TYCHO • UNCLE WAFFLES • WHETHAN**

AHEE • AMÉMÉ • ATRIP • BADGER • BROTHERS MACKLOVITCH • BRUNELLO  
CHALI 2NA & CUT CHEMIST • CONDUCTA B2B DJ SWISHA • CRAZE • DJ SUSAN  
DOC MARTIN • EAZYBAKED • EVA LAZARUS • FLAVA D • GRAFIX [IVY] • INZO  
IVY LAB • JACQUES GREENE • JKYL & HYDE • JOSH WINK • JUSTIN JAY • JUSTIN MARTIN  
KNOW GOOD • LAVERN • LEVEL UP • LUMASI • LYNX • MACHINEDRUM • MAGUGU  
MAIN PHASE • MOONTRICKS • MUNGO'S HI FI • NATASCHA POLKÉ  
NIKITA, THE WICKED • NITEPUNK • P MONEY & WHINEY • PHIL HARTNOLL (ORBITAL)  
PLAYER DAVE • SHIMA • SIMULA w/ JAKES • SIPPY • SIR SPYRO • SONREAL  
SOUL CLAP • STARJUNK 95 • STAVROZ • SUBSONIC • SUPER DJ DMITRY (DEEE-LITE)  
TAIKI NULIGHT • THE FUNK HUNTERS • TOO MANY ZOOZ • TRUTH w/ PAV4N  
TVBOO • TWO SHELL • VILLAGER • WESTEND • ZINGARA • Z-TRIP

A.SKILLZ • ADHAM SHAIKH • ALEX UNGER • AGFA • AMP LIVE • ARMANI REIGN • ASHEZ • ATYYA • CAMEO BLUSH  
CHMURA • COMISAR • DJ DAN • FLIPOUT • FORT KNOX 5 & QDUP • FRAMEWORKS • GALEN • GLOBAL  
HANDSOME TIGER • ILL. GATES • JOANNA MAGIK • JON CASEY • KIINJO • KOJI AIKEN • KR3TURE • KYBER  
LAZY SYRUP ORCHESTRA • LONGWALKSHORTDOCK • MADAM X • MAT THE ALIEN • MFINITY • MNTRA • N2N  
NEIGHBOUR • NEON STEVE • NO THANKS • PARKBREEZY • PHEEL • PHIBES • PINEO & LOEB • RICHARD FINGER  
ROB PAINE • RUMPUS • SAM BINGA • SATURNA • SHAWNA • SHINY THINGS • SHOSH • SIVZ • SKIITOUR • SLYNK  
SMALLTOWN DJS • SNUFFY • SOOHAN • STICKYBUDDS • STRESSHEAD • STYLUST • TCHILT • TF MARZ • THE GAFF  
THE SPONGES • THOMAS ANTHONY • TONE RANGER • TWO GIRLS ONE LAPTOP • V.I.V.E.K • VCTRE  
VEIL • VINCENT ANTONE • VIPERACTIVE

•150 MORE ARTISTS TO BE ANNOUNCED

AMP *Faded* *Living Room* *Asaka* *the Village*

JULY 24-27, 2026 • SALMO, BC

CREATIVE BC BRITISH COLUMBIA

FVDED IN THE PARK

PACIFIC STAGE

DAY 1

FISHER  
GRIZ  
MAU P  
MARLON HOFFSTADT  
TSHA  
BULLET TOOTH  
LAYLA BENITEZ  
MADS

FVDED IN THE PARK

DAY 1 JULY 3 FRIDAY

EXCISION X PRESENTS



BASS CANYON

ADVENTURE CLUB <sup>THROWBACK</sup> | ALLEYCVT | BIJOU | BOOGIE T  
<sup>BONE FIRE</sup> CALCIUM <sup>B2B</sup> SAMPLIFIRE | CRANKDAT | CYCLOPS | DION TIMMER  
DRINKURWATER | DUSTY CLOUD | EXCISION | EXCISION <sup>DETOX</sup>  
EXCISION <sup>B2B</sup> ATLIENS | GORILLAT | GRABBITZ | HAIRITAGE | HEDEX  
HOL! | JESSICA AUDIFFRED <sup>B2B</sup> LAYZ | JSTJR | KOAN SOUND <sup>DNB</sup>  
KOMPANY | LIQUID STRANGER | LYNX | MUST DIE! | NOSTALGIX  
OF THE TREES | ONE TRUE GOD | REAPER | RIOT TEN  
SHOCKONE | SIPPY | SMOAKLAND | SODOWN | SOTA  
SPACE LACES | SULLIVAN KING | SVDDEN DEATH <sup>SUNSET</sup> | TAPE B  
TRUTH | TURNO | <sup>WITCHING HOUR</sup> VAMPA <sup>B2B</sup> JEANIE | WOOLI | ZINGARA








AFTERXHEAVEN | BEASTBOI. | BLOSSOM | BLVNKSPVCE | CAPOCHINO  
CONTROL FREAK | DARKSIDERZ | DECIMATE | DIRTYSNATCHA <sup>B2B</sup> SUBFILTRONIK  
EDISON COLE | FOCUSS | FROSTTOP | GUNPOINT | HAMRO <sup>B2B</sup> SQISHI  
HESH <sup>B2B</sup> BOMMER | HVDES | JOSH TEED | KJ SAWKA | KNOW GOOD  
LUMASI | LUZCID | MACHAKI | MADGRRL | MPORT | MR. BILL | NEOTEK  
NIKITA, THE WICKED | NIMDA | ODDKIDOUT | OKAYJAKE | PERRY WAYNE  
PROSECUTE | PYKE <sup>B2B</sup> 7L | SKELLYTN | <sup>STONED TO DEATH</sup> STONED LEVEL <sup>B2B</sup> MUERTE  
STOOKI SOUND | SULLY | THE ARCTURIANS | TISOKI | USAYBFLOW  
VASTIVE <sup>B2B</sup> RZRKT | VKTM | VLCN | WILEY | WONKYWILLA


AUGUST 15-17 2025 - THE GORGE, WASHINGTON - BASSCANYON.COM

# ALEXA | RESEARCH

2026 WAITLIST  

## General

- Where is Shambhala Music Festival held?**   
Shambhala Music Festival is held at our beautiful home, the Salmo River Ranch, located 6km east of Salmo BC, Canada.
- What are the 2026 festival dates?** 
- Who is on this year's lineup?** 
- How old do I need to be to attend Shambhala?** 
- Will I get a wristband?** 
- Where can I park and camp?** 
- What is the re-entry policy?** 
- Tell me more about ANKORS** 

 Help



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Tell me more about ANKORS

BASS CANYON

TICKETS ▾ CAMPING ▾ LINEUP VENUE FAQ ▾ CONNECT MERCH

f i t y

GENERAL QUESTIONS

▶ WHAT ARE THE DRIVING DIRECTIONS TO BASS CANYON?

Enter this address into your directions app:  
754 Silica Rd NW  
George, WA 98848

NOTE: If you are searching for the venue on a maps app, make sure to pick "The Gorge Amphitheatre." Don't head toward "The Gorge" up near Canada, it happens to someone every year!

▶ WHAT TIME DOES BASS CANYON START & END?


- The campgrounds open Wednesday, August 12th at 1pm.
- All Thursday Pre-Party attendees must purchase Pre-Party tickets separately from Bass Canyon Admission and Camping Passes. Doors open at around dusk.
- Friday through Sunday, Amphitheatre Doors open at 2pm.
- All campers must leave The Gorge Campgrounds by no later than 12PM on Monday, Aug 17th.

▶ CAN I ENTER, LEAVE AND RE-ENTER THE AMPHITHEATRE?

Yes - all guests may re-enter the Amphitheatre throughout the festival.

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**FESTIVAL INFORMATION**

Please be aware that the FAQs will be updated closer to the festival for more detailed information. Have questions that aren't answered below? Email us at [info@fvdedinthepark.com](mailto:info@fvdedinthepark.com)

✦ **WHEN AND WHERE IS FVDED IN THE PARK?**

FVDED In The Park is a 2-day festival happening on July 3 & 4 at Holland Park (13428 Old Yale Road) in Surrey, BC. The festival is open 2PM to 11PM each day. Food and various alcoholic & non-alcoholic beverages will be available for purchase.


✦ **WHAT IS THE MINIMUM AGE TO ATTEND?**

✦ **WHAT FESTIVAL PASSES ARE AVAILABLE?**

✦ **WHAT IS THE LAYAWAY PLAN?**

✦ **ARE THERE INS AND OUTS?**

✦ **WHAT ARE MY PAYMENT OPTIONS ON SITE?**





<b>NAME</b>	<b>AGE</b>
<i>Taylor</i>	<i>27</i>

<b>GENDER</b>	<b>OCCUPATION</b>	<b>LOCATION</b>
<i>Female</i>	<i>HR Worker</i>	<i>Chilliwack</i>

*Taylor is a young woman who has been a party goer since she was a teenager. She loves going out and she is a frequent attendee of musical festivals, especially EDM.*



<b>NAME</b>	<b>AGE</b>
<i>Adrian</i>	<i>22</i>

<b>GENDER</b>	<b>OCCUPATION</b>	<b>LOCATION</b>
<i>Male</i>	<i>Student</i>	<i>Abbotsford</i>

*Adrian is a young student who is just getting into the party scene. Because of that, he's more cautious and careful. He needs information before he commits to an outing, so he likes for there to be as much upfront as possible.*



NAME	AGE
Marie	24

GENDER	OCCUPATION	LOCATION
Female	Tattoo Artist	Vancouver

Marie is a little on the wild side. She's outgoing and adventurous and loves to try new things. She's the person who goes all out when partying. She's less organized since she goes with the flow and often needs others to wrangle her in.

[HELLO@SETHLUKIN.COM](mailto:HELLO@SETHLUKIN.COM)

[LINKEDIN.COM/IN/SETHLUKIN](https://LINKEDIN.COM/IN/SETHLUKIN)

**OPEN TO WORK!**

**SETH LUKIN**

DIGITAL PRODUCT DESIGNER  
BASED IN NEW YORK CITY

UX, WEB, INTERACTION,  
MOTION, VISUAL

# THE PLAN

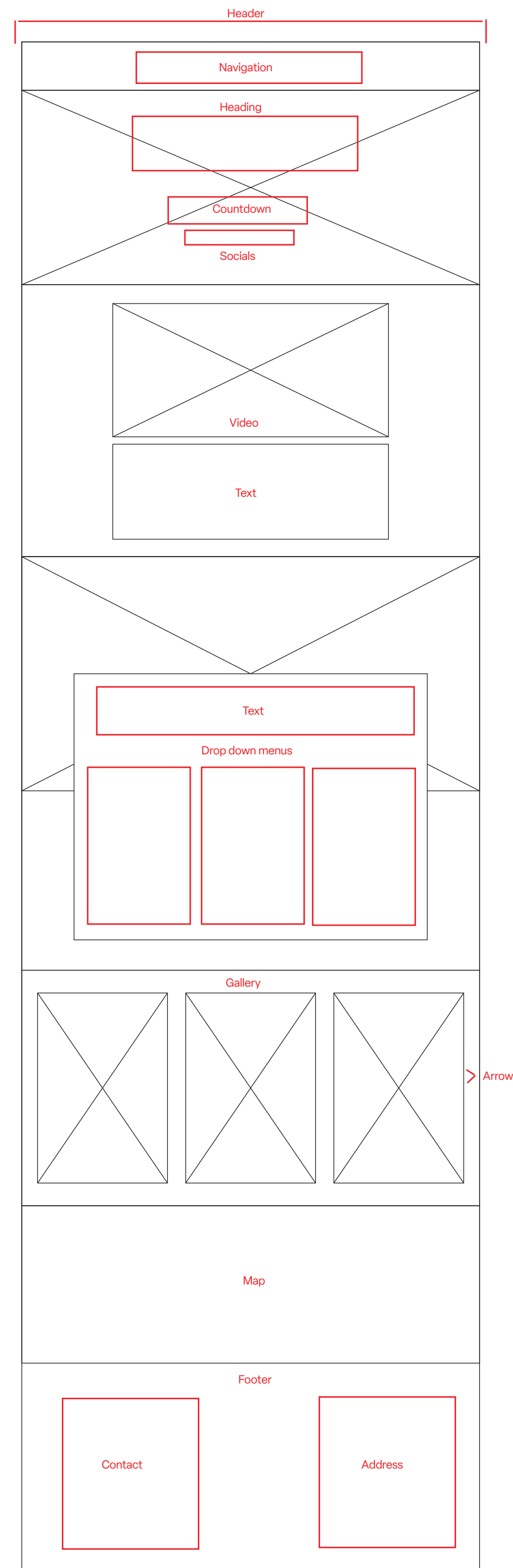
- *Countdown timer*
- *Smoke effects*
- *FAQ section*
- *Lineup gallery*
- *Collapse-able menus*
- *Wix*

**WHY WIX?**

# WHY WIX?

If it ain't broke, why fix it?

# ALEXA | DEVELOPMENT

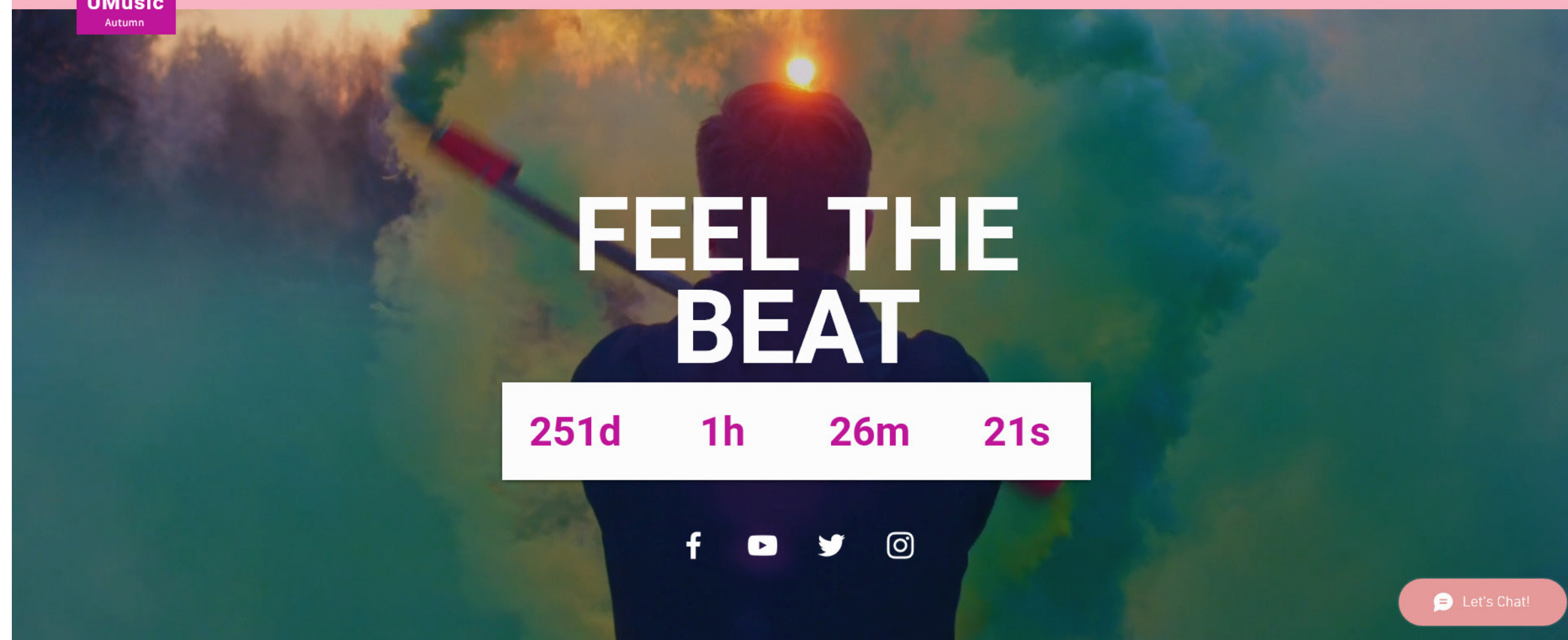


# ALEXA | DEVELOPMENT

WIX | This website was built on Wix. Create yours today. [Get Started](#)

UMusic Autumn

HOME TICKETS LINEUP FAQ CONTACT



# FEEL THE BEAT

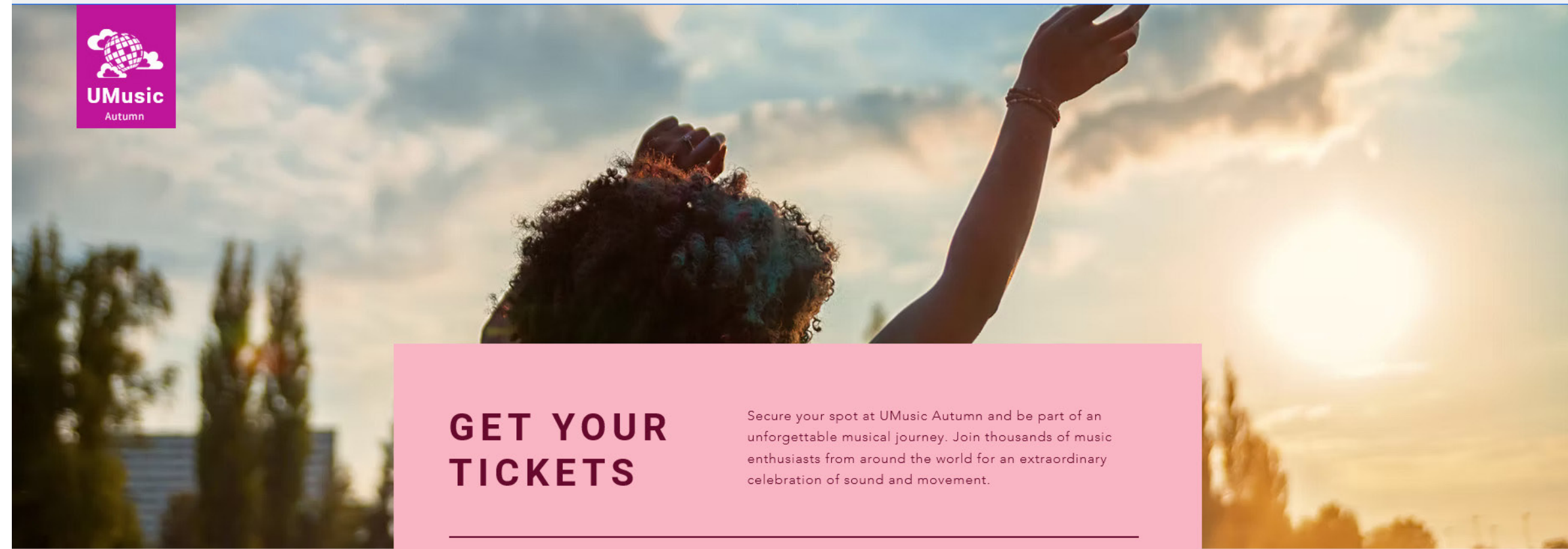
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f y t i

Let's Chat!

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UMusic Autumn



## GET YOUR TICKETS

Secure your spot at UMusic Autumn and be part of an unforgettable musical journey. Join thousands of music enthusiasts from around the world for an extraordinary celebration of sound and movement.


<b>GA</b> \$250	<b>GA+</b> \$300	<b>VIP</b> \$400
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Let's Chat!

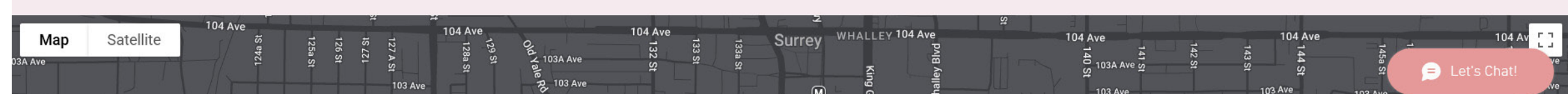
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UMusic Autumn

## LINEUP



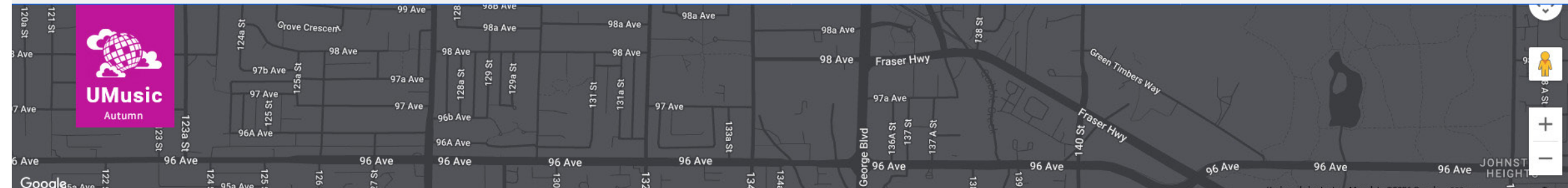
**BASSJACKERS** **CHAINSMOKERS** **DISCO LINES** **HENRI PFR**



Let's Chat!

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UMusic Autumn



## CONTACT US

First Name \* Last Name \*

Email \*

Phone

Send

### ADDRESS

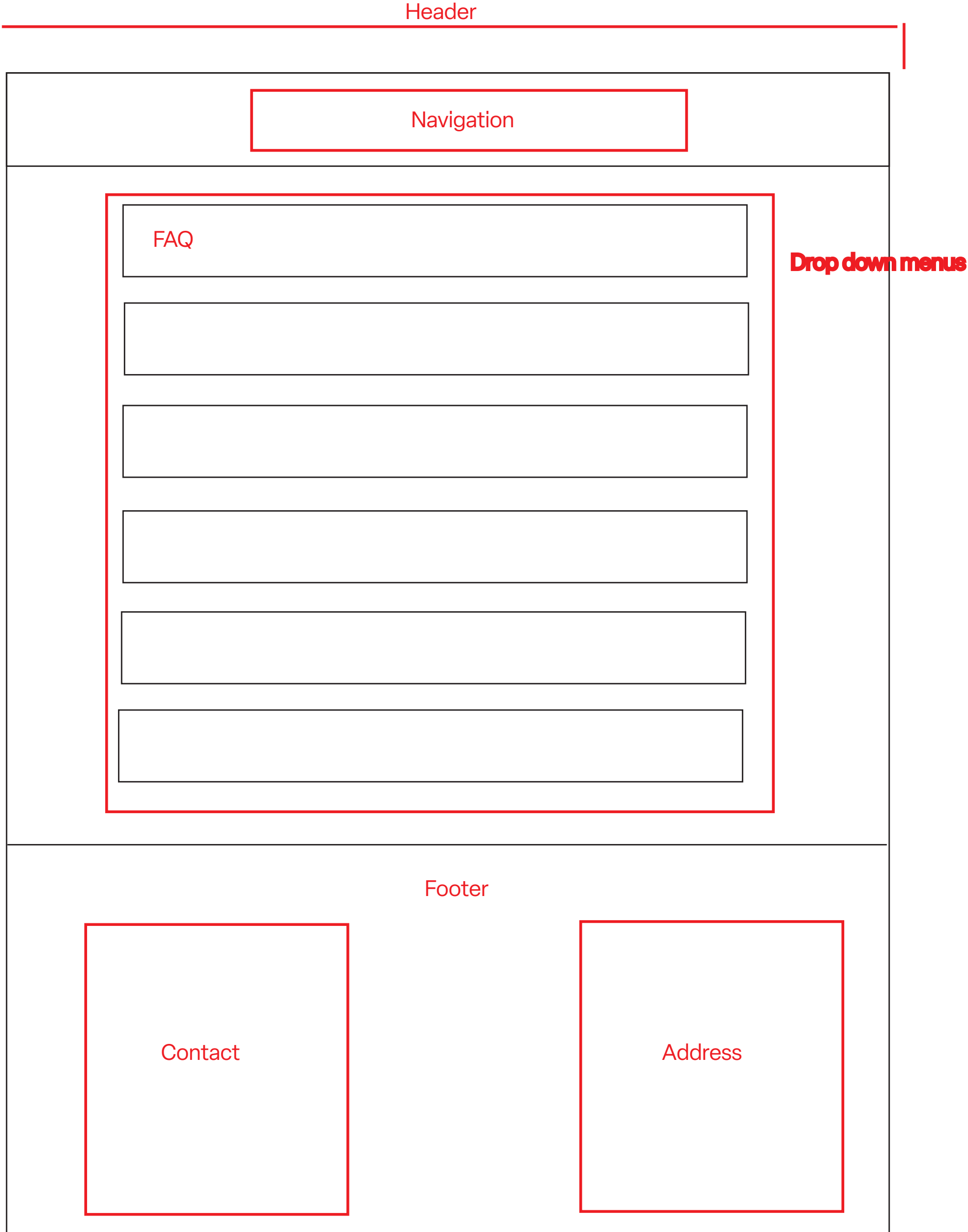
13428 Old Yale Rd, Surrey, BC  
V3T 3C7, Canada

f y t i

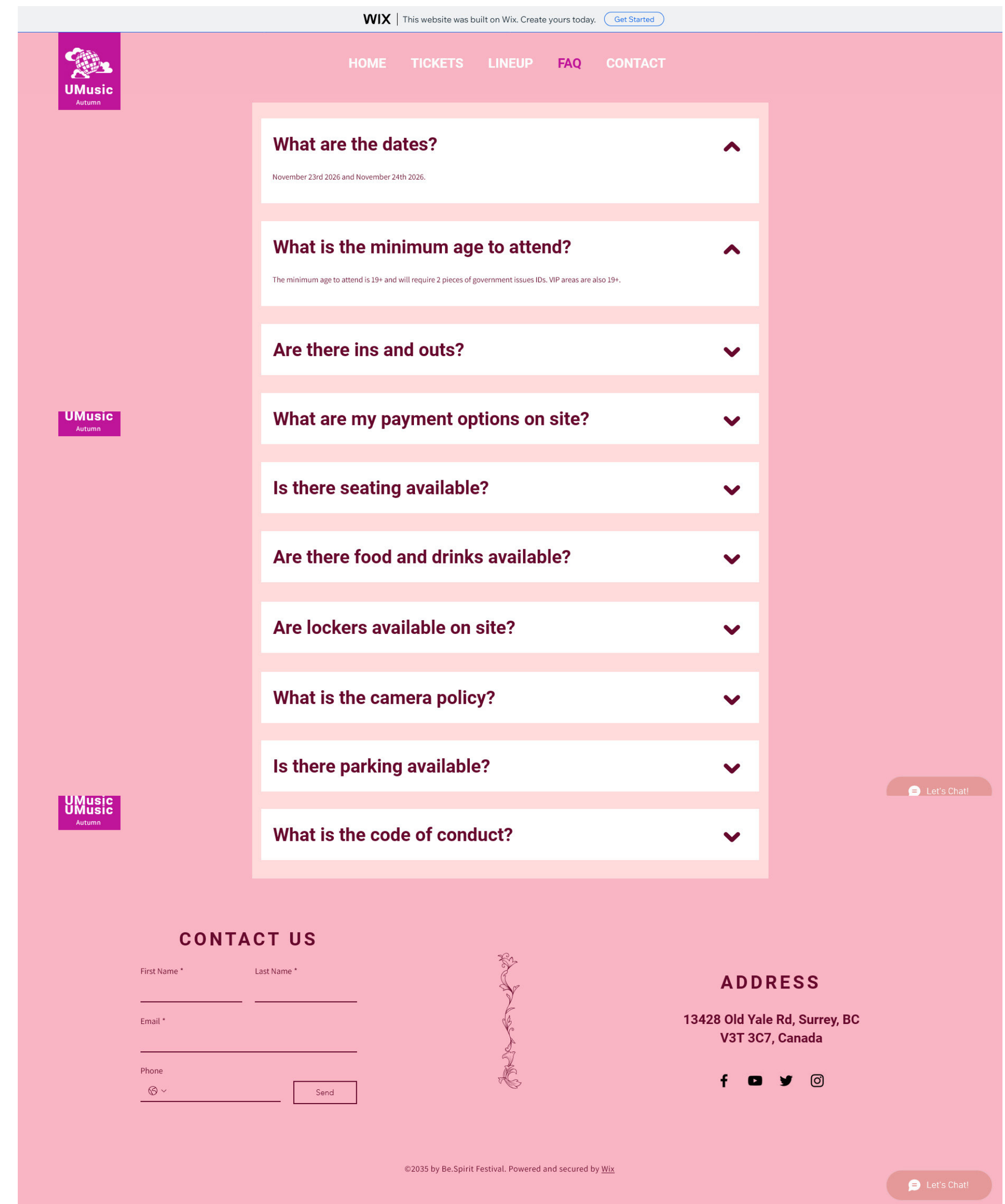
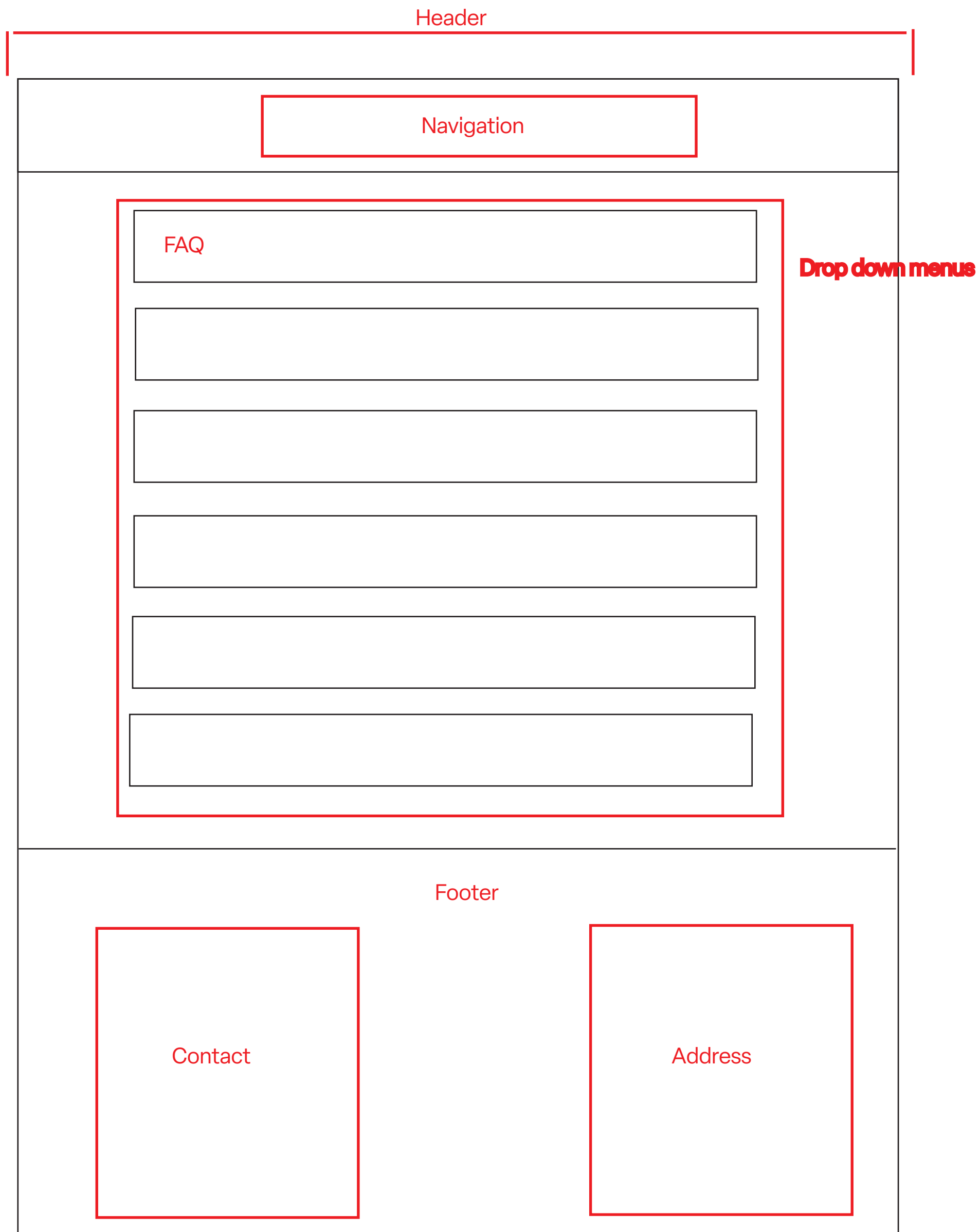
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Let's Chat!

# ALEXA | DEVELOPMENT



# ALEXA | DEVELOPMENT



# HEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*ARTICULAT CF BOLD*

## Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Articulat CF Medium*

# HEADING

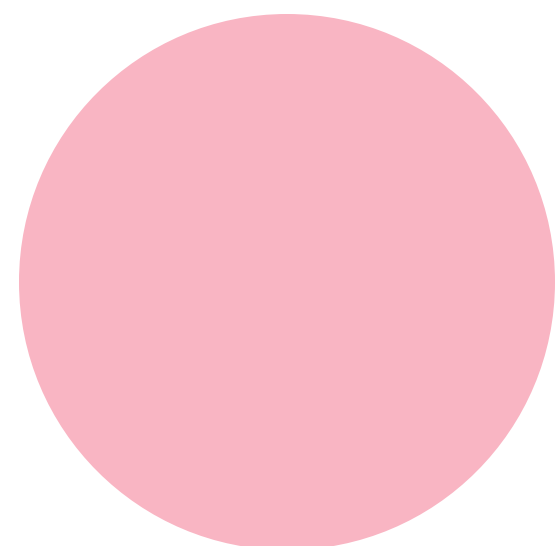
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*ROBOTO BOLD*

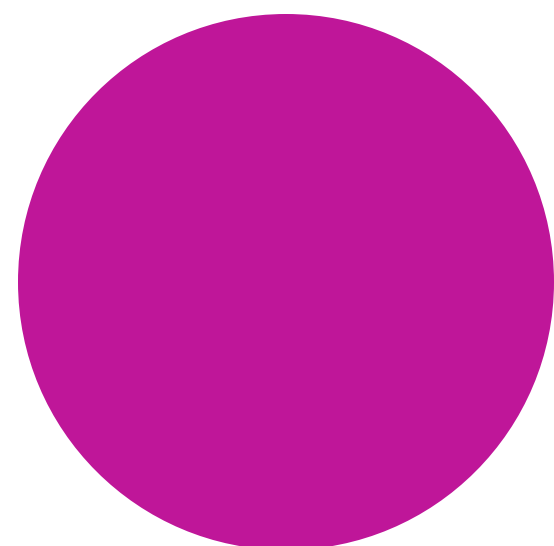
## Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

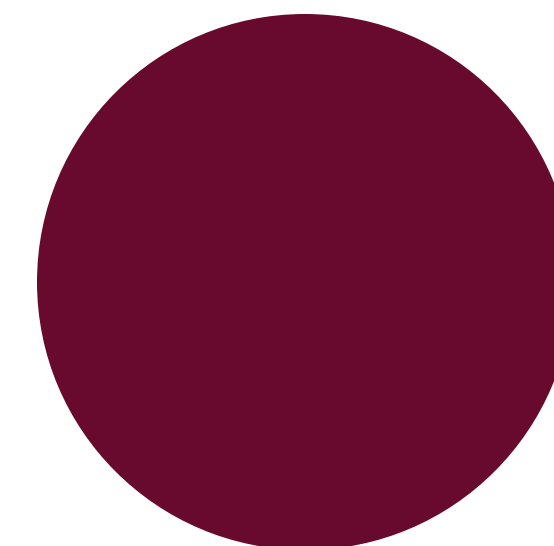
*Alfabet Medium*



Dreamy Pink  
*#f9b5c3*



Party Pink  
*#bf1699*



Vineyard Red  
*#680a2d*



**WHY WIX...**

A breakup story.

**ALEXA | DEVELOPMENT**

**NO MULTIPLE ANIMATIONS**

**ALEXA | DEVELOPMENT**

**NO MULTIPLE ANIMATIONS**

**CODING IS LIMITED**

## ALEXA | DEVELOPMENT

**NO MULTIPLE ANIMATIONS**

**CODING IS LIMITED**

**INEXPLICABLE BUGS**

## ALEXA | DEVELOPMENT

**NO MULTIPLE ANIMATIONS**

**FEATURES BEHIND PAYWALL**

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**RESTRICTED OPTIONS**

**INEXPLICABLE BUGS**

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**FEATURES BEHIND PAYWALL**

**CODING IS LIMITED**

**RESTRICTED OPTIONS**

**INEXPLICABLE BUGS**

**TROUBLESHOOTING**

# COMPROMISE

**HERE.**

ALEXA | FINAL ITERATION



# UMUSIC AUTUMN

NOVEMBER 23-24 2026

13428 Old Yale Rd, Surrey, BC

MARTIN GARRIX  
BASSJACKERS  
NOVAH  
CHAINSMOKERS

HENRI PFR  
MARLON HOFFSTADT  
SEBASTIAN INGROSSO  
MATTN



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