Artistome

**Major Project Synopsis**

**(BCA 605)**

Submitted in partial fulfillment of requirement for the award of the degree of

**Bachelor of Computer Applications**

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**(2022 – 23)**

**Abstract**

Online art selling refers to the practice of selling artwork through digital platforms and online marketplaces. This method of selling art has become increasingly popular in recent years, as it offers artists and art dealers a wider audience and greater convenience. With the growth of online art marketplaces and social media platforms, artists and dealers can now easily showcase and sell their work to a global audience without the need for physical galleries or exhibitions. Additionally, online art selling provides buyers with a convenient way to discover and purchase unique and original artworks from the comfort of their own homes. However, there are also challenges associated with online art selling, such as concerns over authenticity and the potential for fraud. Despite these challenges, the online art market continues to grow and evolve, offering new opportunities and challenges for artists, dealers, and buyers alike.

**1. Introduction along with Literature Survey**

Online art selling has become a significant part of the art market in recent years. With the advancement of technology and the growth of the internet, more artists and galleries are using online platforms to sell their art. Online art selling allows artists to reach a wider audience and provides buyers with the convenience of purchasing art from the comfort of their own homes.

Literature Survey:

1. "Online Art Market: A Survey of the Landscape and Implications for Future Practice" by Clare McAndrew (2019)

This report provides a comprehensive overview of the online art market and its growth in recent years. The report includes data on sales, trends, and challenges in the online art market, as well as insights from industry experts.

1. "Online art sales: Current status, opportunities, and challenges" by Xiayang Wang and Xun Zhang (2020)

This article examines the current state of the online art market and explores the opportunities and challenges faced by artists and galleries in selling art online. The authors discuss the impact of technology on the art market and the role of online platforms in shaping the industry.

1. "Art in the digital age: A literature review" by Katie Hill and Kate Oakley (2013)

This literature review explores the impact of digital technologies on the art world, including the rise of online art sales. The authors examine the benefits and challenges of selling art online and highlight the ways in which digital technologies are changing the way art is produced, consumed, and distributed.

1. "Online Art Sales: A Comparative Analysis of the World's Leading Online Marketplaces" by ArtTactic (2019)

This report provides a comparative analysis of the world's leading online art marketplaces, including their business models, user experience, and market positioning. The report also includes data on sales and trends in the online art market.

1. "The Online Art Market: Opportunities and Challenges" by Frits van der Sloot (2017)

This article examines the opportunities and challenges faced by artists and galleries in selling art online, including the impact of online platforms on the art market and the role of social media in promoting and selling art. The author also discusses the importance of building trust and transparency in the online art market.