Bright Gyasi Art Website

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Purpose

The purpose of the drawing website is to establish itself as a leading platform catering to art enthusiasts and drawing hobbyists. The website aims to stand out among existing platforms by offering a visually appealing interface coupled with comprehensive information tailored to meet the varied needs of artists. Emphasizing professionalism and quality content, the site aims to attract increased traffic, knowing that in a competitive field, the website's credibility could be the determining factor in engaging the audience.

Needs Analysis

The drawing website will address the following key aspects:

- Providing an immersive visual experience showcasing various art forms and techniques.

- Offering insights and resources on drawing techniques, sketching styles, shading methods, and color theory.

- Curating workshops, tutorials, and event updates to enhance the learning experience.

- Presenting a user-friendly platform that encourages engagement and discovery.

- Facilitating interaction and exploration for both seasoned artists and newcomers in the art world.

The site endeavors to meet these needs in a manner distinct from existing platforms, emphasizing high-quality content and fostering a sense of confidence and trust among visitors about the platform's commitment to nurturing and promoting artistic skills.

Goals

1. To create an online space that captivates and engages the art community, attracting both amateurs and seasoned artists.

2. To showcase and promote the exceptional qualities of diverse drawing techniques and styles that go beyond traditional learning mediums.

3. To provide a dynamic hub for sharing information, hosting events, and constantly updating and informing the art community about new trends and resources in the art world.

Audience Characteristics

Primary Audience

The primary audience for the website consists of art enthusiasts, amateur artists, and individuals exploring various drawing styles and techniques. These individuals seek a platform that offers a wealth of information, guidance, and inspiration in the realm of drawing. They aim to improve their drawing skills, seek inspiration, and find a community that shares their passion for art. Their decision to engage with the website could significantly influence their artistic journey and growth.

Secondary Audience

The secondary audience comprises beginners, novices, and individuals looking to explore drawing as a hobby. This segment may have limited exposure to the art world and seeks an engaging and interactive platform that introduces them to the basics of drawing. This audience aims to discover and explore the possibilities of art as a hobby and might need more guidance and encouragement to develop their skills.

Competition

Upon analyzing the competitive landscape, it's evident that existing drawing websites lack a comprehensive understanding of leveraging the internet as a robust marketing tool. Many platforms exhibit subpar design, functionality, and content curation, indicating a gap in catering to the diverse needs of art enthusiasts. The websites often lack a cohesive design, user-friendly navigation, and quality content, which diminishes the overall user experience. Thus, there's an opportunity for a drawing website to stand out by addressing these gaps and providing a well-designed, user-friendly, and content-rich platform that caters to the diverse needs and aspirations of the art community.

Site Map

The website structure will be organized to cater to different levels of artistic expertise, offering a range of resources, tutorials, and a vibrant community space. The site will feature sections on various drawing techniques, skill levels, art resources, and a dynamic section for community engagement and shared creativity.