

# Summative 2 Milestone 1

Constance Ahlefeldt-Laurvig, DM200



# Sandy Adsett

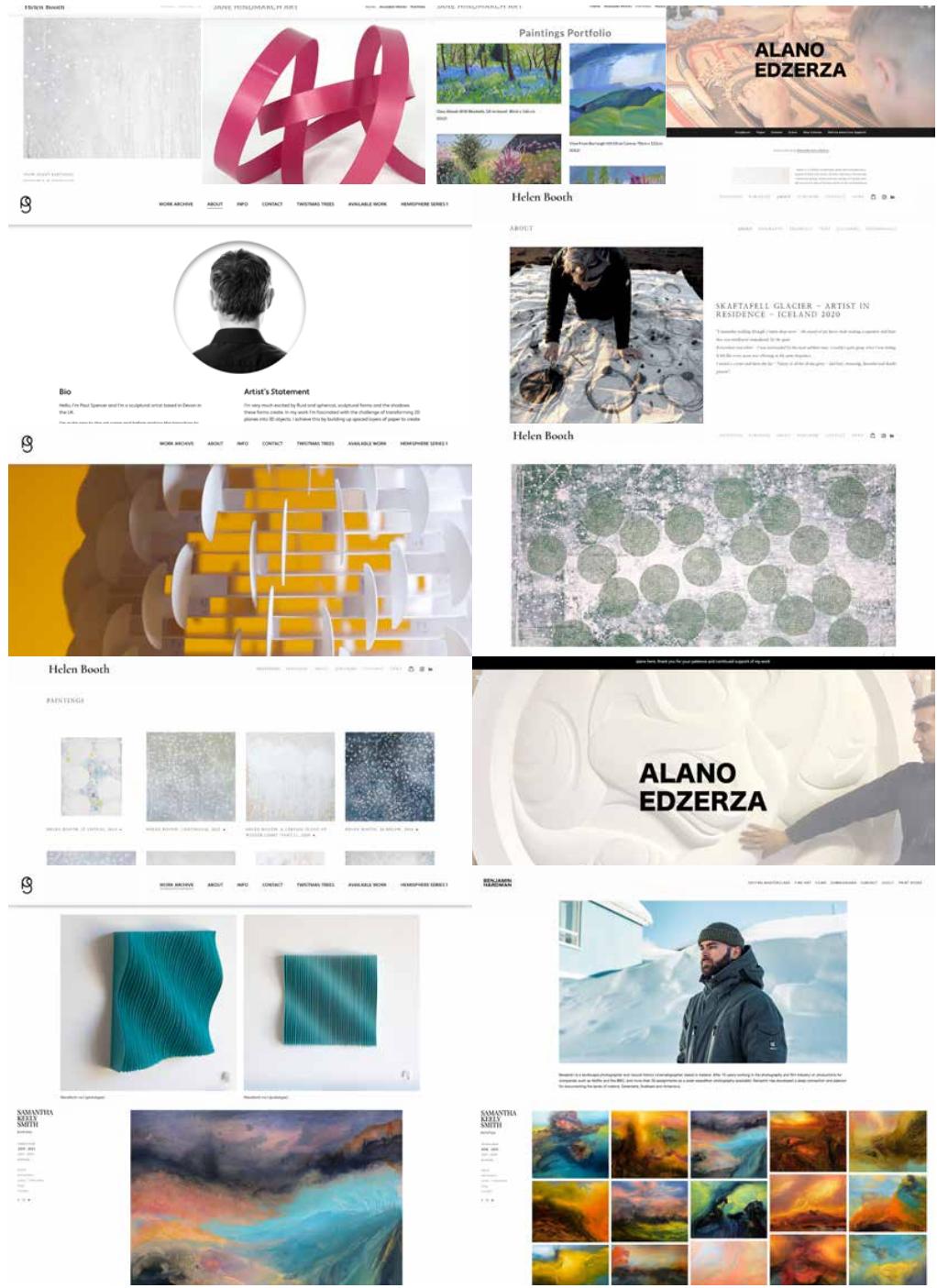
Dr Sandy Adsett MNZM is a revered New Zealand artist and painter with experience in carving, weaving, costume and stage design. His immense career in Māori visual arts and education has seen him train many of Aotearoa's celebrated Māori artists, while his influence and artwork can be found across Aotearoa in meeting houses, churches, art museums, government and corporate venues and private collections.

In the 1960's, he became an arts specialist for the Department of Education's Advisory Service, helping introduce the new Māori Arts in Schools program. In 1993, he was appointed principal tutor at Tairawhiti Polytechnic in Gisborne, formatting a wananga (place of learning) arts direction for Toihoukura School of Māori Visual Arts.

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His work has featured in many major art exhibitions, including Headlands (1992) in Sydney, Australia; Te Waka Toi: Contemporary Māori Art (1992-94), which toured the United States, and Kiwa-Pacific Connections (2003) in Vancouver, Canada. In 2005, Sandy received the Order of New Zealand for Service to Art, and Te Wananga o Aotearoa cited him as adjunct professor for his contribution to art education and the Māori community.





# Layout Moodboard

My layout is based on large images and some text. I am using very clean lines, and will not be curving the edges of photos or boxes. I want each element placed on the page to be striking and impactful.

The examples in my moodboard are of other artist's websites. They all share a very simple aesthetic. For each of these examples, there is a full sized image on the landing page - either with small margins or matching the width of the screen. There are differences in if these images overflow below the visual area or not, but in all cases the image is set as the focus of the page.

The gallery pages in these examples show variations of images in columns with either the same heights or more natural, varying, heights. Having the same height can create a very consistent look, but can also lead to some images being cut off by default. Varying heights makes the pages look more natural but slightly less uniform. I will be exploring both options to see what works in my design.

In the included images of about pages, the page usually includes a single image and then some text. One interesting example is the image on the second row to the left. In this example, the image is circular and has an effect where the image “rotates” on hover. I find this idea very interesting and would like to explore what hover effects I could implement to enhance the webpage experience.

# Colour Moodboard

I settled on a black and white colour scheme.

I chose to stick to black and white to allow all the focus to be on the artwork and not cause any visual distractions with conflicting colours. The aim of this website is to showcase an artist and their work, so adding my own colour choices seemed unnecessary.

I will be using colourful images of the artist and their artworks to offset the simplicity of the website colour palette. Black and white is known to make typography and visual elements stand out on a website [1].



For the typography, I looked at sans serif fonts.

Based on the artist's websites I looked at, I chose to make a text based font using the artist's name. This served to maintain the clean look, and also ensure the user is always reminded of the artist's name.

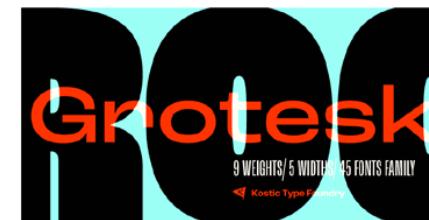
**Sandy  
Adsett**

I wanted to keep the font simple and unobtrusive, like my colour scheme, to avoid distracting the viewer from the artwork.

Final Choice: Bilo

abcdefghijklmnopqrstuvwxyz  
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# Typography Moodboard

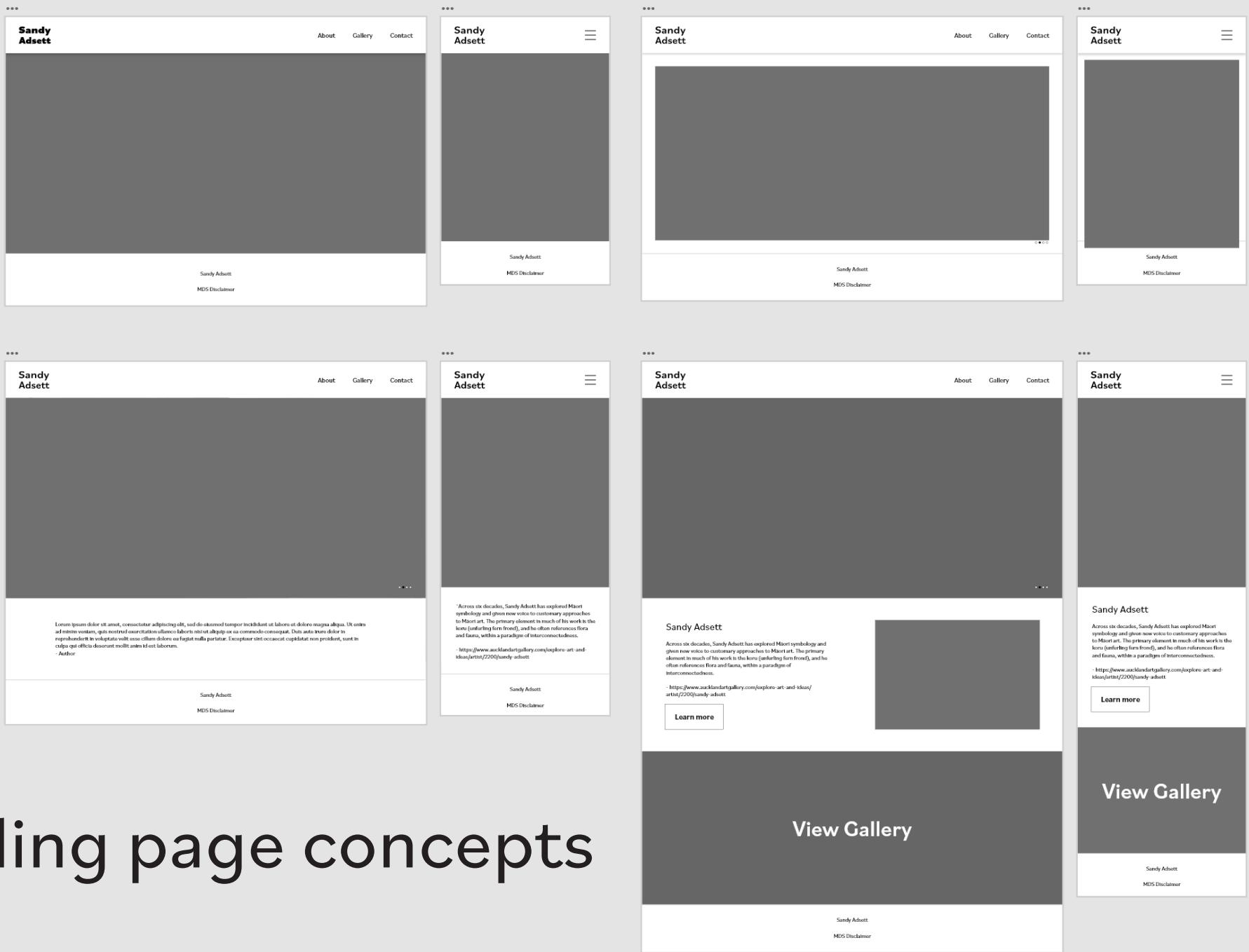


NAME	MARKET SIZE	TYPE
Milda McKeever	 0 %	Artisan 
	<h3>Goals</h3> <p>Milda aims to create immersive art exhibitions. She explores artist websites to find inspiration and potential collaborators for her exhibitions.</p>	
	<h3>Background</h3> <p>Milda is a museum curator. She is known for combining traditional and contemporary pieces to create thought provoking exhibitions. She looks for artists with unique perspectives and an understanding of the cultural and societal contexts they engage with. She pays attention to artists' portfolios, statements and their past exhibitions.</p>	
<h3>Demographic</h3> <p>Female 46 years Married Museum Curator Income</p>	<h3>Frustrations</h3> <p>Gallery budget constraints Lack of recognition for unconventional art</p>	<h3>Motivations</h3> <p>Her appreciation for the power of art in starting a dialogue Promoting cultural diversity through art</p>
	<h3>Skills</h3> <p>Organisation  Communication  Trend identifier </p>	<h3>Channels</h3> <p>Laptop  Phone  TV  Online newspaper  Website  Printed newspaper </p>
		<h3>Browsers</h3> <p>Chrome  Firefox  edge  opera  Safari </p>

NAME	MARKET SIZE	TYPE
Sofia Zima	<div><div style="width: 0%;">0 %</div></div>	Artisan
	<b>Goals</b> <p>Sofia aims to support emerging and existing artists and invest in thought provoking or unique pieces.</p>	<b>Background</b> <p>Sofia works in a dynamic field and engages often with cultural and artistic events. Her job includes lots of networking that provides her with the opportunity to explore different forms of art and connect with artists.</p>
<b>Demographic</b> <p>Female 32 years Single Marketing consultant Income</p>	<b>Frustrations</b> <p>She dislikes the prioritisation of market trends over artistic integrity Navigating the art market</p>	<b>Motivations</b> <p>She is motivated by the connections she forms with art pieces Her desire to support artists</p>
	<b>Skills</b> <p>Networking <div style="width: 75%;"></div> Trend analysis <div style="width: 75%;"></div></p>	<b>Channels</b> <p>Laptop Website Smartphone Instagram Facebook TikTok</p>
		<b>Browsers</b> <p>Chrome Firefox edge opera Safari</p>

*Landing  
page*

# Landing page concepts



# Landing page - Web

The image displays four wireframe prototypes of a landing page for 'Sandy Adsett'. Each prototype is a rectangular frame divided into sections: a dark header, a central content area, and a footer.

- Top Left:** Shows a large dark gray rectangular area in the center. At the top left of this area is the name 'Sandy Adsett'. At the top right are three navigation links: 'About', 'Gallery', and 'Contact'. Below the dark area is a white footer bar containing the text 'Sandy Adsett' and 'MDS Disclaimer'.
- Top Right:** Similar to the top-left prototype, but the central dark area is taller and has a small black progress bar at the bottom right corner.
- Bottom Left:** The central dark area contains a single line of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.' Below this text is the word 'Author'.
- Bottom Right:** This prototype includes a 'View Gallery' button located in the bottom right corner of the dark central area. It also features a 'Learn more' button in the white footer bar.

# Landing page - Web

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**Sandy Adsett**

About    Gallery    Contact



Sandy Adsett  
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**Sandy Adsett**

About    Gallery    Contact



Sandy Adsett

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Author

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**Sandy Adsett**

About    Gallery    Contact



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**Sandy Adsett**

About    Gallery    Contact

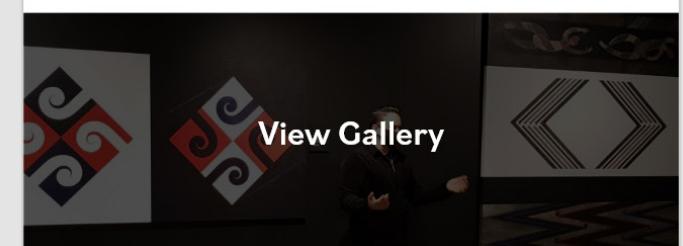


Sandy Adsett

Across six decades, Sandy Adsett has explored Maori symbology and given new voice to customary approaches to Maori art. The primary element in much of his work is the koru (unfurling fern frond), and he often references flora and fauna, within a paradigm of interconnectedness.

[Learn more](https://www.aucklandartgallery.com/explore-art-and-ideas/artist/220/sandy-adsett)

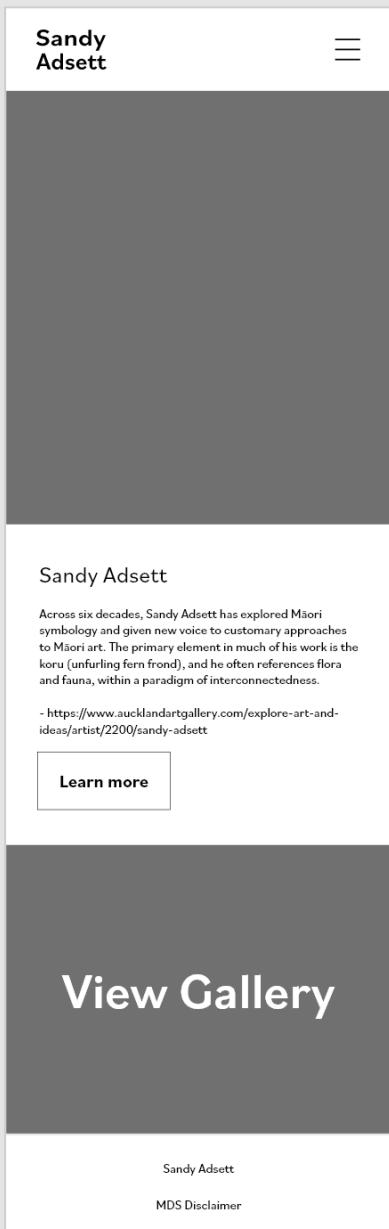
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**View Gallery**

Sandy Adsett  
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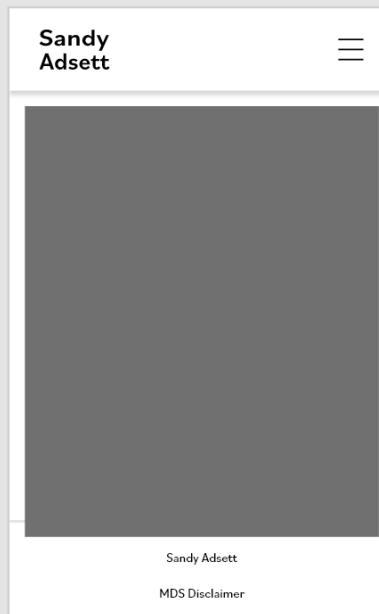
iPad - 9



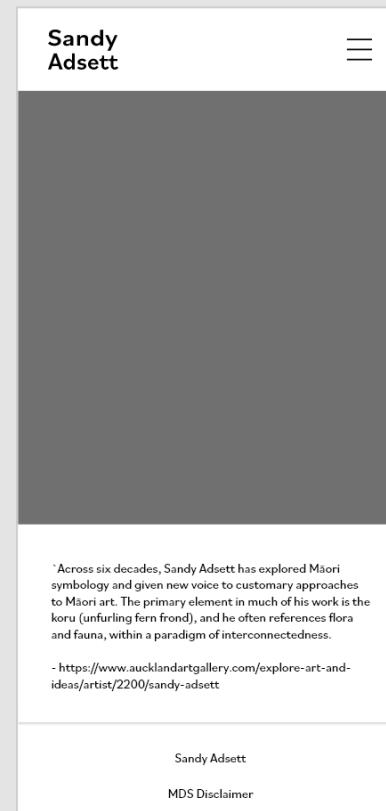
iPad - 10



iPad – 11



iPad – 15



# View Gallery

# Landing page

## Tablet and mobile

iPad – 1



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- <https://www.aucklandartgallery.com/explore-art-and-ideas/artist/2200/sandy-adsett>

[Learn more](#)

**View Gallery**

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iPad – 6



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iPad – 7



Sandy Adsett

Sandy Adsett

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iPad – 16



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Sandy Adsett

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# Landing page Tablet and mobile

# Landing page, Final choice

The hero image at the top  
is a slideshow. The slider  
pagination will be in the  
bottom right of the image.

home3 – 5

iPad – 50

iPhone 14 Pro – 3

Sandy Adsett

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**View Gallery**

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**View Gallery**

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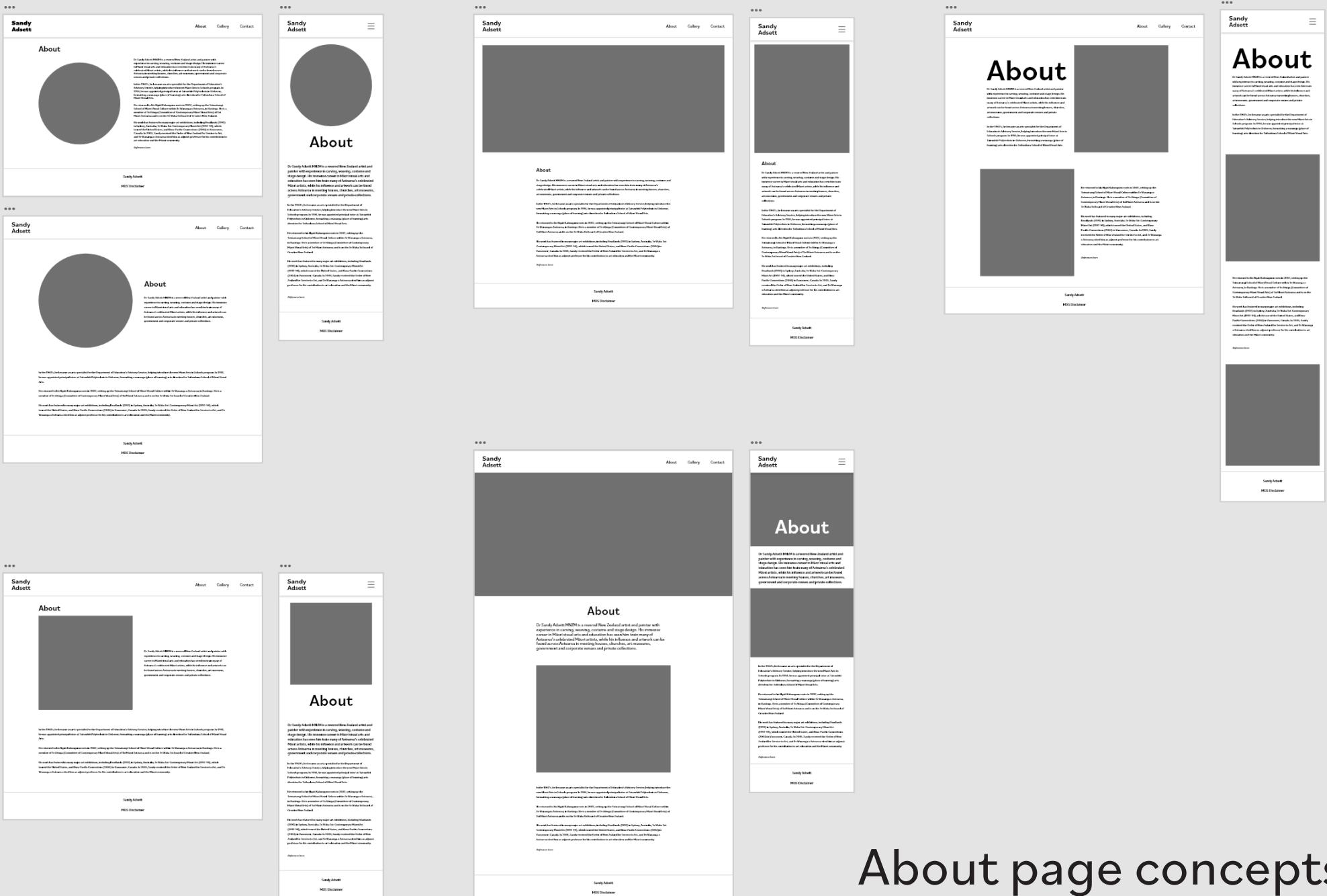
Learn more

Sandy Adsett

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About Page

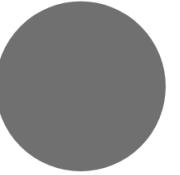
# About page concepts



**Sandy Adsett**

About    Gallery    Contact

## About



**Dr Sandy Adams MNZM** is a renowned New Zealand artist and partner with experience in carving, weaving, costume and stage design. His diverse career in Māori visual arts and education has seen him train many of Aotearoa's celebrated Māori artists, while his influence and artwork can be found across Aotearoa in meeting houses, churches, art museums, government and corporate venues and private collections.

In the 1960's, he became an arts specialist for the Department of Education's Advisory Service, helping introduce the new Māori Arts in Schools program. In 1983, he was appointed principal tutor at Taranaki Polytechnic in Gisborne, forming a weaving [place of learning] arts director for Te Whare Kura o Aotearoa.

He returned to his Ngāti Kahungunu roots in 2002, setting up the Te Wānanga o Aotearoa School of Māori Visual Culture within Te Wānanga o Aotearoa, Hastings. He is a member of Te Arata (Committee of Contemporary Māori Visual Art) of Te Mana Māori Visual Arts and the Te Whāriki board of Creative New Zealand.

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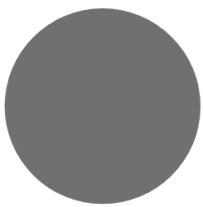
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# About page - Web

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**Sandy  
Adsett**

[About](#)   [Gallery](#)   [Contact](#)

## About

Dr Sandy Adsett MNZM is a renowned New Zealand artist and partner with international recognition. Sandy's work is held in major collections around the world. Māori visual arts and education have been links from many of Adsett's works. Māori art is active, with its influences and artworks can be found across Aotearoa New Zealand, in galleries, museums, in business, in government and corporate venues and private collections.

In the 1980's, he became an arts specialist for the Department of Education's Māori Arts and Crafts Unit, which became the Māori Arts School in Wellington. In 1993, he was appointed principal teacher at Tūrakau Polytechnic in Gisborne, leading a programme (plus of learning) arts teacher for Tūrakau School of Māori Visual Arts.

Honoured by the Ngāi Tahu Kuwhārihi in 2002, setting up the Te Mana Rauhī School of Māori Visual Culture within Te Whare o Aotearoa, in Hastings. It is a member of the New Zealand Association of Visual Arts (NZAVA), the NZ Society of Māori Artists and vice on the Te Waka Ei Board of Creative New Zealand.

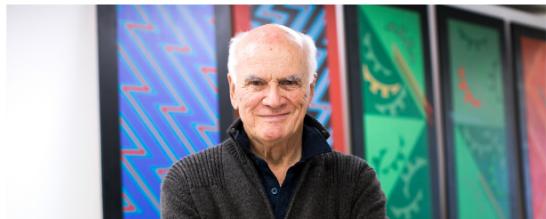
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[Reference Area](#)

Sandy Adsett

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# About page - Web



**Sandy Adslett**

**About**   **Gallery**   **Contact**

## About

Sandy Adslett MNZM is a revered New Zealand artist and partner with experience in curating, curating, curations and stage design. His immense career in Major visual arts and education have been testimony of Adslett's celebrated Major artists, while his influence and artwork can be found across Aotearoa in meeting houses, churches, art museums, government and corporate venues and private collections.

In the 1970's he became an arts specialist for the Department of Education's Advisory Service. helping introduce the new Major Arts in Schools program. In 1993, he was appointed principle tutor at Tararua Polytechnic in Palmerston North, creating a unique (place of learning) architecture for Tararua School of Major Visual Arts.

He returned to his Ngāti Kahungunu roots in 2002, setting up the Tūmanako School of Major Visual Culture within Te Wānanga o Aotearoa, in Hastings. He is a member of Ta Atapū (Committee of Contemporary Major Visual Arts) of Te Mana Māori Art and on the Ta Moko Society of Creston, New Zealand.

His work has featured in many major art exhibitions, including Headlands (2002) in Sydney, Australia; Te Mana Ta Contemporary Major Art (1992-94), which toured the United States, and Kino Pōriri Corrections (2010) in Vancouver, Canada. In 2005, Sandy received the Order of New Zealand for Service to Art, and Te Wānanga o Aotearoa cited him as adjunct professor for his contribution to art education and the Major community.

[Reference here](#)

Sandy Adslett

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Sandy  
Adsett

[About](#)   [Gallery](#)   [Contact](#)

# About

In the 1960's, he became an arts specialist for the Department of Education's Advisory Service, helping introduce the new Māori Arts in Schools program. In 1995, he was appointed principal artist at Te Mana Taiao Taiao in Gisborne, accepting a unique place of leading art advisor for Te Mana Taiao at the heart of Māori Visual Arts.

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He returned to his Ngati Kahungunu roots in 2002, setting up the Tominorangi School of Maori Visual Culture within Te Wananga o Aotearoa, in Hastings. He is a member of Te Atanga (Committee of Canterbury Maori Visual Art) of Te Wananga o Aotearoa and on the Te Waka Tutu board of Creative New Zealand.

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[Māori Disclaimer](#)

**Sandy Adsett**

# About

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# About page - Tablet and mobile

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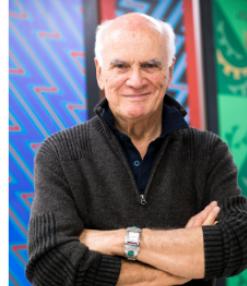
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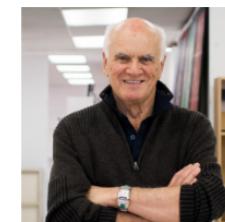
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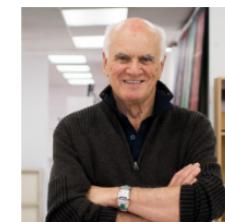
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# About page - Tablet and mobile

# About Page Layout, Final Choice

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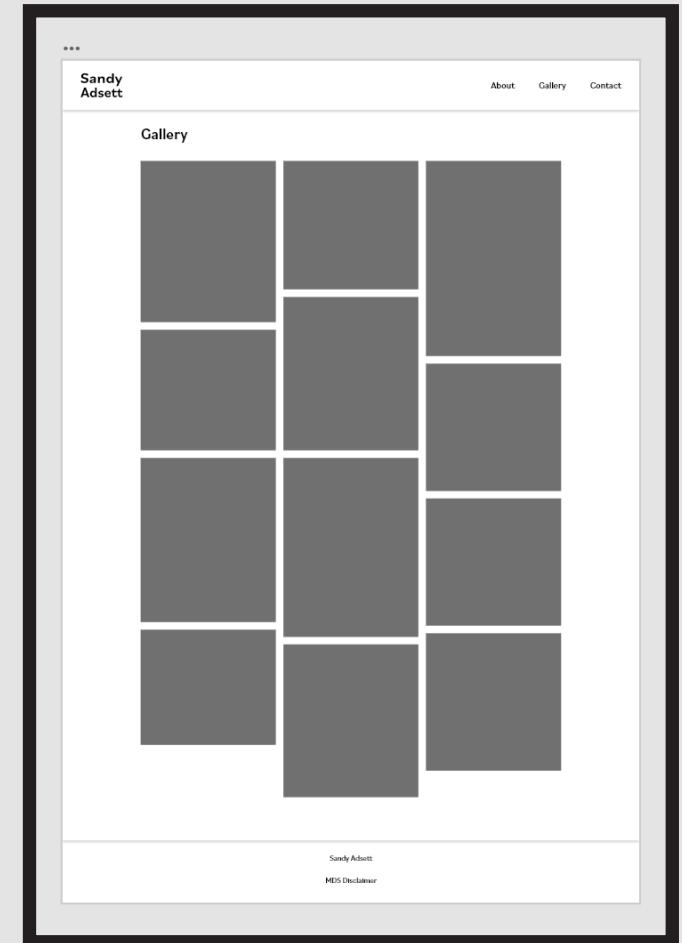
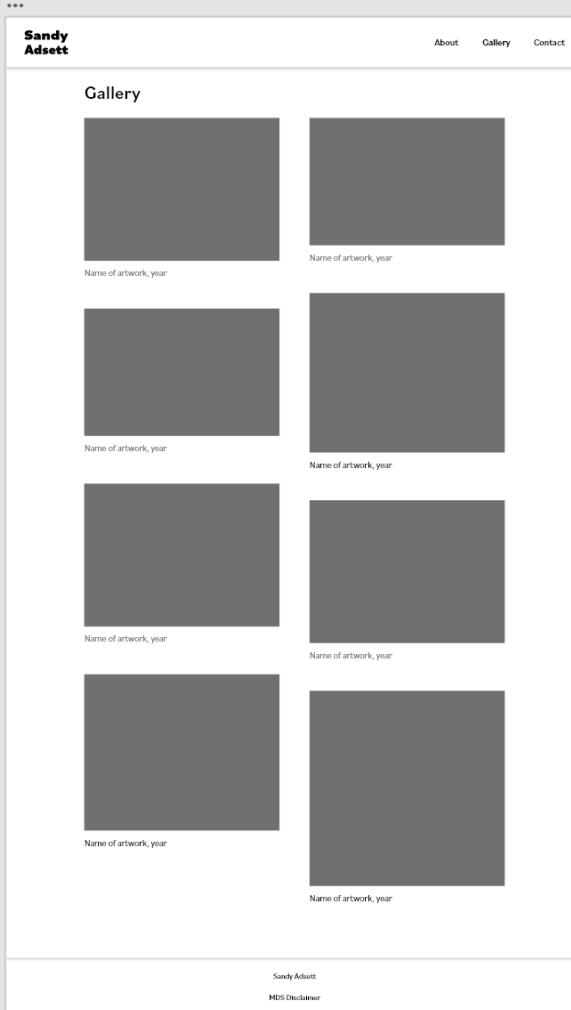
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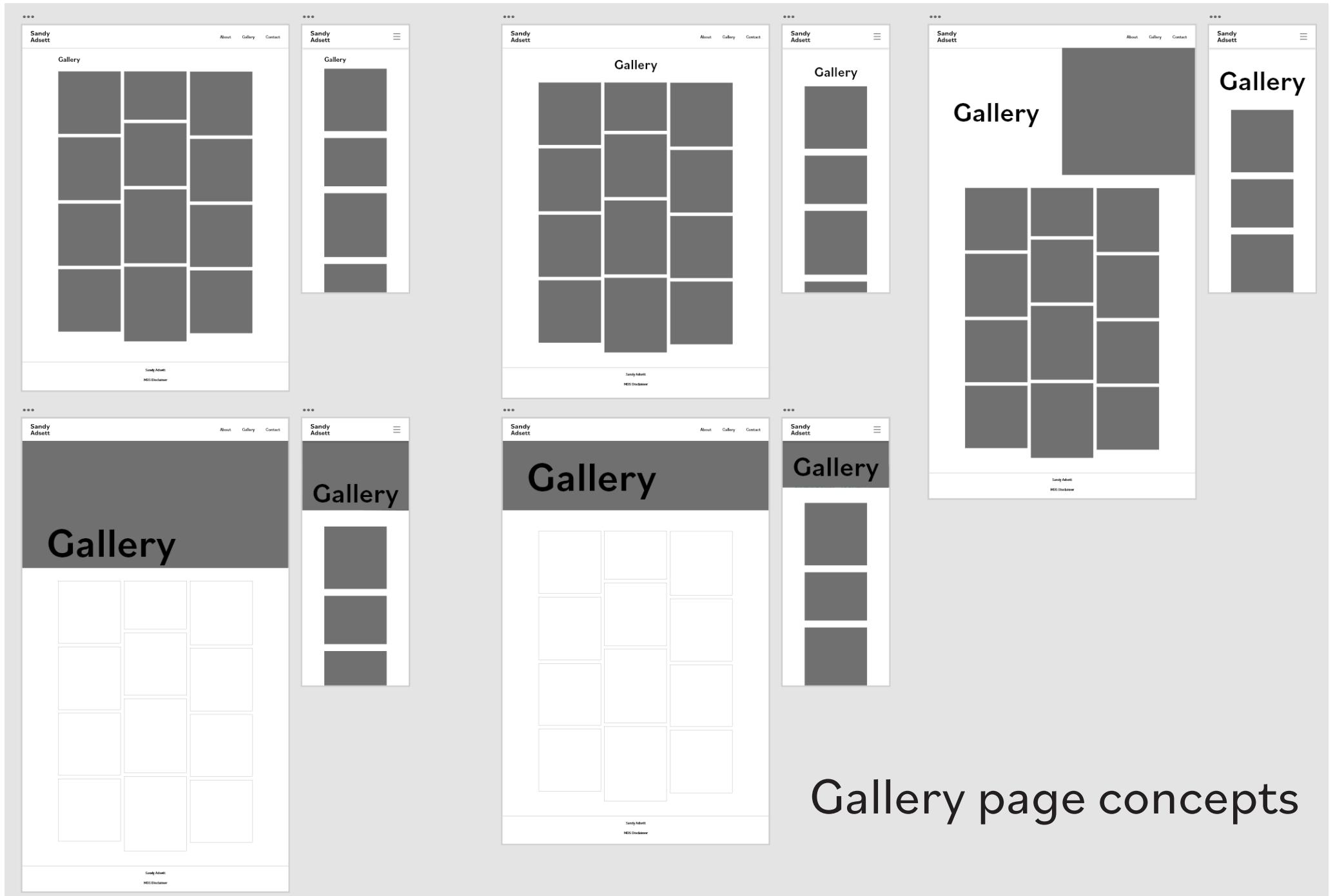
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# **Gallery Page**

# Photo Layout ideas



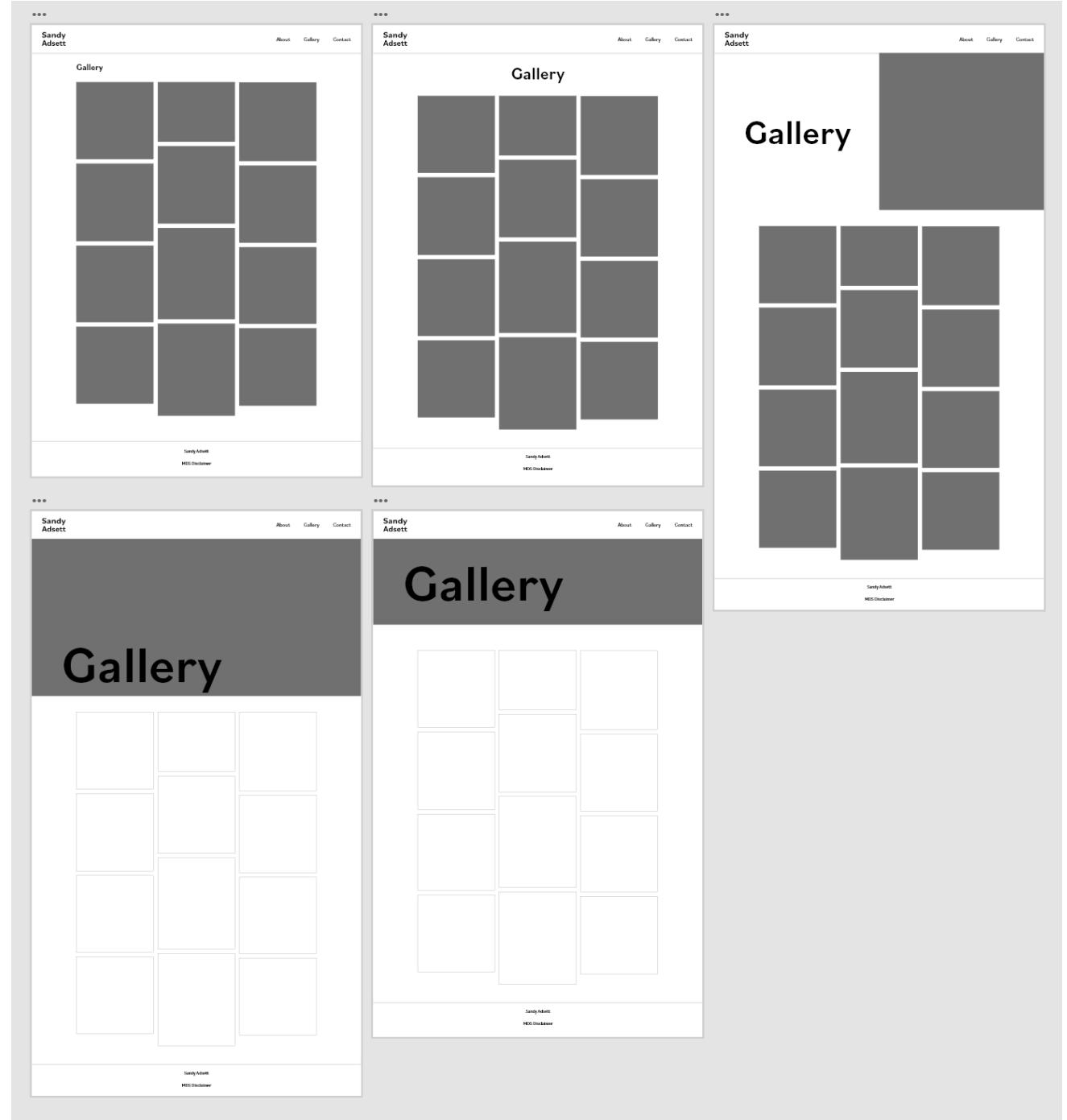
I chose to explore this photo layout further.



# Gallery page concepts

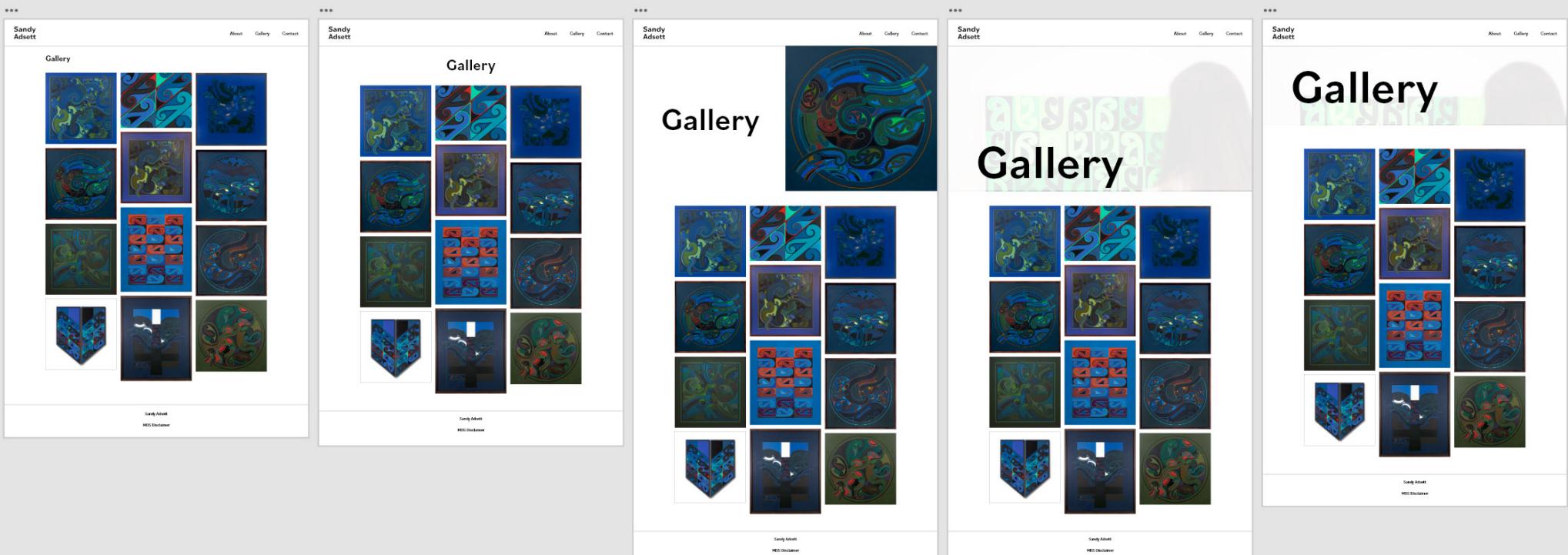
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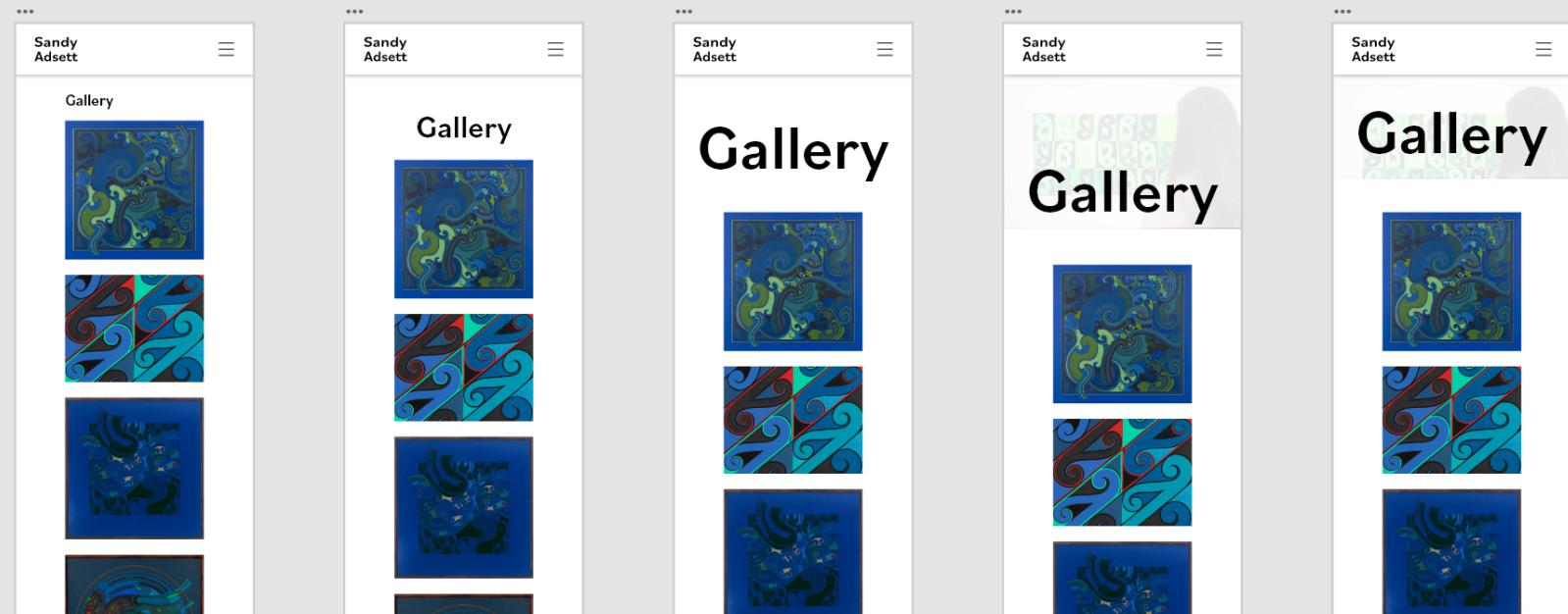
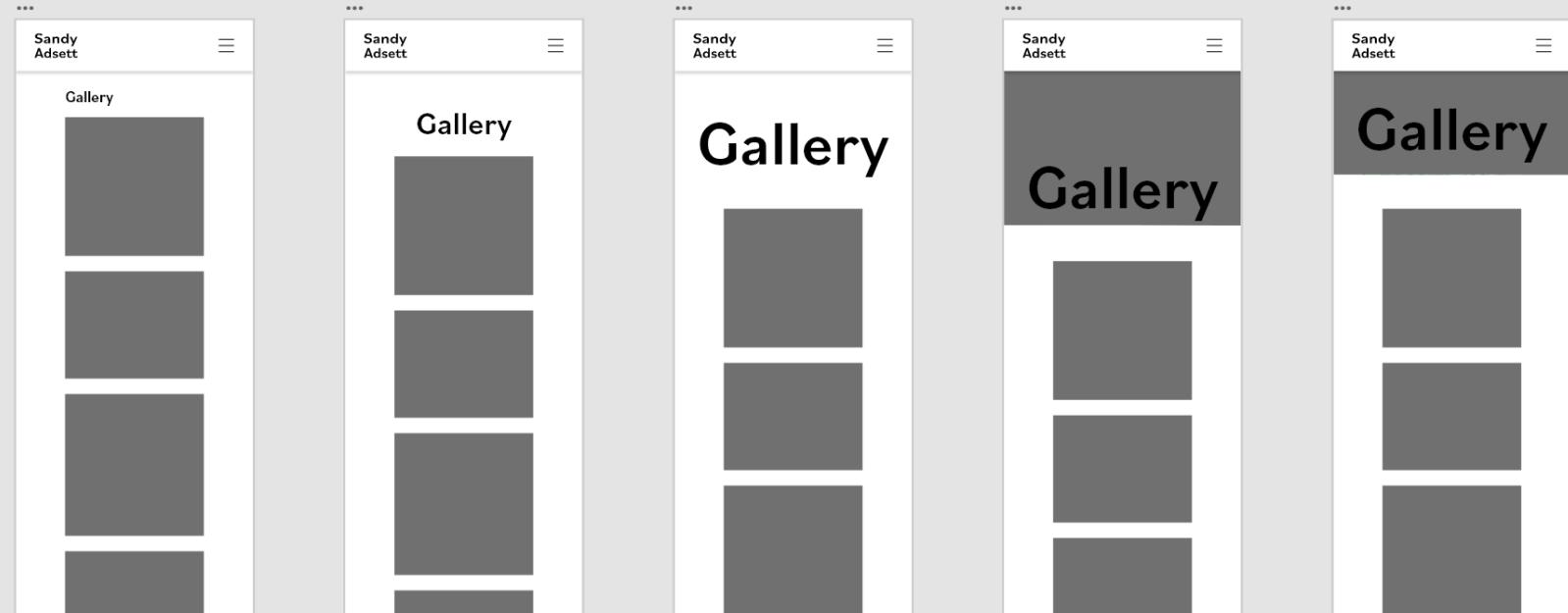
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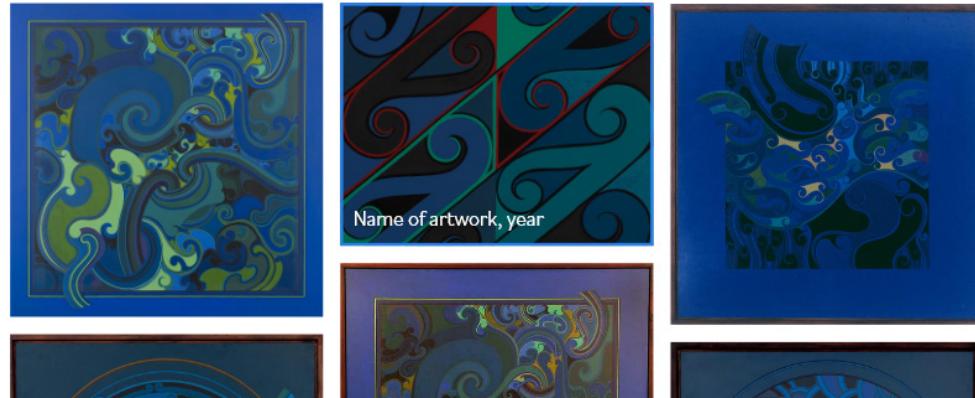


# Gallery page

Mobile and  
tablet



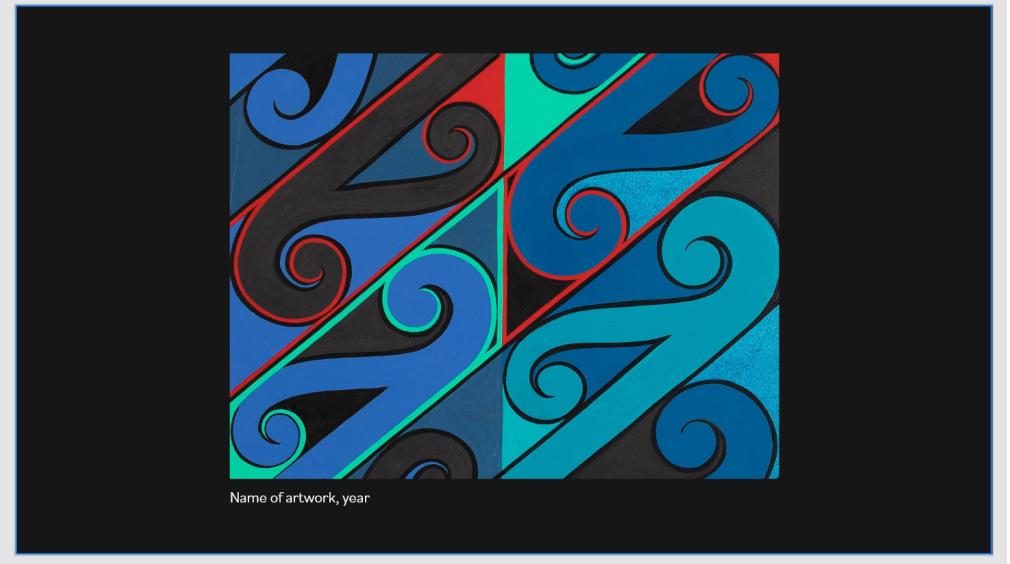
# Gallery Features



On hover: The artwork gets a dark overlay and the artwork name appears.

Clicking on an artwork opens it in full screen

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# Gallery

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# Contact Page concepts

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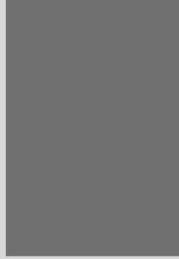
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# Contact Page

## Tablet and Mobile

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**Contact**

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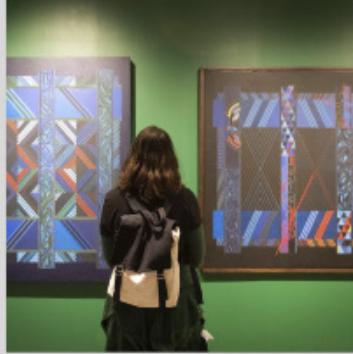
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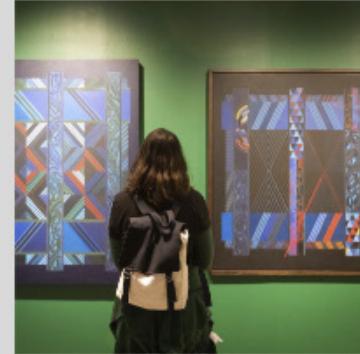
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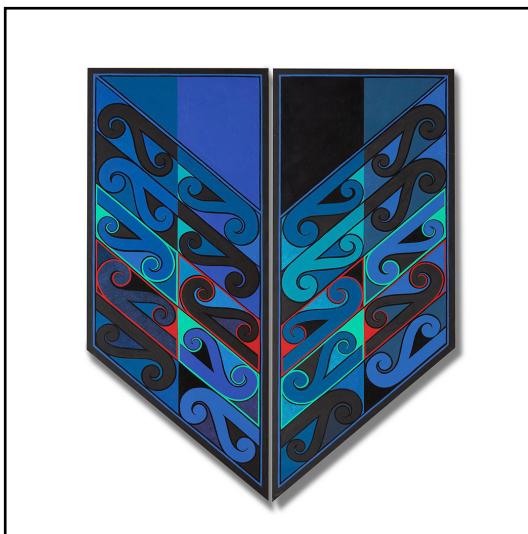
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# Contact Page, Final choice

# Artwork images

Finding good quality images of this artist's works was very difficult. These seven images are the best quality images I was able to find.



# References

- [1] “10 Black and White Website Designs to Inspire Your Own [+ pro Tips].” Blog.hubspot.com, blog.hubspot.com/website/black-white-website-design#:~:text=A%20black%20and%20white%20color.
- [2] Fitzgerald, Anna . “Sandy Adsett.” Arts Foundation, 3 Feb. 2022, www.thearts.co.nz/artists/sandy-adsett.
- [3] “Sandy Adsett.” Auckland Art Gallery, www.aucklandartgallery.com/explore-art-and-ideas/artist/2200/sandy-adsett. Accessed 12 Nov. 2023.