**Final Project Proposal**

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# CLIENT AND TOPIC CLIENT AND TOPIC

I would like to design a website for my art page. This will also be a portfolio of my art. I’d also like to make it available to the public.

# DEVELOPMENT PROCESS AND ENGAGEMENT

In order to make my website successful, I will research a good number of similar websites layouts that I like. Looking for additional website and design terminology will help me find an easer friendly layout. I will incorporate my own creativity into the design in order for my website to have a user-friendly approach.

# TESTING

I will test my web design to ensure that my layout is working effectively and so on with my code. My layout will be used in browsers extensions such as Google chrome and Safari. My website will be displayed on different screens that are compatible with an iPad, iPhone and computer.

I will test the usability of my website by sending the link to friends and family for a completed assessment. I think this will be a great idea because I can get different perspective of how the website is displayed.

**BUSINESS AND WEBSITE DESCRIPTION**

# Mission Statement

I want to share my art with the world and with people that enjoy art. The purpose of my website is to share my art .

# Business Goals

The goals that I would like to reach with my website is spreading a message through my creativity. I would love to expand my art prints and turn them into stickers. I’d also like to expand my brand by putting my art on clothing.

# Target Audience

The audience that I want to attract are people that are interested in buying art. The age range demographic that I will reach will generally be people 18 and older. My website will be displayed on my social media sights such as TikTok, Twitter and Instagram. Promoting my art will help me gain traction to the audience that I want.

# Impact of Target Audience on Design

The target audience of my website will be much younger and making relatable art will help create a bigger audience. Examples such as pop culture including music, tv and movies. An artist approach to the website will be made to attract a certain aesthetic.

# Content

My website content will conclude a home, contact ,gallery, about page and descriptions of selected art pieces. All the images on my page will be originally illustrations that I’ve made. The logo display will be an animation.

# Updates

I will update the products on my website every 3 months as I create new pieces through my art journey. I will also update the expansion of my products with time.

# GROWTH AND MAINTENANCE (50-word minimum)

My website will continue to grow and evolve because I will be constantly creating new ideas with my art to sell. Introducing new items such as stickers, clothing and ceramics. While developing the website I will make sure the layout and design is user friendly. The tasks that will be involved with maintaining my website include changing my products and adding in new selections. Updating my products will take time as I go through the process of what I want to sell.

# ORGANIZATION

The diagram below shows the layout map of my website. The overview of the website includes the home page, gallery, contact, about and link descriptions. The home page will include the series of prints that will be sold. Followed by the navigation arrows to the shop page. The final page will detail my contact information.

Diagram below show the layout of the direction, mapping page. The navigation arrows describe the pathways for each of the the pages. There will be heading in the top section of the home, gallery, description of images, and contact. The description portion will be linked to the different gallery, such as digital and paintings.

**Below concludes a wireframe of the home page.**

A screenshot of a black screen

Description automatically generated

A diagram of a painting process

Description automatically generated

# WEB HOSTING

I will go over factors when choosing a web hosting site. I will key in the security of the site, the speed, and customer support. I also have to factor the price of the hosting site.

SSL certificates will help secure and verify my ownership of my website. This will prevent hackers from creating a fake version of my site.

My website will require HTML,CSS and JavaScript. The HTML and CSS will help the structure of the website and layout of the site itself. Other complex functions such as animations.

Researching available domain names on Network Solutions was an easy find. My website name will follow after my art page. Art4ourthesoul is available on this site for 11.99 for one year. I will consider purchasing for my own use in the future. This domain name is a great name because it matches my art page on all of my social media sights. I want to keep the name going for any further creations.

# MARKETING

My website will be marked in various ways on different social media platforms. The platforms that I will market my website on will include Instagram, tik tok and twitter.

The SEO elements that will be accounted for when planing the process of my website will include, title, keywords, and a description. These will be inserted into each web page on the site.

# SECURITY

When I change the items on the website, I can consider a password. No, the website won't need users to create an account. When setting up this site, I will choose a host offering SSL. SSL will offer me updated security, verification of ownership, prevents hackers from making the same page and more.

# References

*Sign in to Your Account*, www.office.com/launch/word?ui=en-US&rs=US&auth=2. Accessed 25 April. 2024.

“Draw.Io - Free Flowchart Maker and Diagrams Online.” *Flowchart Maker & Online Diagram Software*, app.diagrams.net/. Accessed 25 April. 2024.