



Courtnay's Website

Project II

My Client

When thinking of who I wanted to build a website for, I considered the following qualities:

Easy to contact & get a response from

Not controlling, or overly opinionated

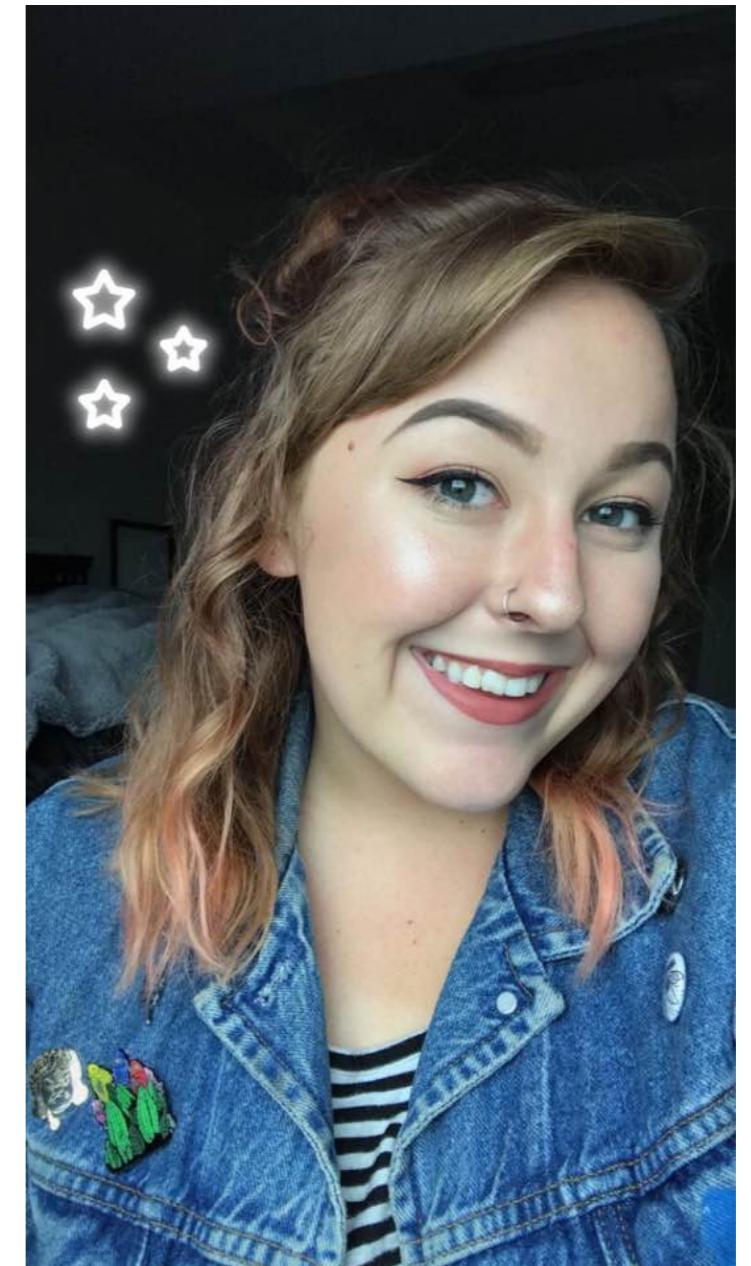
Open to my thoughts & ideas coupled with their own

Courtney

Courtney is a close friend of mine. I thought this would be a good fit because of our existing relationship, her relatively open schedule, and her laid back personality.

Courtney

Courtney is a MassArt alum who graduated last May with a degree in Illustration. She lives in New Jersey, and is currently working at a local art store while she seeks work in her desired field: tattooing. She is currently trying to get an apprenticeship that will lead to a full-time tattooing position.



Needs Assessments

Courtney currently has a website featuring her work from her senior year of college, but she wants to expand it with more work, and most importantly brand herself as an aspiring tattoo artist, rather than a student.

Needs Assessments

After a conversation with Courtney we narrowed it down to the following needs:

Gallery for her work (current & more)

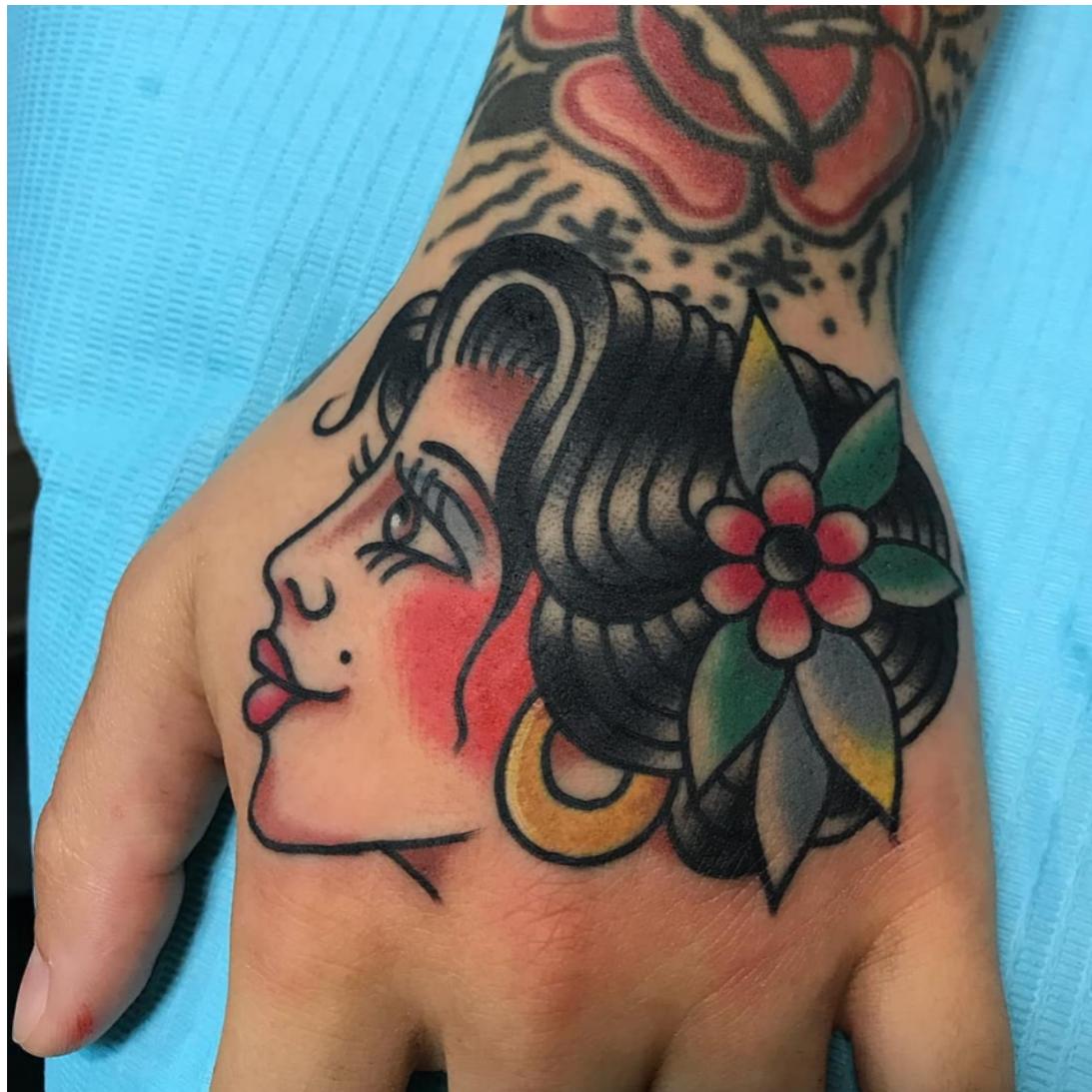
A way for people to reach out with work, and commission inquiries

Her resume, so people can see her experience

Needs Assessments

Style should be simple, bold, and clean this will be a reference to American Traditional tattooing, which is what she is interested in, without being too direct.

Traditional Tattooing



Traditional Tattooing

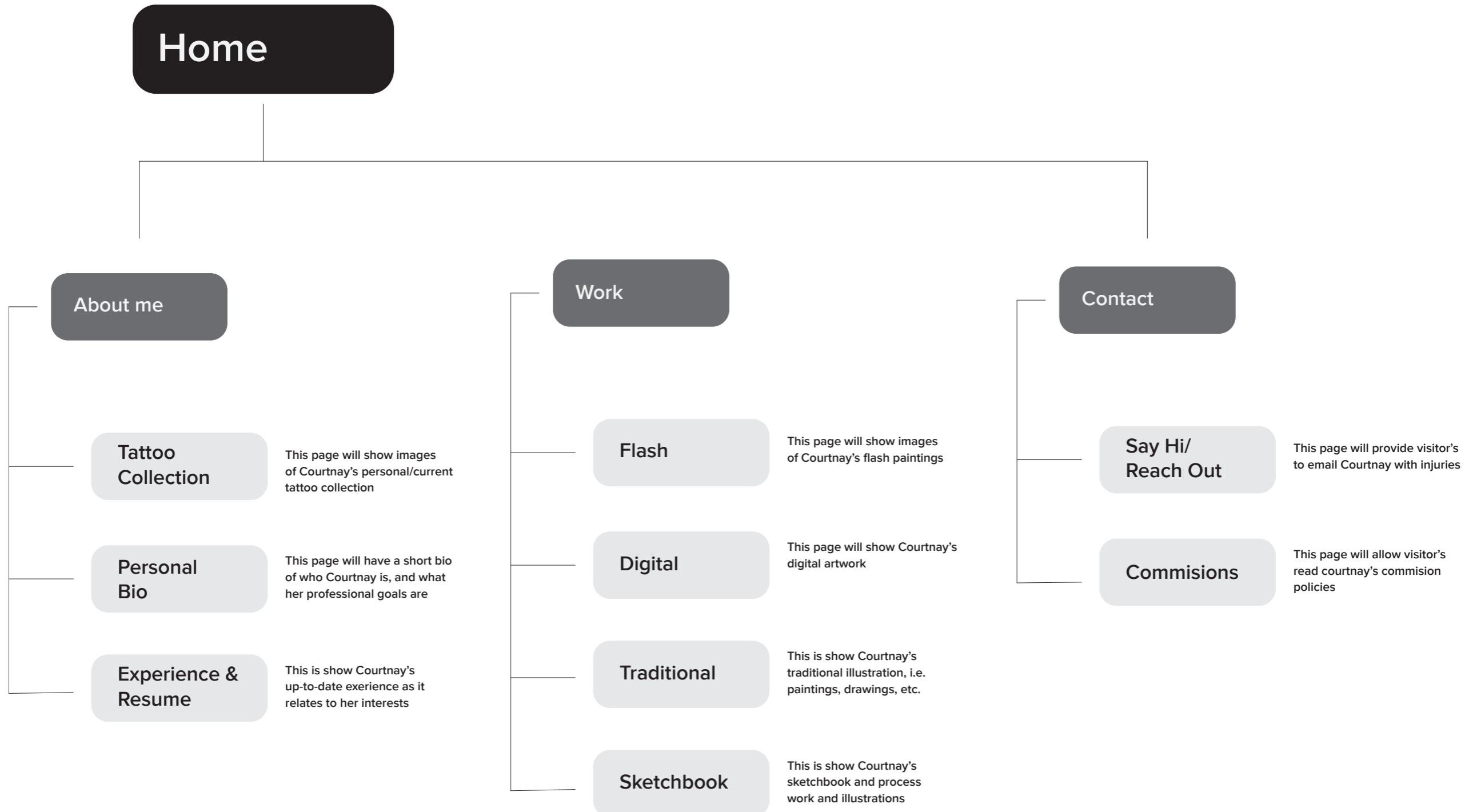


Traditional Tattooing



Architecture

The original plan was to break down each of the three main categories: 'Work,' 'Contact,' and 'About' into sub-categories to help break down and organize the pages.



The wireframe illustrates a website's layout structure. At the top, there is a horizontal navigation bar with three dark grey rectangular buttons. The middle button contains the text "MAIN MENU". Below this is a thin horizontal line. In the center, the text "SUB MENU ITEM TITLE" is displayed above another horizontal line with three light grey rectangular buttons. The main content area consists of three large, light grey rectangular boxes arranged horizontally. The first box contains the text "IMAGE, GIF, ICON, ETC.". Below each of the three boxes is a block of placeholder text: "Lorem ipsum dolor sit amet, vis at sumo legendos rationibus, an eos probo congue fabulas. Tantas soluta sapientem duo ex. Usu persius detracto".

MAIN MENU

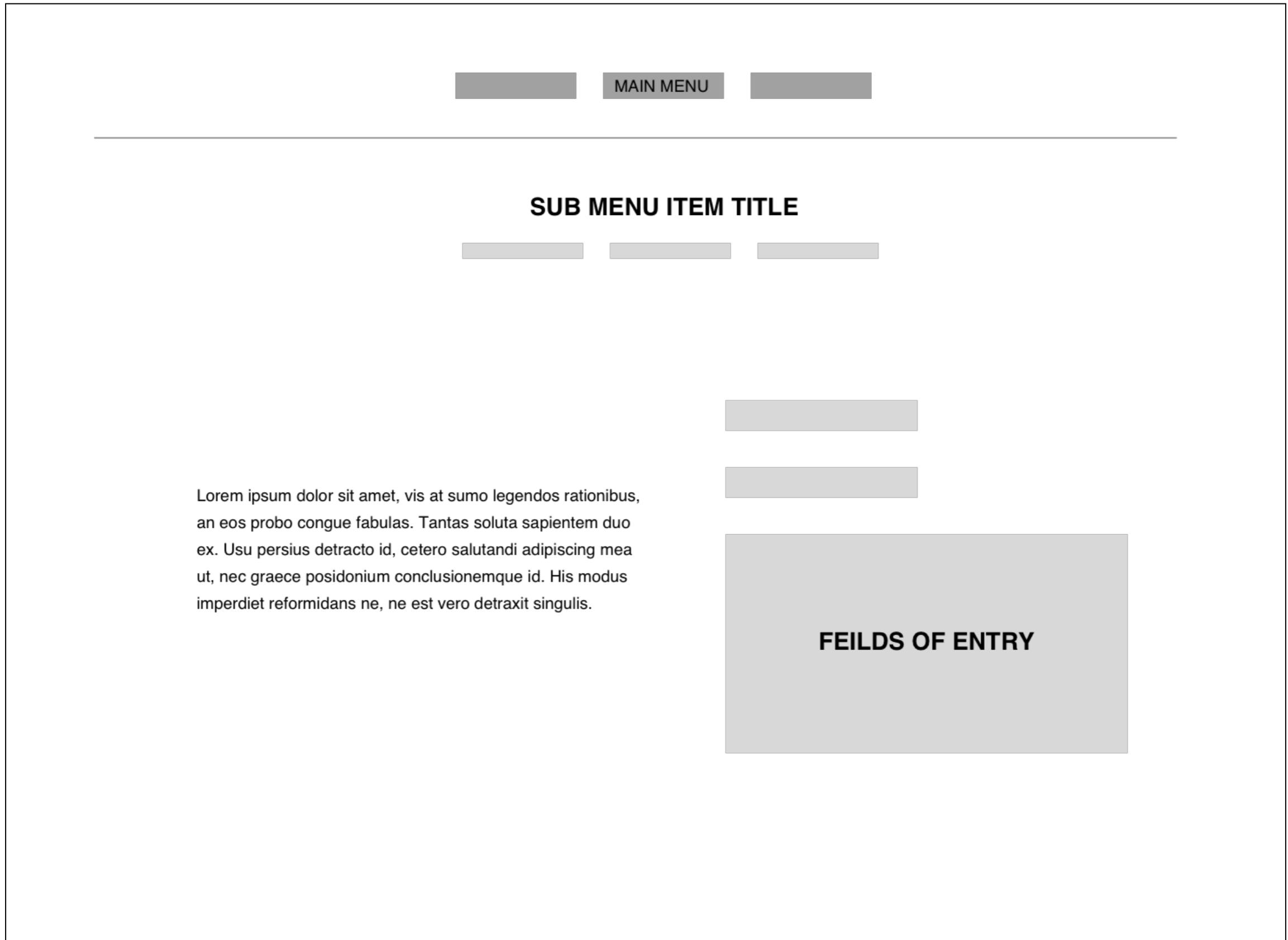
SUB MENU ITEM TITLE

IMAGE, GIF, ICON, ETC.

Legendos rationibus, an eos probo
congue fabulas. Tantas soluta
sapientem duo ex. Usu persius detracto

Legendos rationibus, an eos probo
congue fabulas. Tantas soluta
sapientem duo ex. Usu persius detracto

Legendos rationibus, an eos probo
congue fabulas. Tantas soluta
sapientem duo ex. Usu persius detracto



MAIN MENU

SUB MENU ITEMS

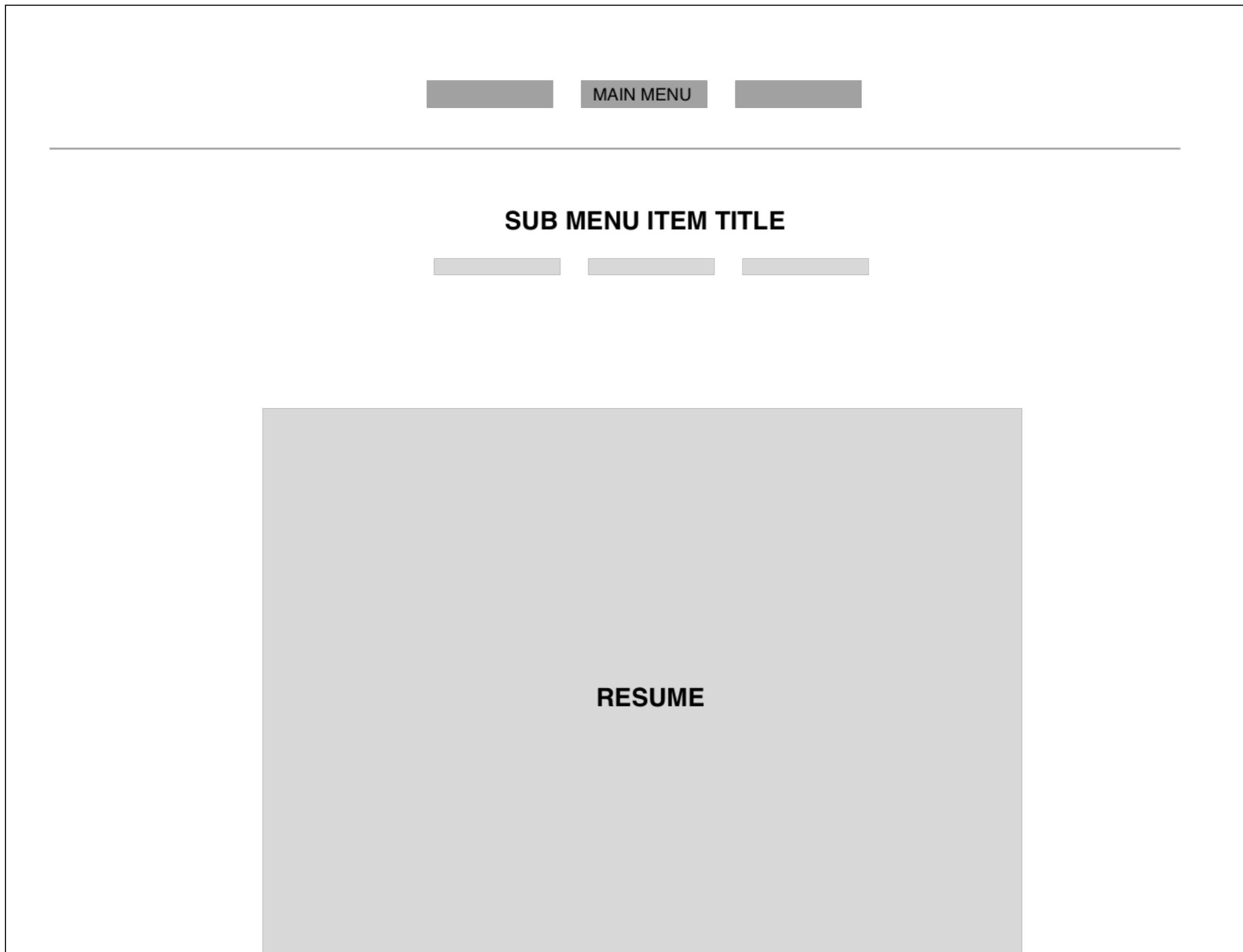
3 MENU ITEM TITLE

Title of Image Shown

IMAGE

MORE IMAGES

< >



COURTNAY



[work](#) [about me](#) [contact](#)

C O U R T N A Y

[work](#) [about me](#) [contact](#)



Death For My Birthday

Guache on canvas
10 x 10

[Back](#) // [Next](#)

COURTNAY

[work](#) [about me](#) [contact](#)



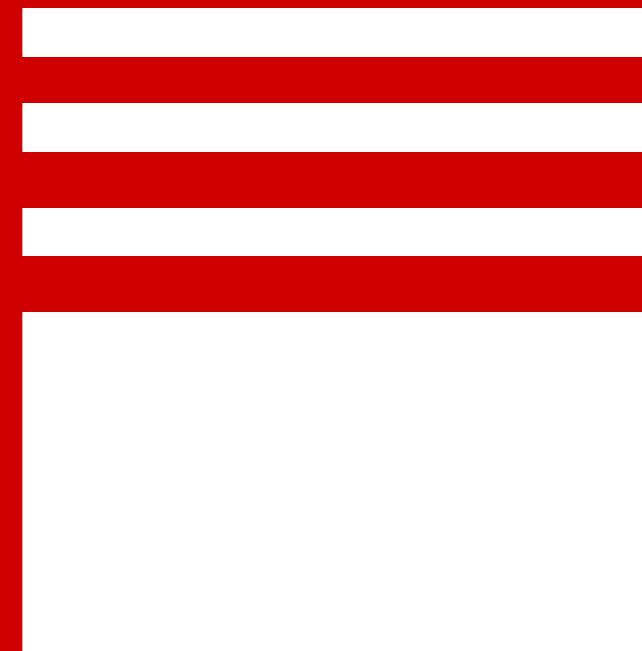
I've always had a curiosity for tattooing. Both of parents had tattoos when I was growing up, and I started my tattoo journey when I was 16 with a dream catcher on my back. Since then I have added close to 30 others to the collection.

In the spring of 2017 I graduated from MassArt where I majored in Illustration. Since then I have been seeking opportunities to start my career as a tattoo artist.

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C O U R T N A Y

[work](#) [about me](#) [contact](#)



submit

Site Review

I sat down with my client and discussed the final product. I communicated to her that I had to sacrifice some elements, and make changes because of time, but that I tried to stick as close to our original prototype as possible.

Site Review

She gave me the following feedback:

She likes the progression of images in the 'work' page, but thinks it could benefit from maybe an additional viewing method, like a gallery

She really enjoys the color palette, and typeface choices, and thinks they are very similar to what she told me she likes

Overall, she likes the aesthetic and style of the website, thinks it came out fairly similar to what I originally showed her

Challenges

Some tricks and things I wanted to do, I felt a little limited in my abilities

Even though my client was easy to get in contact with, living in a different state was definitely a challenge

Figuring out how to give my client the ‘tattoo-esque’ feel she was going for without getting tacky or cheesy

Learning Outcomes

Having a prototype to work from makes the building process faster, and easier

Choosing a client who was in the art space but not exactly the design space was beneficial

Save time for problems and questions always

Thank You!