

Daniel Falzon

# Task 2

5.1A

# Project Idea

## Art Portfolio website

My website idea is to make my own art portfolio website. The website will be about showcasing my unique style, themes and skill its also to share how i get inspired in my art and to show some behind the scenes of some of my work

The purpose of the website will be about showcasing my art to attract opportunities like job offers or collaborations. It will also be used to showcase my work professionally it will also help me to build my brand and online presence

# Target Audience

## User Personas



### Why He Needs the Website:

In order to construct his own portfolio, Sam wants to observe how professional portfolios are organized.

He searches for ideas for layout, project classification, and writing advice on art.

He also wants to know how artists promote themselves on the internet.

### Student

name: Sam Parks

Age: 19

Occupation: First-Year Illustration Student

Location: Toronto, Canada

Tech Comfort Level: High

### Frustrations with Similar Websites:

Excessive animations and intricate designs detract from the product.

Absence of process parts or artist remarks.

He couldn't browse on his phone using a mobile-friendly version.

# Target Audience

## User Personas

### Why she Needs the Website:

For a unique artwork for her company, Chloe is trying to find an artist.

She looks through portfolios to locate someone who shares her aesthetic.

She favors artists who are transparent about their commission availability and costs.



### Client

name: Chloe Ramirez

Age: 31

Occupation: Small Business Owner / Brand Designer

Location: Austin, Texas

Tech Comfort Level: High

### Frustrations with Similar Websites:

unclear information on commissions or services.

portfolios that haven't been updated in years or outdated material.

There is no way to search or filter by media or style.

# Target Audience

## User Personas

### Why she Needs the Website:

Grace is constantly looking for up-and-coming artists to include in her next shows.

She looks at artist portfolio websites to assess professionalism, uniqueness, and consistency.

She must get in touch with artists as soon as possible to see whether their work aligns with her gallery's mission.



### Gallery Owner

name: Grace Thompson

Age: 45

Occupation: Contemporary Art Gallery Curator

Location: New York, NY

Tech Comfort Level:  
Moderate

### Frustrations with Similar Websites:

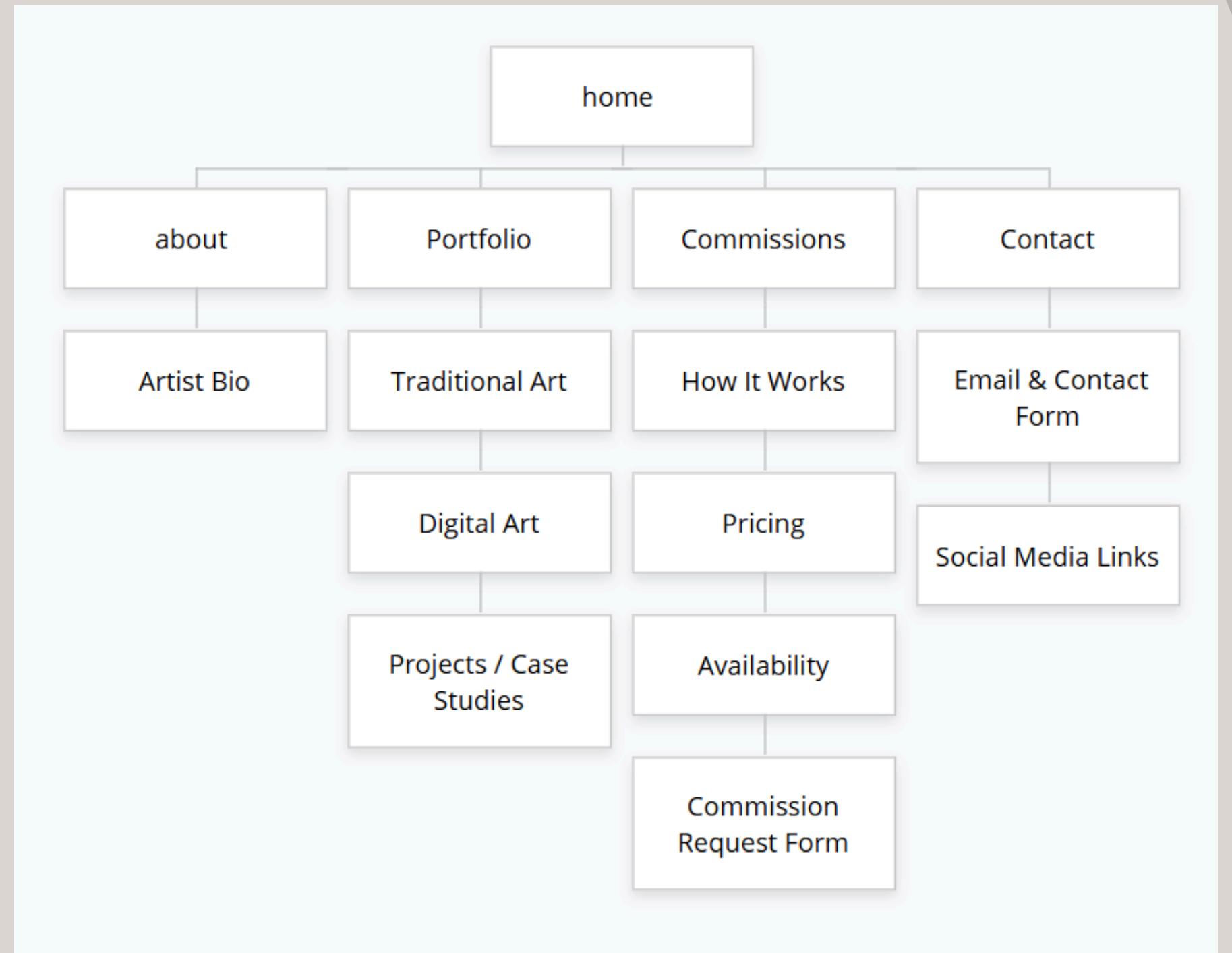
Cluttered layouts that make it hard to focus on the art.

No contact info or unclear artist bios.

Slow-loading image galleries or confusing navigation.

# Design Planning

## SiteMap



# Design Planning

## StyleGuide

### Secondary/Accent Colors:

(Accent Color 1 - Hover effects, links, buttons)  
#9A8C98 – Dusty Lavender

(Accent Color 2 - Icons, borders, highlights)  
#C9ADA7 – Warm Blush Pink

(Buttons/Hover Effects)  
#22223B – Deep Indigo

#d9d9d9 – Light Grey (Subtle highlights,  
secondary text)

### Neutral Colors:

#E0E0E0 – Light Grey (Section separators,  
borders)

#888888 – Grey (Inactive text, placeholder text)

### Color Palette

#### Primary Colors:

(Background)  
#000000 – Black

(Text & Highlights)  
#FFFFFF – White

# Design Planning

## StyleGuide

### Body Text & Descriptions:

#### Font:

Inter,  
Open Sans,  
or  
Lato

(Sans-serif – Clean, modern)

Style: Regular, Sentence case

Size: 16px–18px for easy readability

### Typography

#### Headings (H1–H4):

#### Font:

Playfair Display  
or  
Merriweather

(Serif – Elegant, artistic tone)

Style: Bold, Title Case

Example: “Featured Projects”

Example: “Featured Projects”

### Navigation & Buttons:

#### Font:

Lato  
or  
Inter

Style: All caps, Medium weight

Example: “VIEW PORTFOLIO”

Example: “VIEW PORTFOLIO”

# Design Planning

## Layout & Spacing

### Grid System:

12-column responsive layout with ample white space

Artwork should breathe—use large padding (at least 40px between major sections)

### Section Layouts:

Hero Section with full-width image or featured artwork

Masonry or Grid layout for portfolio pieces (2–4 columns depending on screen size)

Side-by-side layouts for About + photo or process sections

# Design Planning

## Imagery & Media

### Imagery and media:

Use high-resolution images with compression for fast loading

Enable lightbox viewing for full-size artwork

Add alt text for accessibility and SEO

# Design Planning

## UI Elements

### Navigation Bar:

Sticky header for quick access

Mobile hamburger menu for smaller screens

Clear, minimal menu: Home | About | Portfolio | Commissions | Contact

### Buttons:

Rounded corners (8–12px radius)

Hover: subtle color shift or underline animation

Example: View More →, Request a Commission

### Forms:

Simple, clean with labeled fields

Include message box + upload option (if relevant for commissions)

# Design Planning Accessibility Considerations

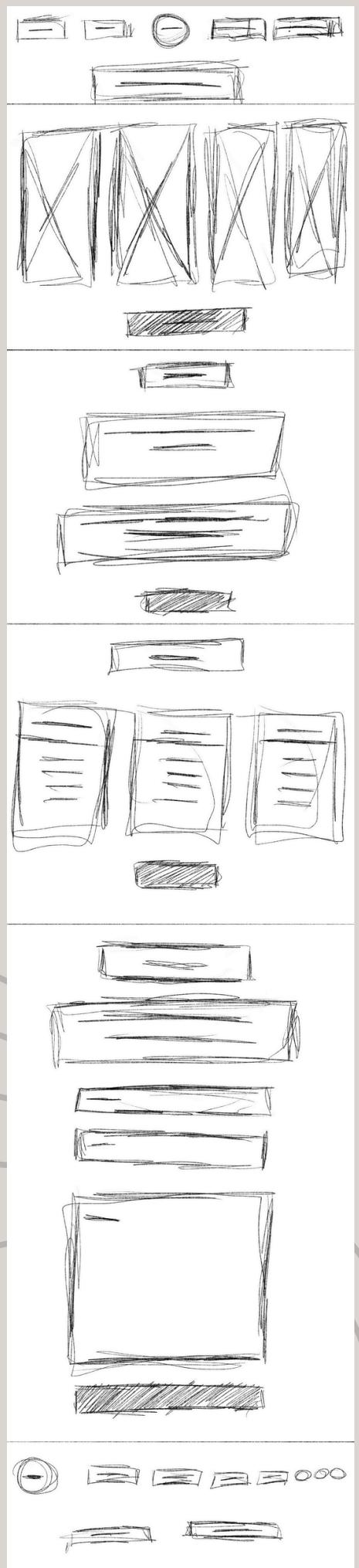
## **Accessibility:**

Keyboard-navigable menus and forms

Responsive design for all screen sizes

High color contrast (especially text/background)

1

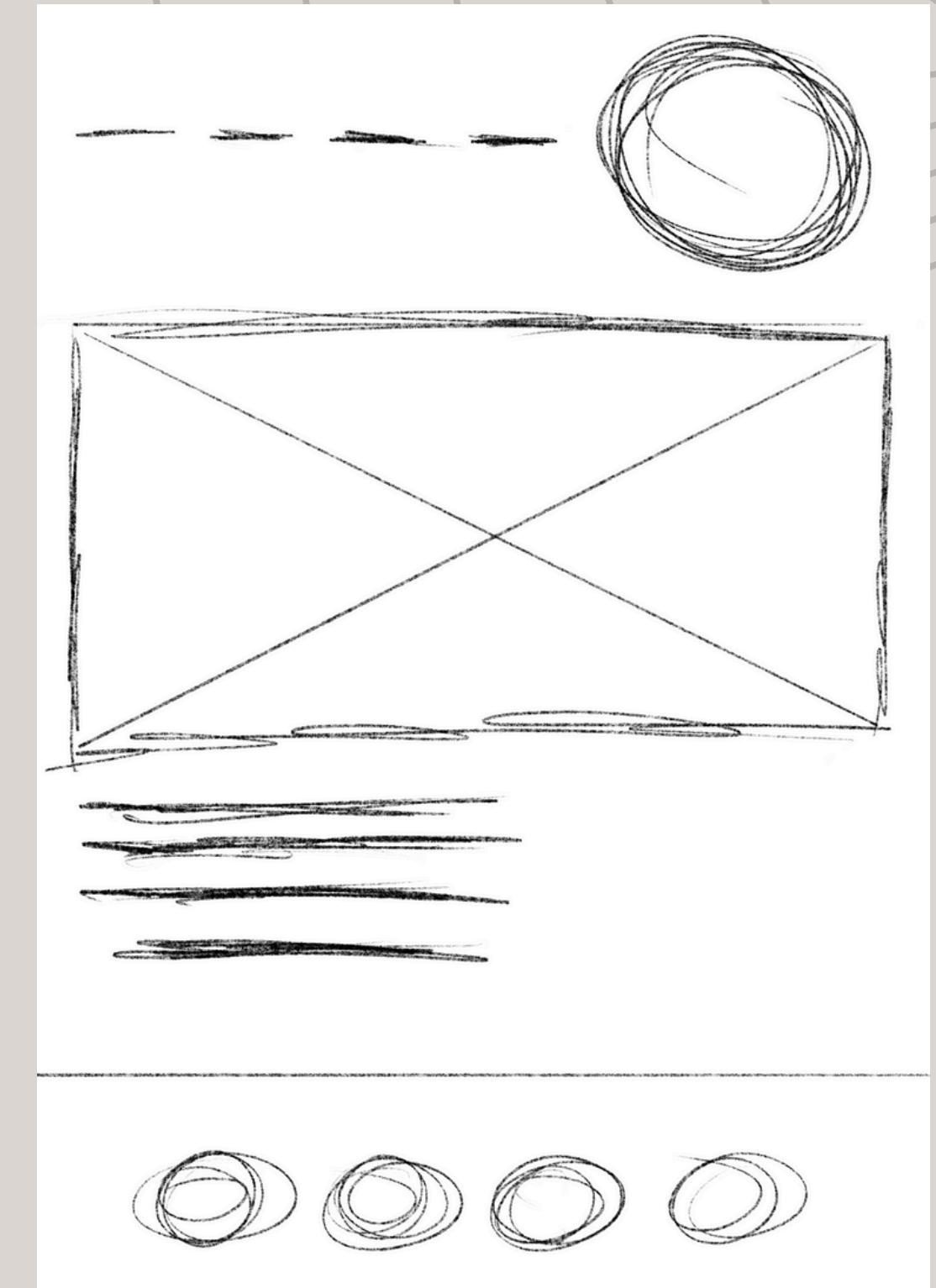


# Design Planning

Low fidelity wireframes

Home Page

2



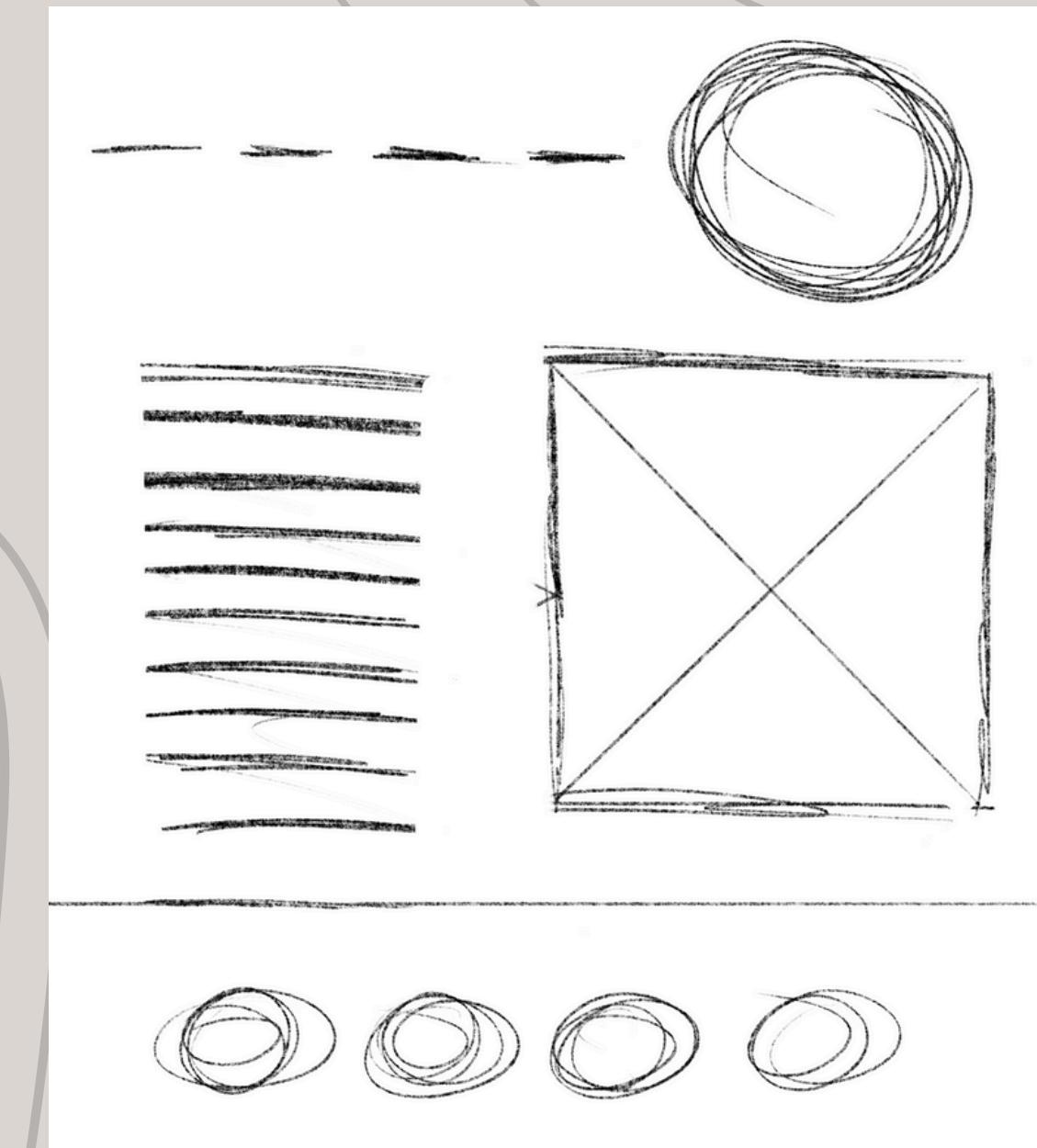
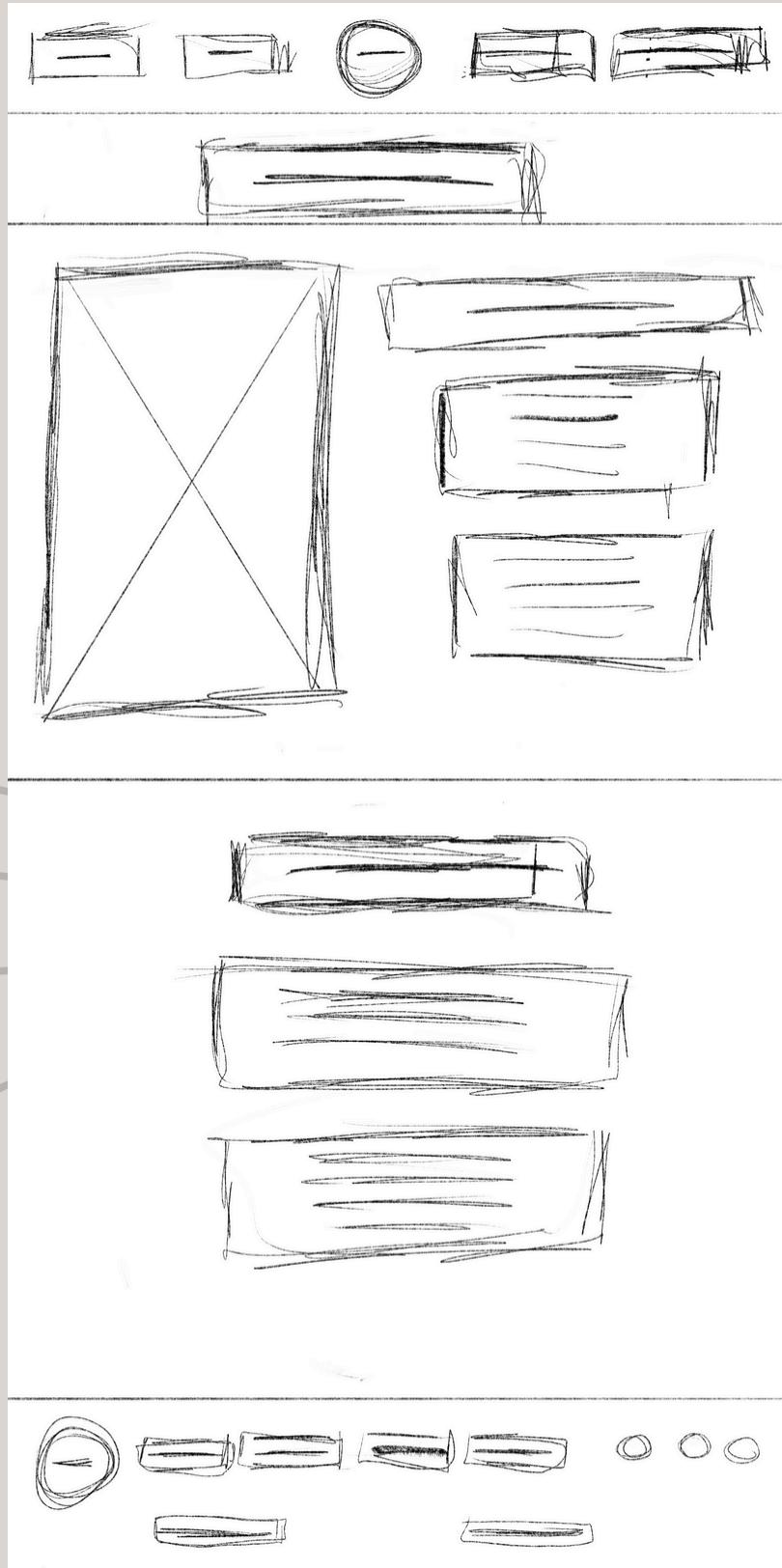
1

# Design Planning

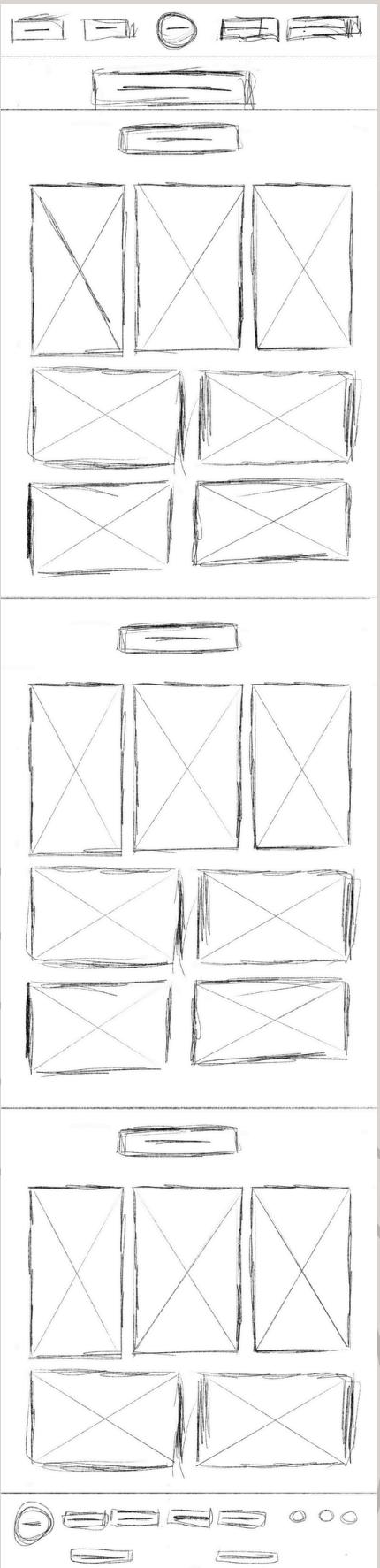
Low fidelity wireframes

2

About page



1

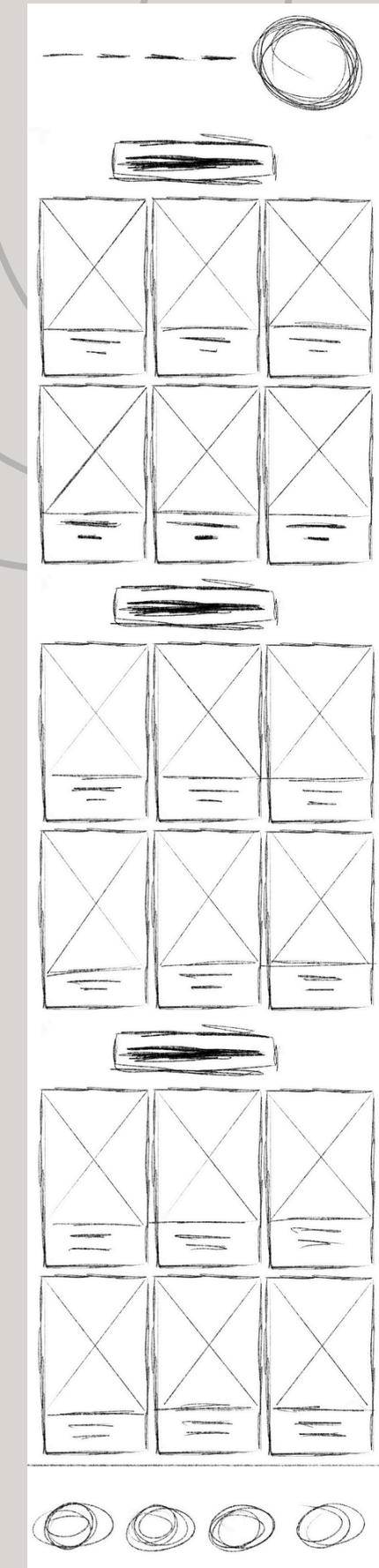


# Design Planning

Low fidelity wireframes

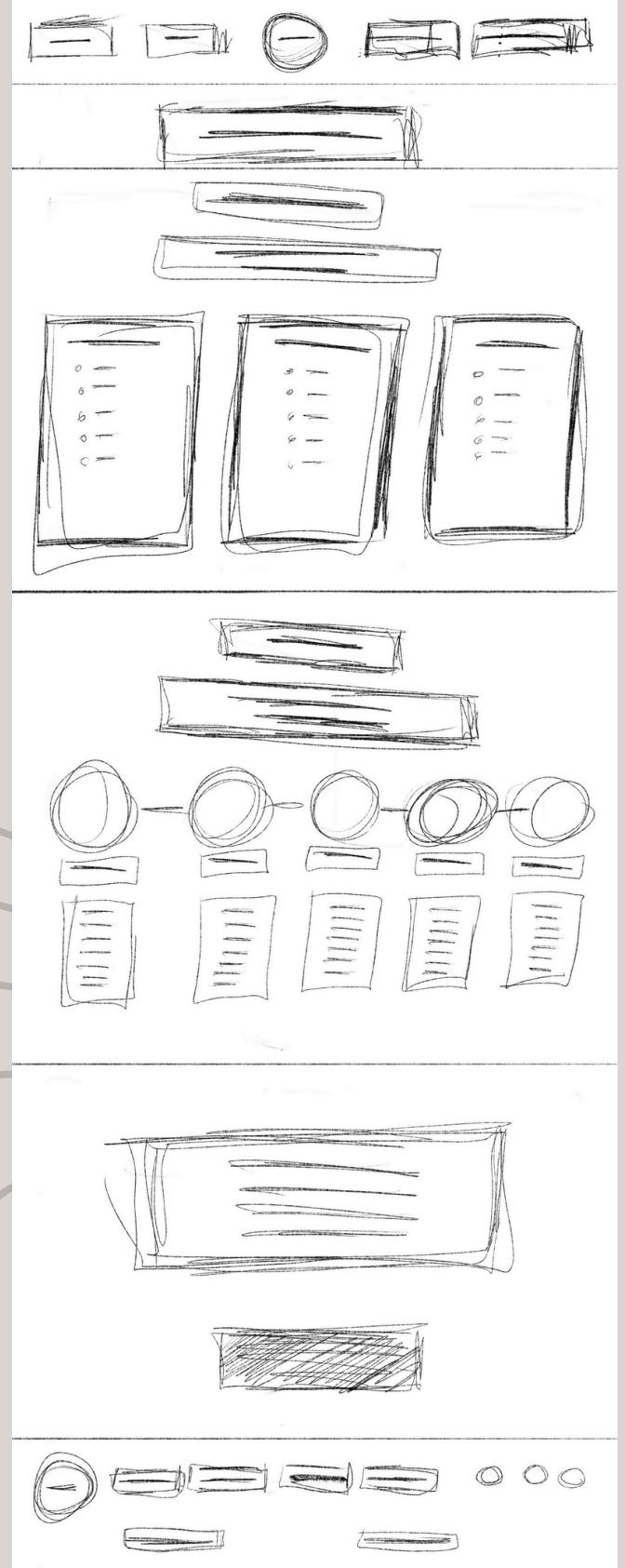
Portfolio Page

2



1

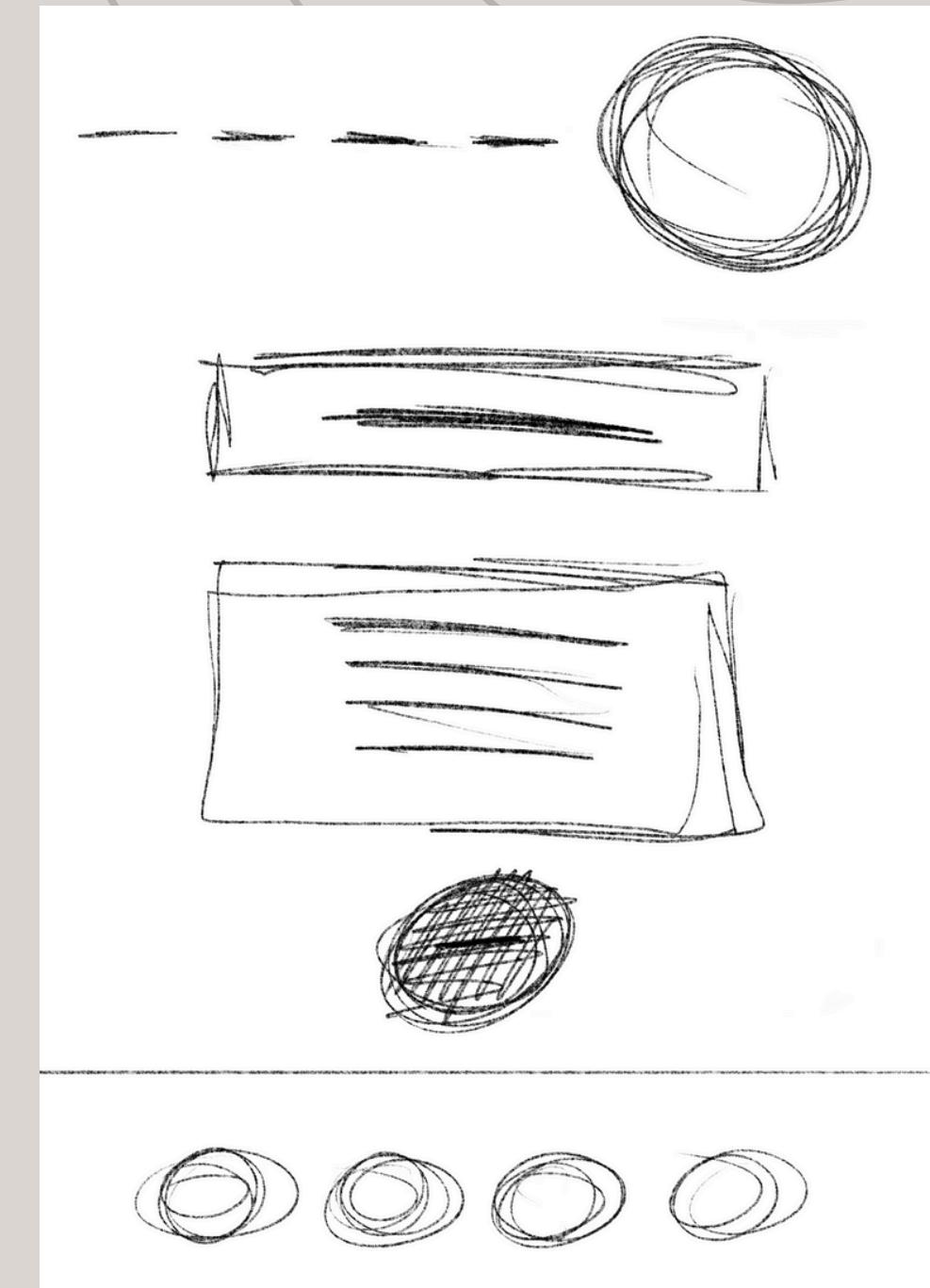
# Design Planning



Low fidelity wireframes

Commission Page

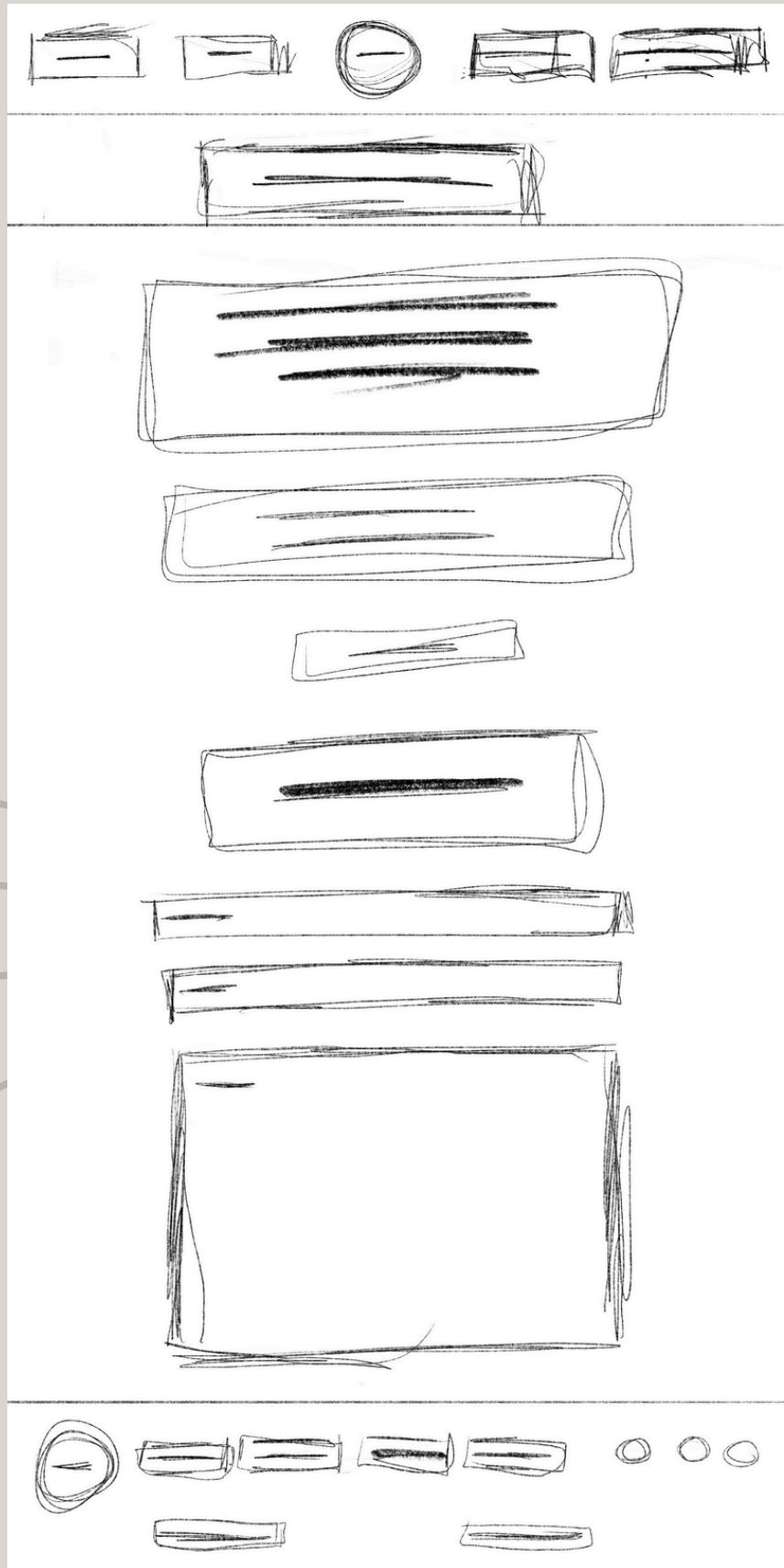
2



# Design Planning

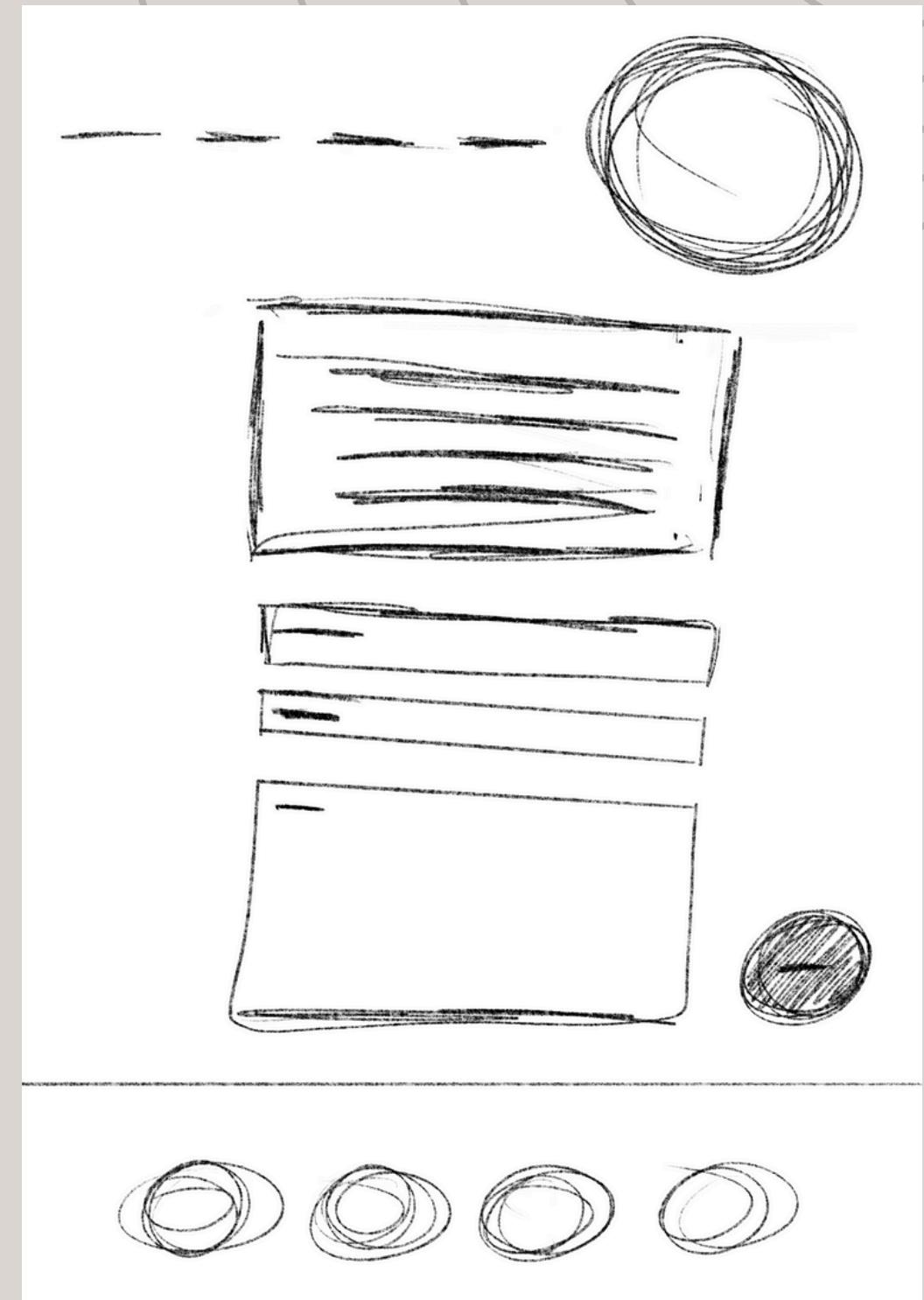
## Low fidelity wireframes

1



### About Page

2

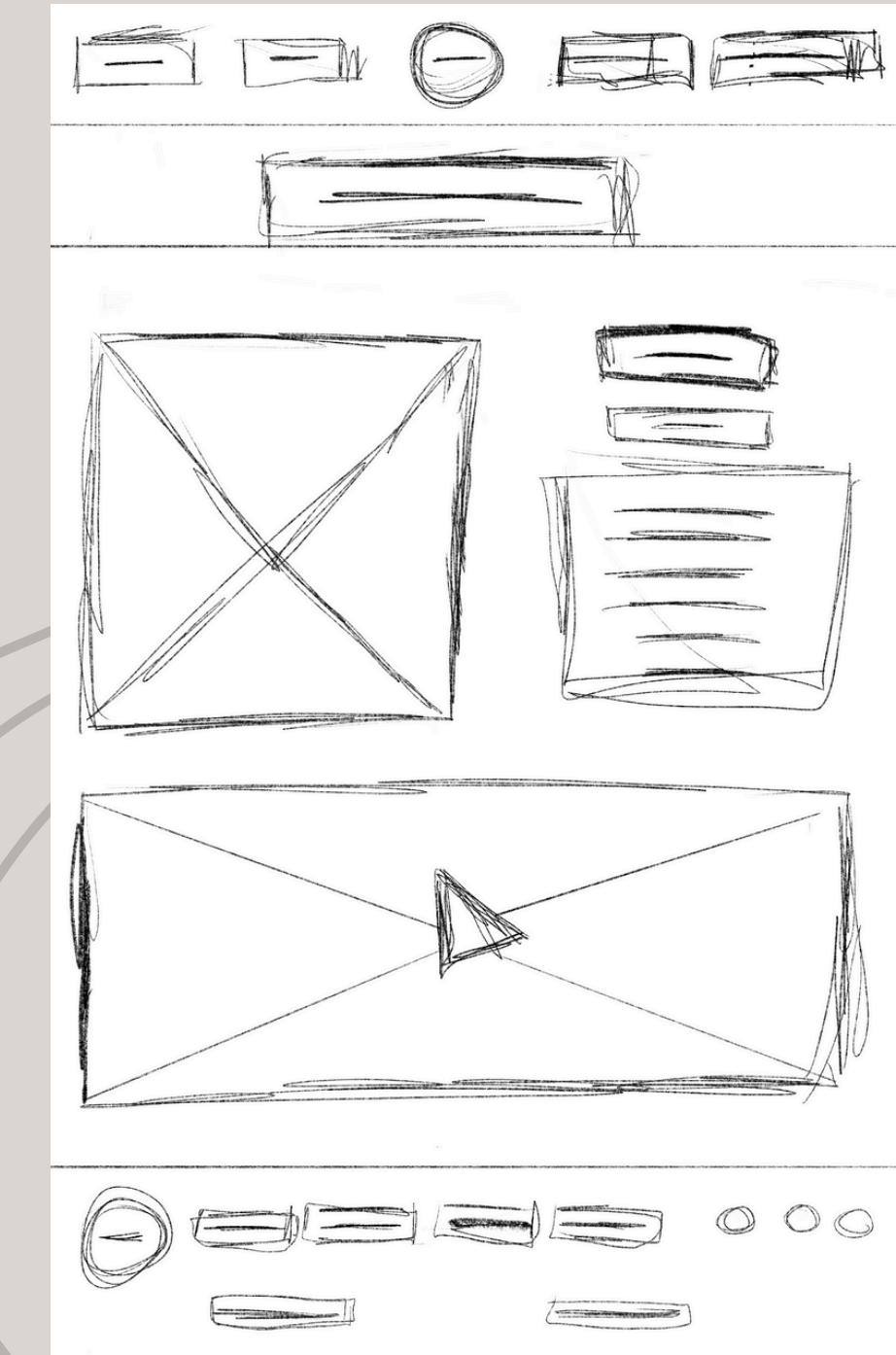


# Design Planning

## Low fidelity wireframes

### Digital art Page

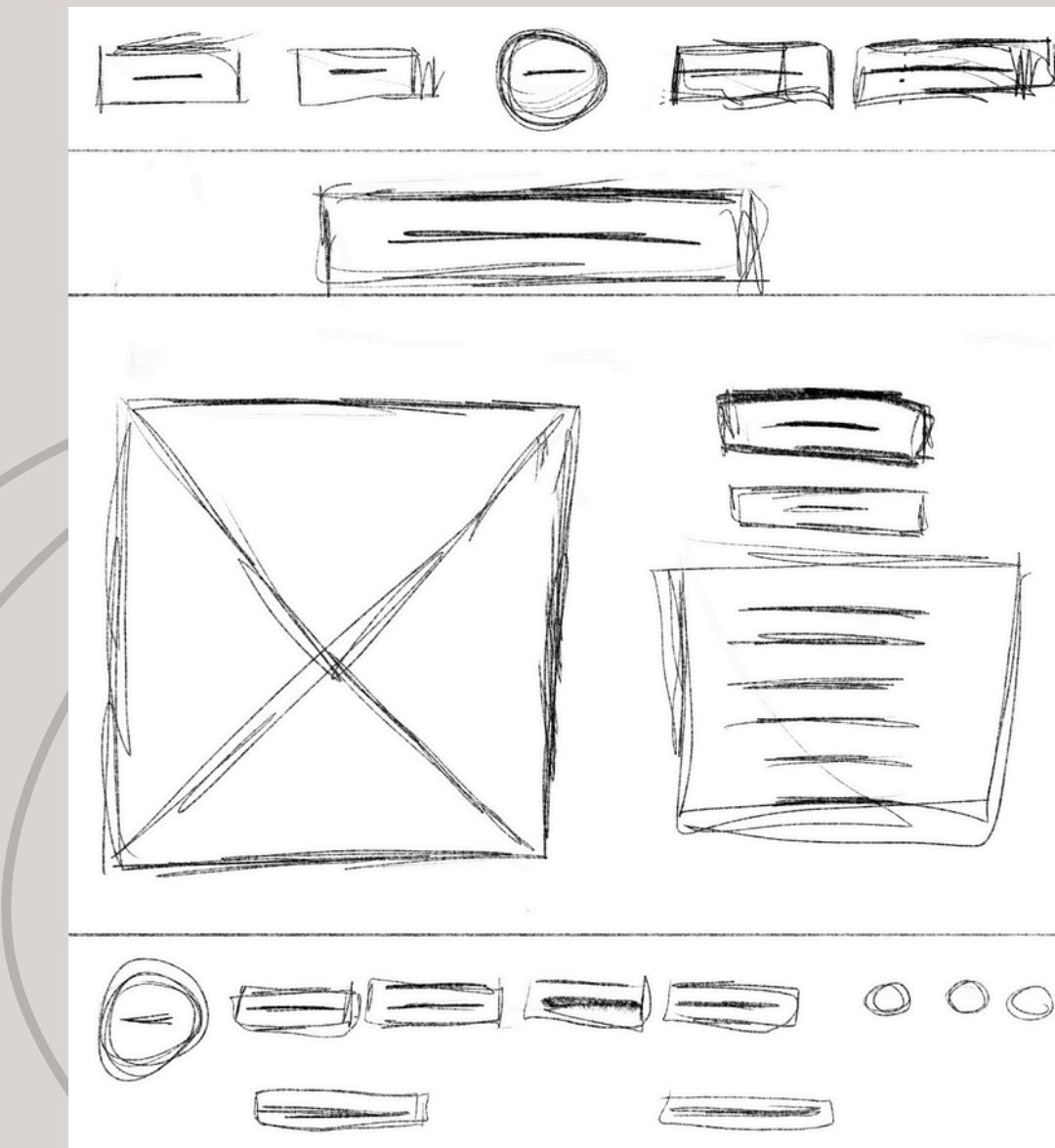
1



# Design Planning

## Low fidelity wireframes

### Traditional art Page

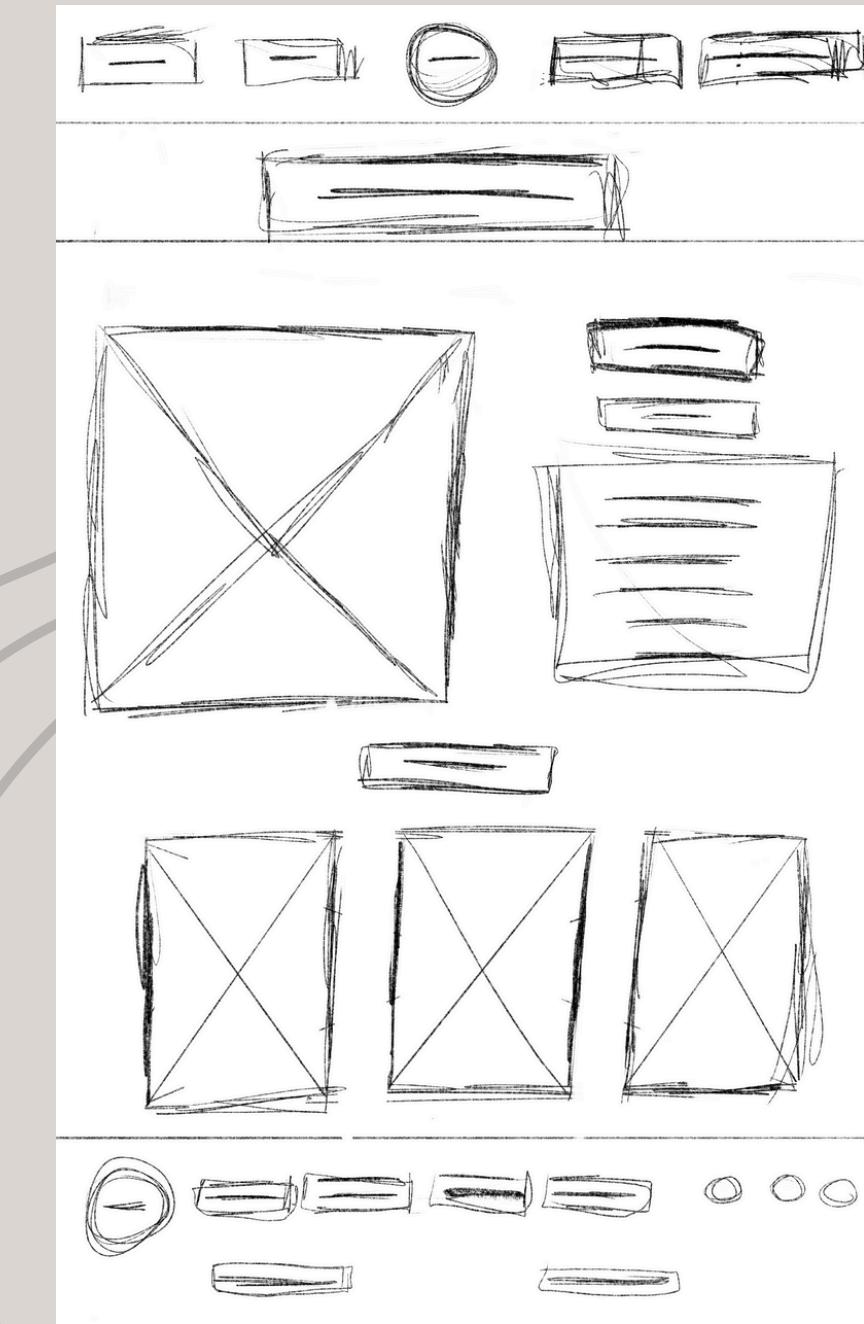


# Design Planning

## Low fidelity wireframes

### School projects Page

1



# Design Planning

## Medium fidelity wireframes

### Home Page

The wireframe shows a header with navigation links (About, Portfolio, Logo, Commissions, Contact). Below the header is a large "Portfolio" section with four placeholder cards. A "View Portfolio" button is below the cards. The "About me" section contains a hero heading and a paragraph of placeholder text. A "More Details" button is present. The "Commissions" section is divided into three categories: "Character Design", "Portraits", and "Custom wallpapers", each with placeholder text and a "More Details" button. The "Contact me" section includes a form with fields for Name, Email, and Message, along with a "Submit" button. The footer contains links for Logo, About, Portfolio, Commissions, Contact, and social media icons.

About

Portfolio

**Logo**

Commissions

Contact

**Portfolio**

**About me**

Hero heading of moderate length goes here

Placeholder text for about me section.

**Commissions**

**Character Design**

Placeholder text for character design commissions.

**Portraits**

Placeholder text for portraits commissions.

**Custom wallpapers**

Placeholder text for custom wallpaper commissions.

**Contact me**

Placeholder text for contact message.

Name

Email

Message

Submit

**Logo**

About

Portfolio

Commissions

Contact

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Privacy Policy

# Design Planning

## Medium fidelity wireframes

### About Page

#### About Me



#### Medium length hero headline

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#### Education

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# Design Planning

Medium fidelity  
wireframes

## Portfolio

A medium fidelity wireframe for a portfolio website. The header includes links for About, Portfolio, Logo, Commissions, and Contact. The main content area is titled "Portfolio" and contains three sections: "Digital Art" (with a 3x3 grid of placeholder boxes), "Traditional" (with a 3x3 grid of placeholder boxes), and "School Projects" (with a 2x3 grid of placeholder boxes). The footer includes links for Logo, About, Portfolio, Commissions, Contact, and social media icons for Instagram, Facebook, and Twitter, along with copyright and privacy policy information.

About Portfolio **Logo** Commissions Contact

Portfolio

Digital Art

Traditional

School Projects

Logo About Portfolio Commissions Contact

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# Design Planning

## Medium fidelity wireframes

### Commissions Page

About      Portfolio      **Logo**      Commissions      Contact

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## Commissions

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### Types of Commissions

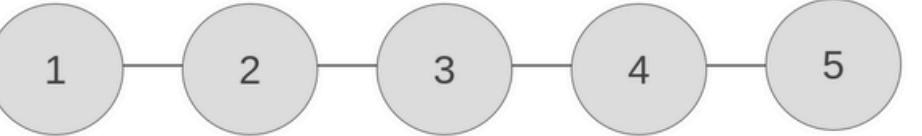
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Character Design	Portraits	Custom Wallpaper
<ul style="list-style-type: none"><li>• Feature text goes here</li><li>• Feature text goes here</li><li>• Feature text goes here</li><li>• Feature text goes here</li><li>• Feature text goes here</li></ul>	<ul style="list-style-type: none"><li>• Feature text goes here</li><li>• Feature text goes here</li><li>• Feature text goes here</li><li>• Feature text goes here</li><li>• Feature text goes here</li></ul>	<ul style="list-style-type: none"><li>• Feature text goes here</li><li>• Feature text goes here</li><li>• Feature text goes here</li><li>• Feature text goes here</li><li>• Feature text goes here</li></ul>

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### Process

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1	2	3	4	5
Research	Concept	Design	Review	Finalized
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[Contact me](#)

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**Logo**      About      Portfolio      Commissions      Contact      [Instagram](#)      [Facebook](#)      [Twitter](#)

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# Design Planning

Medium fidelity  
wireframes

Contact Page

About

Portfolio

**Logo**

Commissions

Contact

**Contact**

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Lorem ipsum dolor sit amet

**Contact me**

Name

Email

Message

Send

**Logo**

About

Portfolio

Commissions

Contact



# Design Planning

**Medium fidelity  
wireframes**

## Traditional Art Page

This is when you click on the art work in the portfolio page it will tell you the title and information about the art work

About Portfolio **Logo** Commissions Contact

Title  
Lorem ipsum

*Lorem ipsum dolor sit amet et delectus accommodare his consul copiosae legendos at vix ad putent delectus delicata usu. Vedit dissentiet eos cu eum an brute copiosae hendrerit. Eos erant dolorum an. Per facer afferunt ut. Mei iisque mentitum moderatius cu. Sit munere facilis accusam eu dicat falli consulatu at vis. Te facilisis mnesarchum qui posse omnium mediocritatem est cu. Modus argumentum ne qui tation efficiendi in eos. Ei mea falli legere efficiantur et tollit aliquip debitis mei. No deserunt mediocritatem mel.*

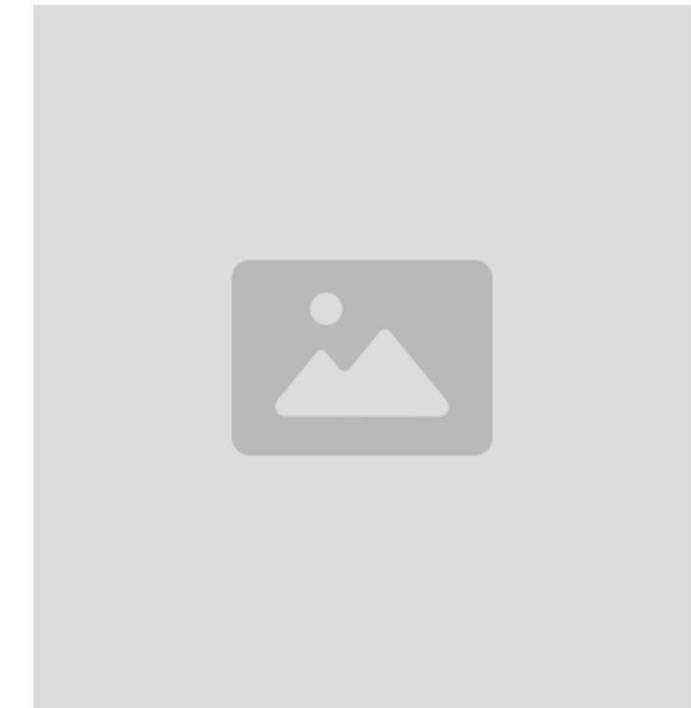
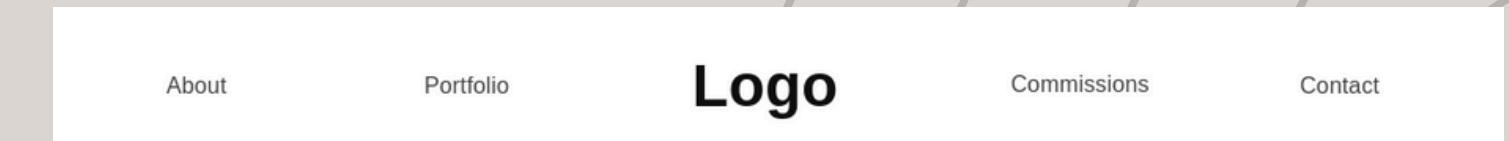
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# Design Planning

## Medium fidelity wireframes

## Digital Art Page

This is when you click on the art work in the portfolio page it will tell you the title and information about the art work and because this is the digital art work it will show you the process in the video

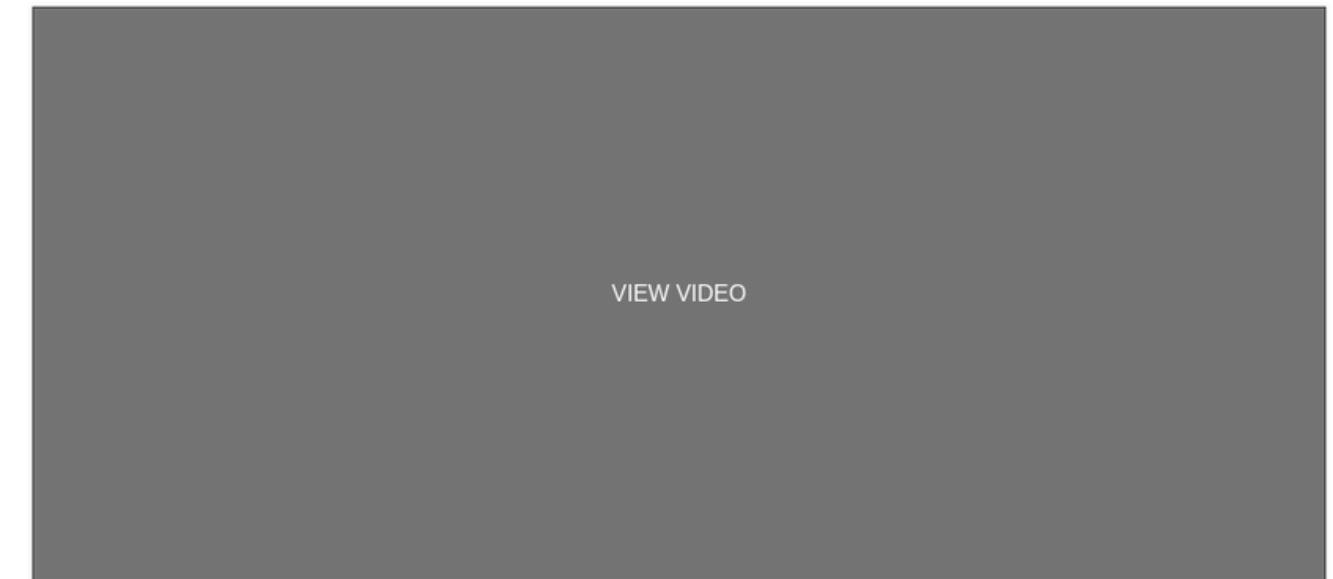


Title

Lorem ipsum

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About Portfolio Commissions Contact

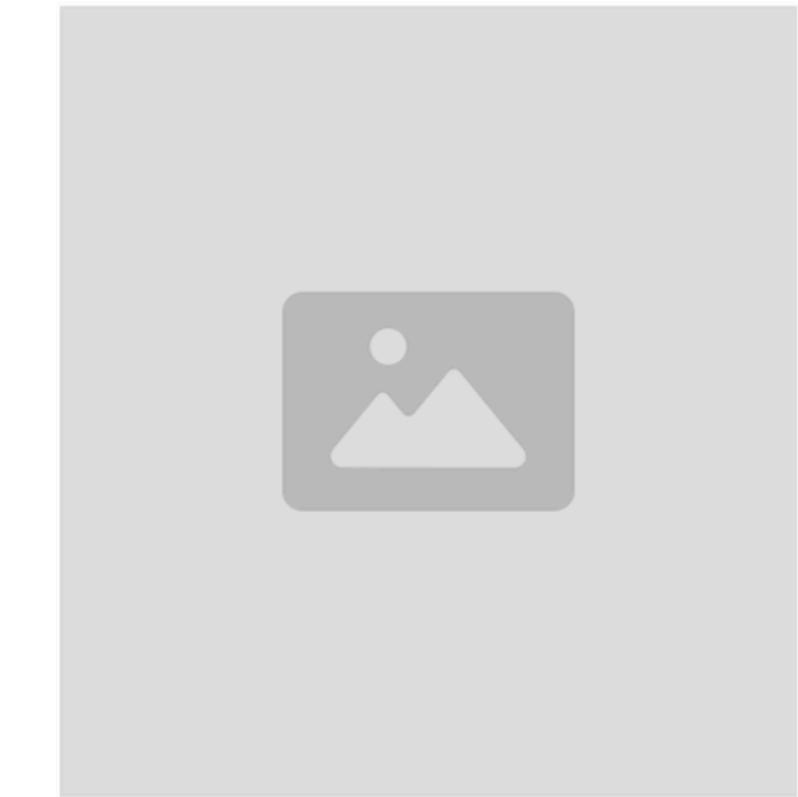


# Design Planning

## Medium fidelity wireframes

### School Project Art Page

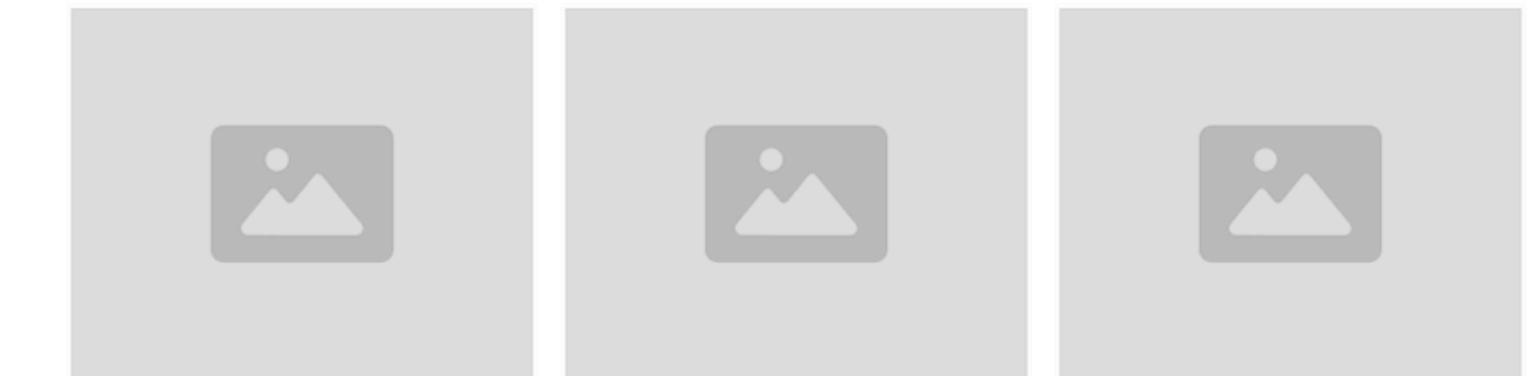
This is when you click on the art work in the portfolio page it will tell you the title and information about the art work and because this is the School Project it will show you some sketches of the work or Process



Title

Lorem ipsum

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Sketches

# Test Plan

## IPO chart

### Home Page

#### Functionality

##### Navigation Menu

##### Portfolio Section

##### About me Section

##### Commission Section

##### Contact Section

##### Responsive Layout

#### Input

User clicks on menu items (About, Portfolio, Commissions, Contact)

Moving images thumbnails; “View Portfolio” button

N/A (text-based + "More Details" button)

N/A (text + categories: Character Design, Portraits, Wallpapers)

User input: Name, Email, Message

User resizes the browser window or accesses the website on mobile/tablet

#### Process

Website processes the link click to navigate to the appropriate page

Display preview images; route to full portfolio on button click

Display artist bio; link to detailed bio page

Display categories with descriptions; route to commissions page

Validate and submit form data to backend or email handler

Website adjusts the layout for the device width (Mobile, Tablet, Desktop)

#### Output

New page content loaded, transition to the new page

Preview gallery shown; full gallery opens on click

Brief introduction + link to full bio

Overview of commission offerings + “More Details” link

Confirmation message / error feedback

Displayed correctly on all screen sizes (responsive)

## Portfolio Page

# Test Plan

## IPO chart

### Functionality

#### Section Headers

#### Artwork Thumbnails

#### Image Grid Display

### Input

None (Digital Art, Traditional, School Projects)

User clicks on an individual image

Static image content

### Process

Organize artwork into logical sections

Detect which image was clicked → route to its detail page

Render thumbnails in responsive grid under each category

### Output

Categorized sections visually displayed

Load individual artwork page with full view and description

Display of artwork thumbnails

## About Page

# Test Plan

## IPO chart

### Functionality

#### Personal Bio Display

#### Hero Section

#### Bio Text Area

#### Sectional Bio Display

### Input

User navigates to the About page

None (static content: headline, bio text, and profile image)

N/A (static paragraph content)

N/A (static content with text blocks)

### Process

Website loads personal information from the content management system (CMS)

Display text and image

Retrieve and display artist introduction

Retrieve and display education background content

### Output

Bio section with text about the artist, displayed clearly

Rendered hero content with profile image and short bio

Display informative artist bio

Listed education history and details

## Contact Page

# Test Plan

## IPO chart

### Functionality

**Contact Form Submission**

**Form Validation**

### Input

User fills out contact form  
(Name, Email, Message)

User submits form with  
incomplete or incorrect  
data

### Process

Website validates the  
input fields, sends  
email with form data

Website checks for  
missing required fields or  
incorrect email format

### Output

A confirmation  
message is displayed  
("Thank you for  
reaching out!")

Display error  
messages for each  
invalid field (e.g.,  
"Email is required")

# Test Plan

## IPO chart

### Commission Page

#### Functionality

**Navigate the Website**

**Access Contact Options**

#### Input

Navigate the User clicks navigation links (About, Portfolio, Contact)

User clicks "Contact me" button

#### Process

Route user to corresponding page

Redirect or scroll to contact form / open email link

#### Output

Smooth navigation to desired section

Allows user to send a message or start a commission request

# Test Plan

## IPO chart

**Footer  
(Common Across All Pages)**

### Functionality

**Social Media  
Links**

### Input

User clicks on social media icon

### Process

Website redirects to the appropriate social media platform URL

### Output

Social media page for the artist opens in a new tab