Objectives (start with action verbs):

* Build a website that I can use to share my artwork online in a gallery form
* Incorporate elements of my artwork that make sense
* Develop a portfolio worthy website
* Create a responsive modern design with an easy to navigate flow

Target audience (demographics and geographic market):

* Young Adults (15 – 40) *the age range is based on both analytics of my Instagram page and personal observation*
* California, Florida, Texas (The 3 states that I ship my prints out to most often)
* NASA, SpaceX, Science fans
* Engineers, teachers, art collectors

Site type:

* A responsive Web site which automatically adapts to the screen size of the viewer’s device
* An eight-page or more hierarchical Web site, hand-coded in *Adobe Brackets* using the latest HTML5 and CSS3 tools and the *Bootstrap 4* CSS framework
* Links to corresponding social media pages
* Links to helpful external Web sites
* Contact form so no internal email addresses are revealed to visitor
* No ecommerce requirements

Budget:

* Not applicable for student project

Timeline:

1. Finalization of Plan: **Feb 19th, 2019**
2. First Draft of Site: **Mar 26th, 2019**
3. Completion of Site v1: **May 7th, 2019**
4. Public Accessibility : **May 10th, 2019**

Client contact info:

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**Topical Site Map**

| **Table of Equivalents – Joe’s Transmission Shop** | |
| --- | --- |
| You **MUST** use the pathname (folder + filename) shown in this column for credit*.* | Corresponding HTML Page Heading |
| Part 01: Project Plan deadline 1 pathname: /originals/plan.docx  /originals/plan.pdf | N/A |
| Part 02: Sampler Page deadline 1 pathname: /pages/sampler.htm | Sampler to Test CSS |
| Part 03: Bootstrap Overrides deadline 1 pathname: /styles/overrides.css | N/A |
| Part 04: Home Page deadline 2 pathname: index.htm | DeLuce Art Gallery - Home |
| Part 05: Ordered List Page deadline 2 pathname: /pages/olist.htm | Online Orders - Prints |
| Part 06: Unordered List Page deadline 2 pathname: /pages/ulist.htm | Online Orders - Paintings |
| Part 07: Table Page deadline 2 pathname: /pages/table.htm | Galleries |
| Part 08: Form Page deadline 2 pathname: /pages/form.htm | Contact Us |
| Part 09: Gallery Page deadline 3 pathname: /pages/gallery.htm | Gallery |
| Part 10: Video Page deadline 3 pathname: /pages/video.htm | Installation Art |
| Part 11: Works Cited Page deadline 3 pathname: /pages/citations.htm | Works Cited |