



Capstone Project:

Redesigning the Website for Author Gili Estlin Hirsch

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Web Design
MCAD Fall 2016
Hutchings
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For my capstone project, I want to redesign my wife's writing website: <http://www.giliestlinhirsch.com>. I originally designed this site in 2013, but used a template that I tweaked to fit the scope of the project. I had no idea what I was doing coding-wise when I created the site, and intend to totally rewrite it from the ground up. The title of the website will remain the same ([giliestlinhirsch.com](http://www.giliestlinhirsch.com) / "Gili Estlin Hirsch") but I want to give the site a complete overhaul as far as design and coding is concerned. I hope to improve user interaction and create a responsive design that will work for mobile devices.

The purpose of [giliestlinhirsch.com](http://www.giliestlinhirsch.com) is to provide information to fans of Gili Estlin Hirsch's poetry and writing, and to showcase her poetry, published works, and upcoming projects to the public. Dynamic content in the form of social media feeds and blog posts will be incorporated into the site so that visitors can hopefully have a more interactive experience. One of the main interests of my client is to engage with other writers, fans, and artists to collaborate, brainstorm, and exchange ideas. Ideally, this redesigned site would provide a method of achieving this. Existing and new fans of Gili Estlin Hirsch, as well as other writers and artists are the intended target audiences for this site.

The new website for Gili Estlin Hirsch will use existing content from <http://www.giliestlinhirsch.com> as well as new and revised content from the client. Additionally, I will also be using Gili Estlin Hirsch's Facebook, Twitter, and Amazon pages as dynamic content within the main site. Other information might come from the Fox & Owl Press website.

Regarding communication strategies, my client and I will rely on social media outlets and input from her existing fan base to incorporate dynamic content to the website, and create blog posts and updates more frequently. My client is currently working on a new project and considerable emphasis will be placed on generating buzz about her upcoming work. I want to make the site extremely accessible to visitors. There will be a few static pages with content, including a gallery page for a photography project that Gili Estlin Hirsch and I worked on together. I hope to create a visually-interesting, high quality portfolio for the images in the photography project, but also need to make sure that the load time is fast, and that mobile users can view the project. There will be a page for Gili Estlin Hirsch's published works with text and image excerpts. I'd like to also create a poetry portfolio page similar to the photography page. Readability is critical for this site as there will be lots of text – as a writer, my client wants visitors to engage with her words. The overall look of the site should be modern, but also friendly and welcoming. If there is a way to convey "coziness" to the site, then that's what I'm aiming for. The home page should be inviting and intriguing, and visitors should want to know more about Gili Estlin Hirsch. Navigation will be straight-forward, and each section within the site will feel similar in order to maintain consistency and continuity.

Idea Board



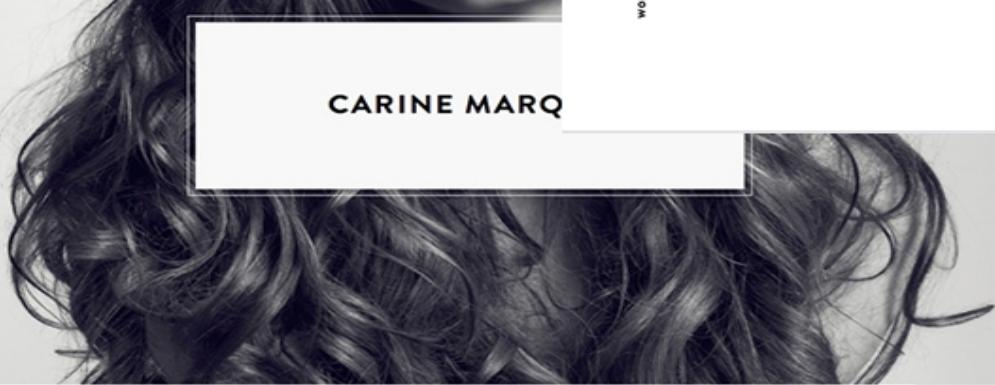
s.

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work — feed

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DESIGN STUDIO



BEN LUKAS BOYSEN

DAVID HELLMANN WORK BLOG ABOUT

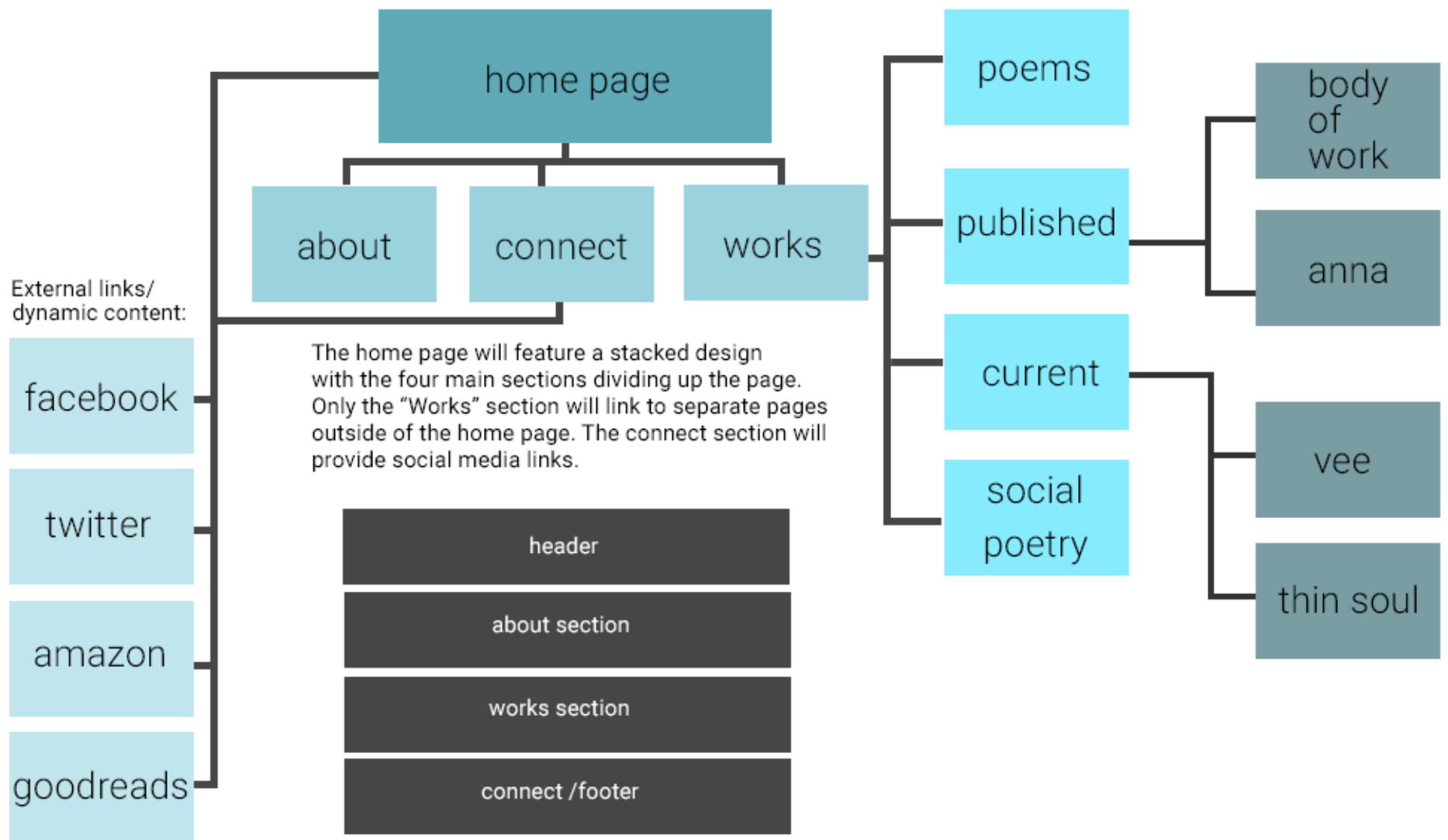
DESIGNER DEVELOPER CYCLIST

Bikes. Food. Vodka. Cocktails.
Tattoos. Girls in Sneakers. ...

READ MY ARTICLES



Site Diagram



Wireframe Screenshots

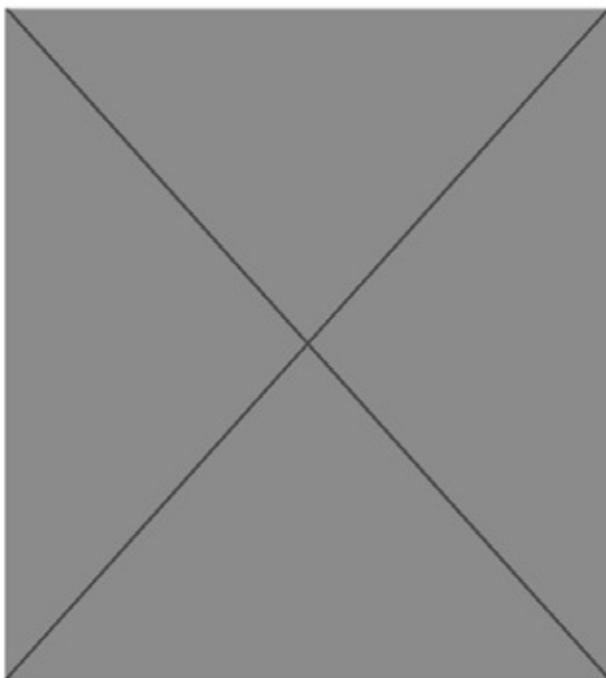


Home page - header

This page will feature a large hero image with a text overlay.

The navigation menu is sticky.

about



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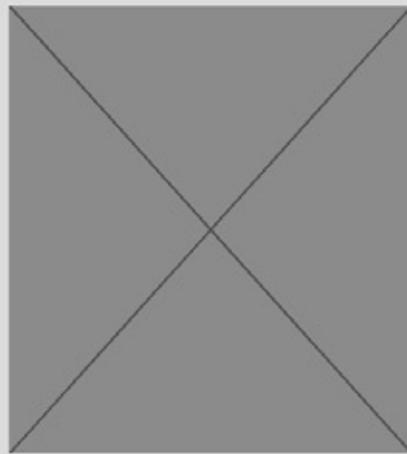
Home page - about section

Artist portrait and biographical text.

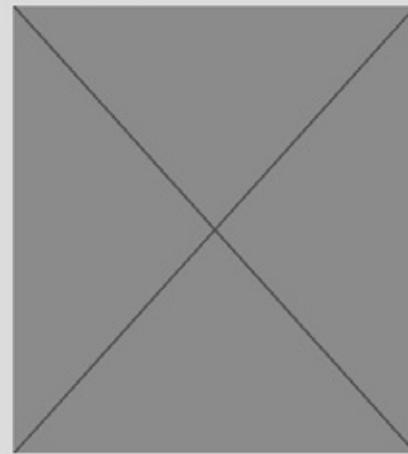
works

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[Published Works](#)



[Current Projects](#)



[Poems and Prose](#)

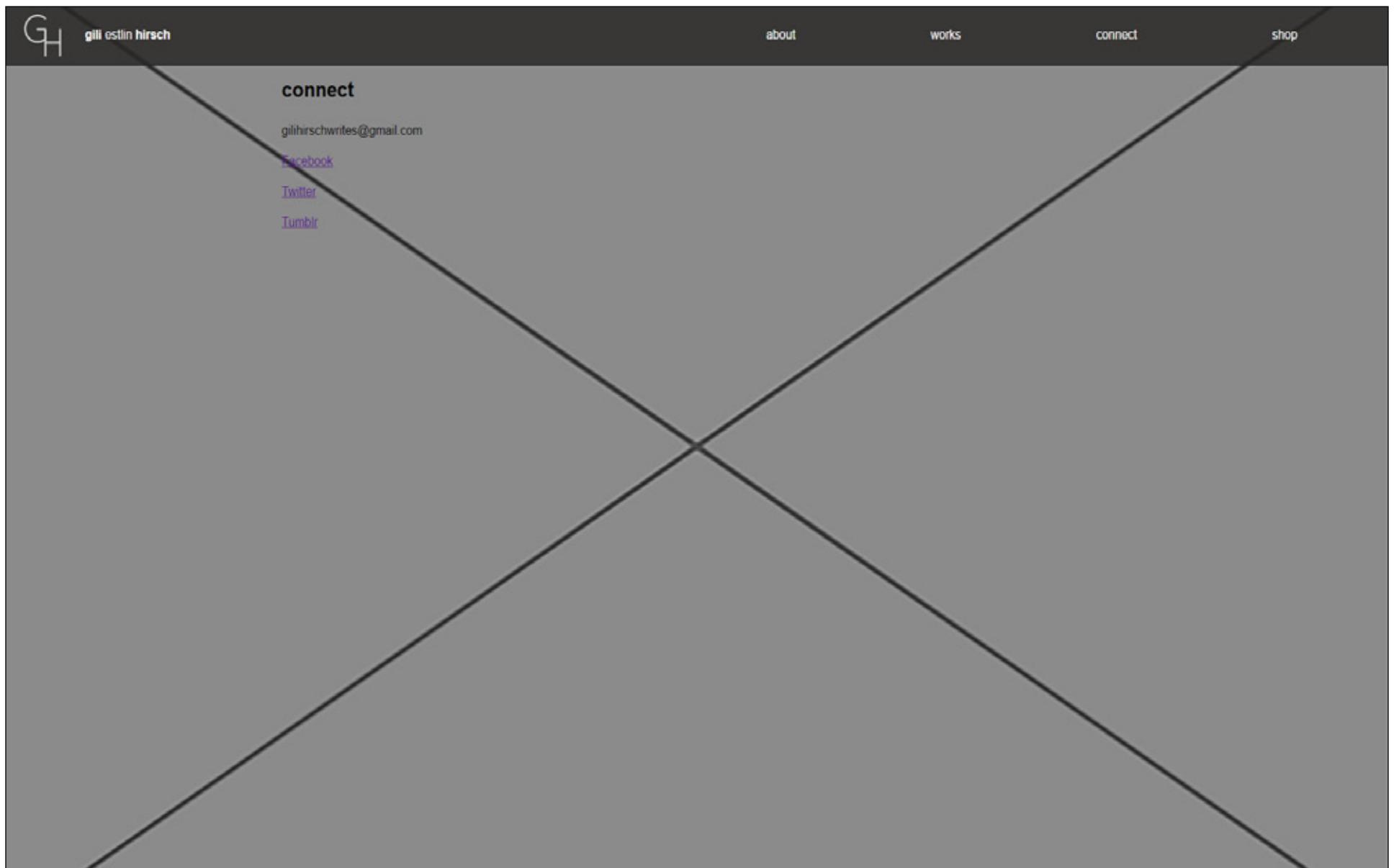


[Social Poetry](#)



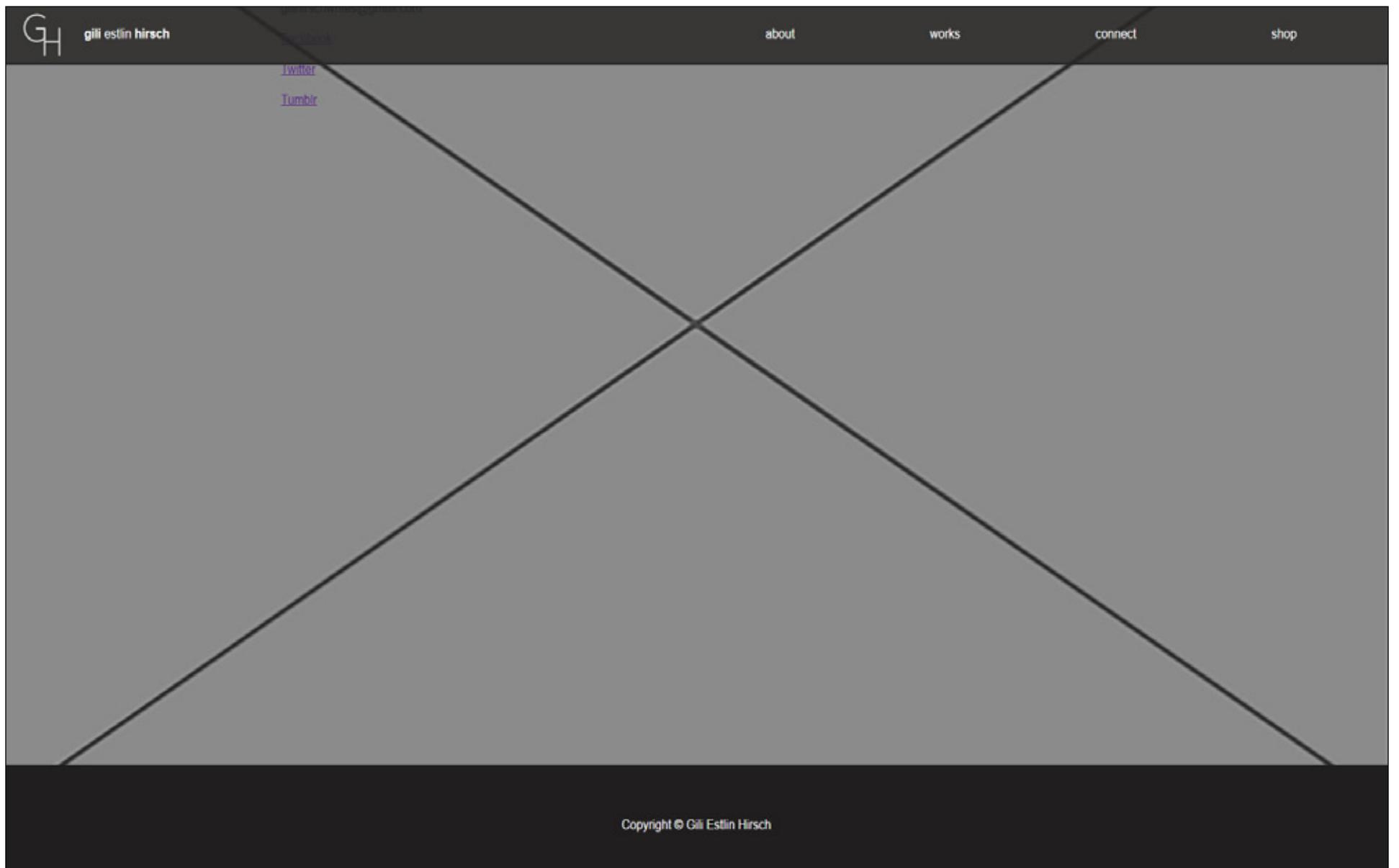
Home page - works section

Four main sections with thumbnail links to separate pages.



Home page - connect section

Large background image with email, social media icons and links.

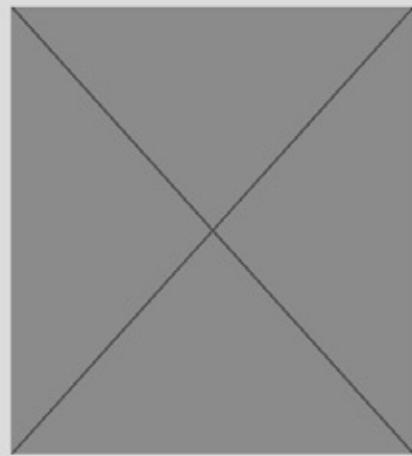


Home page - footer

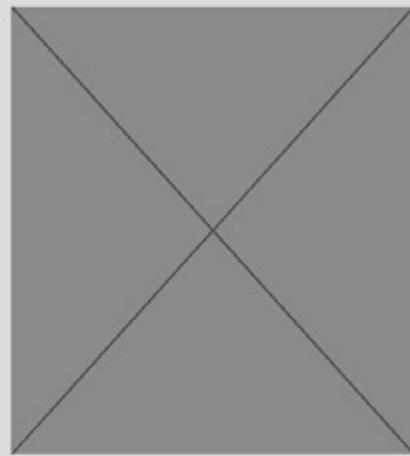
Footer with copyright information and possibly a secondary navigation menu/sitemap

Published Works

Anna



Body of Work



Sample sub-page - published works page

An idea of what one of the pages from the works section might look like.

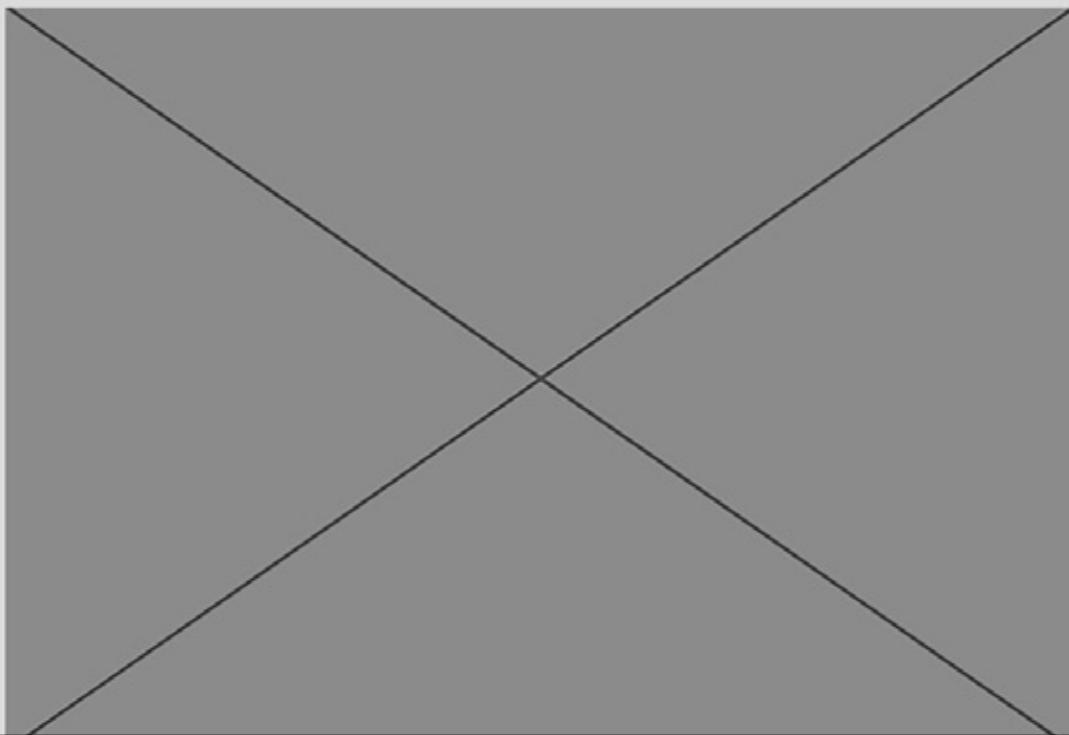
Links with thumbnails to individual project pages.

Body of Work

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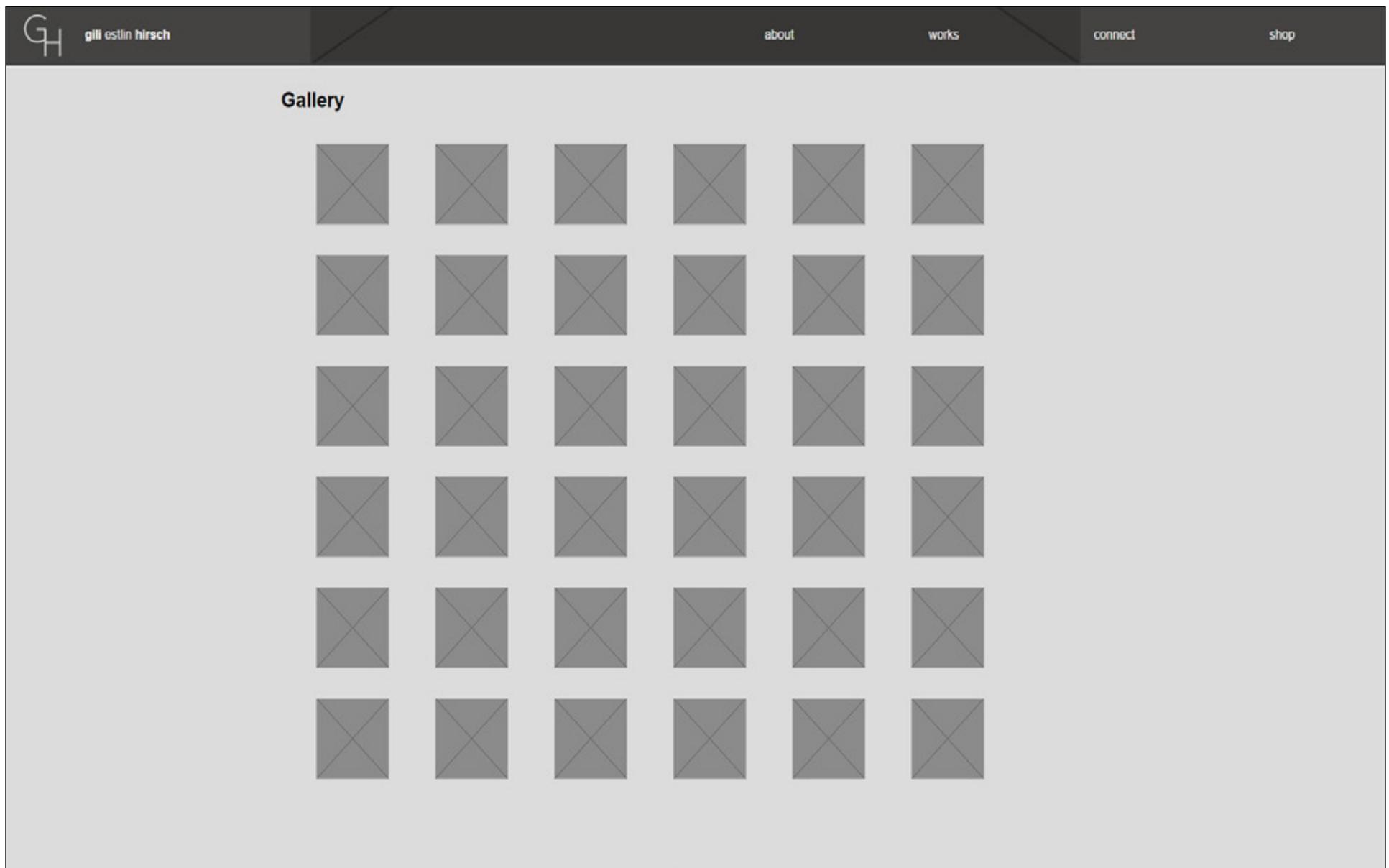
[Order prints](#)

Slideshow



Project page example - Body of Work

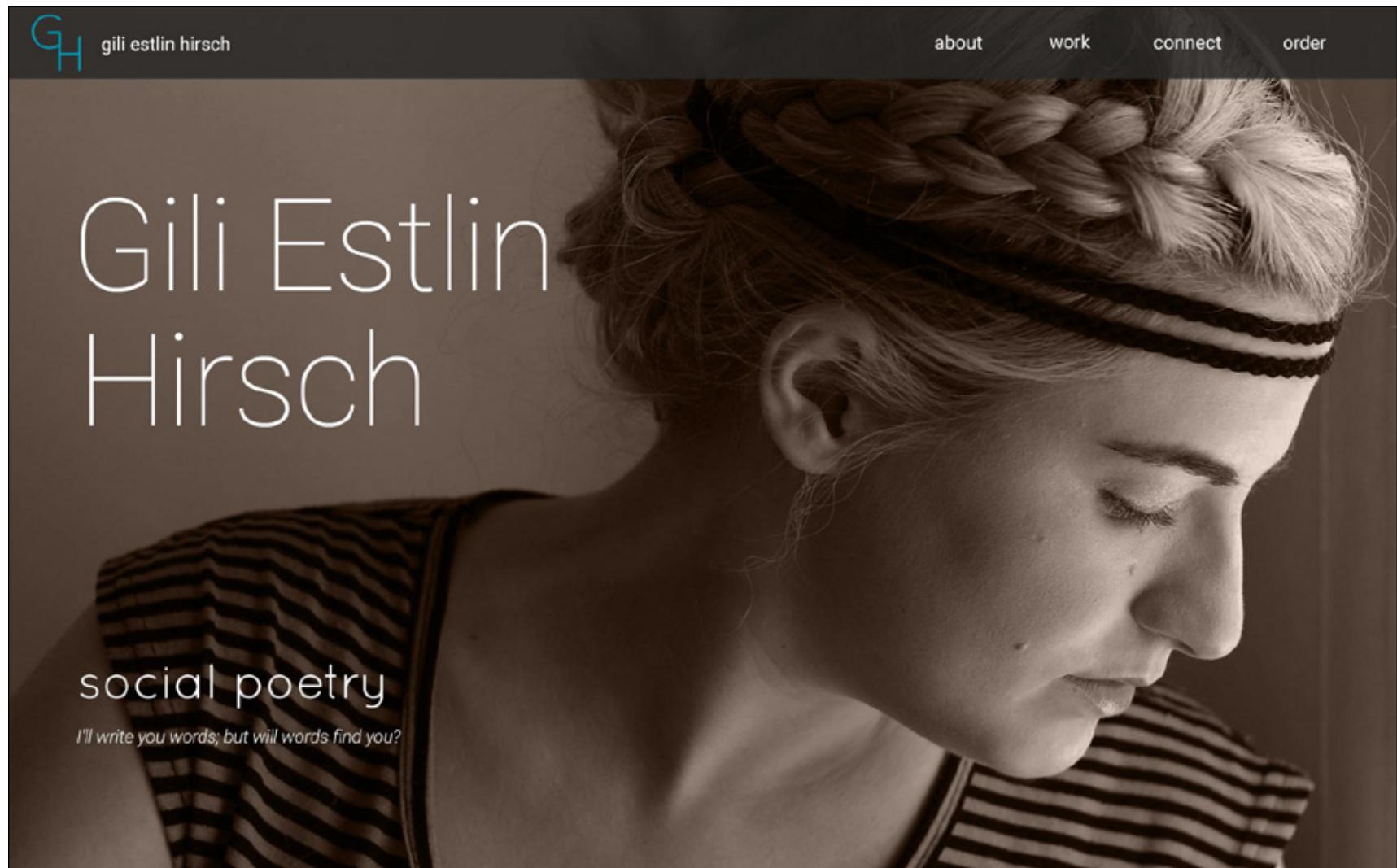
This page will feature a large hero image with a text overlay (or possibly automatic slideshow) similar to the home page. Below the main image will be a section with information about the project, followed by a manual slide-show.



Project page example - Body of Work gallery display

An example of a gallery of individual images from the project available for visitors. Clicking on the thumbnails will display a larger image.

Landing Page Version 1



Gili Estlin Hirsch

social poetry

I'll write you words; but will words find you?

about work connect order

Landing Page + Interior Page Version 1

The image displays a website layout for "Gili Estlin Hirsch". The top portion shows the header with the logo "GH gili estlin hirsch" and navigation links for "about", "work", "connect", and "order". Below the header is a large, sepia-toned photograph of a woman with blonde hair styled in a braid, wearing a striped headband and a striped shirt, looking down. Overlaid on the left side of the photo is the text "Gili Estlin Hirsch" and "social poetry" with the subtitle "I'll write you words; but will words find you?". The bottom portion shows the "about" page content. It includes a paragraph of placeholder text (Lorem ipsum), another paragraph about a "facilisis sollicitudin", and a third paragraph about a "vestibulum ex eu mattis sollicitudin". To the right of the text is a portrait photograph of a young woman with dark hair.

Gili Estlin Hirsch

social poetry

I'll write you words; but will words find you?

about

Curabitur quis pretium lacus. Nullam vestibulum elit vitae sapien molestie suscipit. Nulla venenatis bibendum leo non consequat. Pellentesque et dolor sagittis, cursus arcu nec, porttitor est. Nunc sit amet purus pulvinar enim ultrices consequat. Vestibulum ut bibendum ipsum. Integer vestibulum ex eu mattis sollicitudin. Sed aliquet libero neque, vel scelerisque neque gravida vel. Etiam dui turpis, hendrerit id ligula sed, rhoncus porta ex. Sed ornare malesuada tortor. Donec blandit lorem ante, a semper leo porta sit amet. Integer dapibus ante mattis sapien viverra, et pulvinar mi tempus. Suspendisse et feugiat nisi. Etiam facilisis cursus nunc, eget bibendum ligula molestie nec.

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Landing page + interior page

Landing Page Version 2

gili estlin
hirsch

about
works
connect
shop

giliestlinhirschwrite@gmail.com

social poetry

I'll write you words; but will words find you?

Landing Page + Interior Page Version 2

gili estlin
hirsch

about
works
connect
shop

social poetry
I'll write you words; but will words find you?

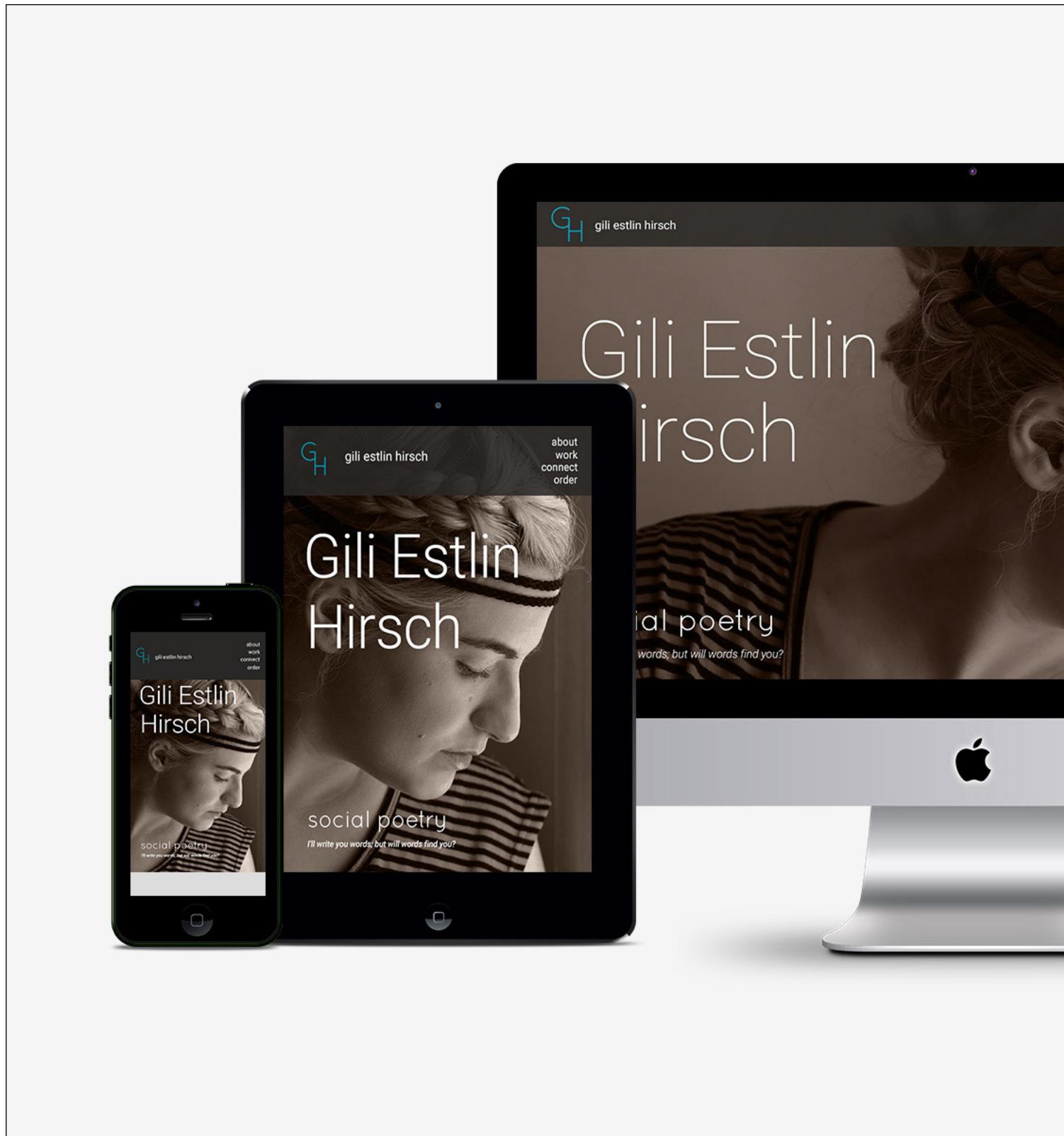
about

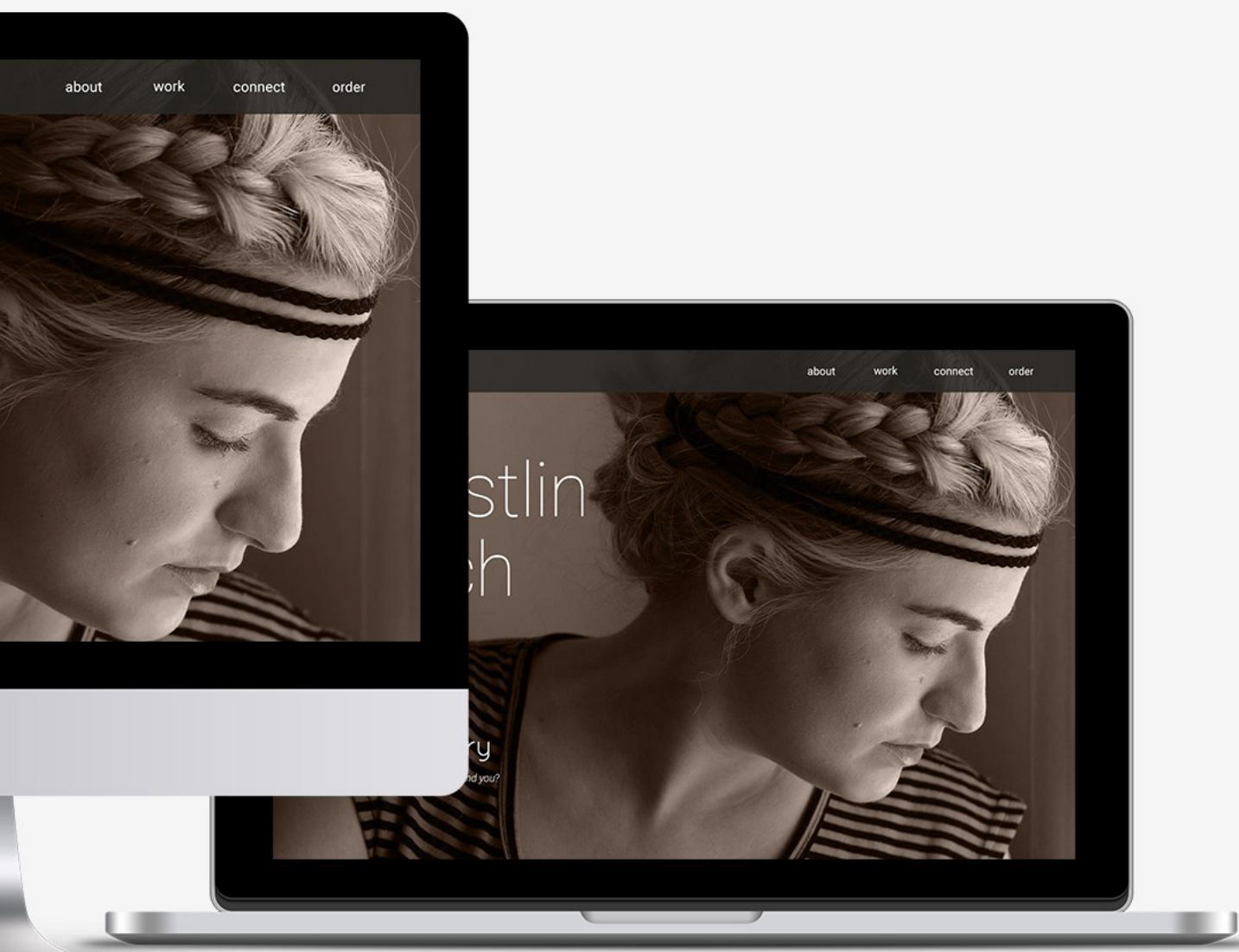
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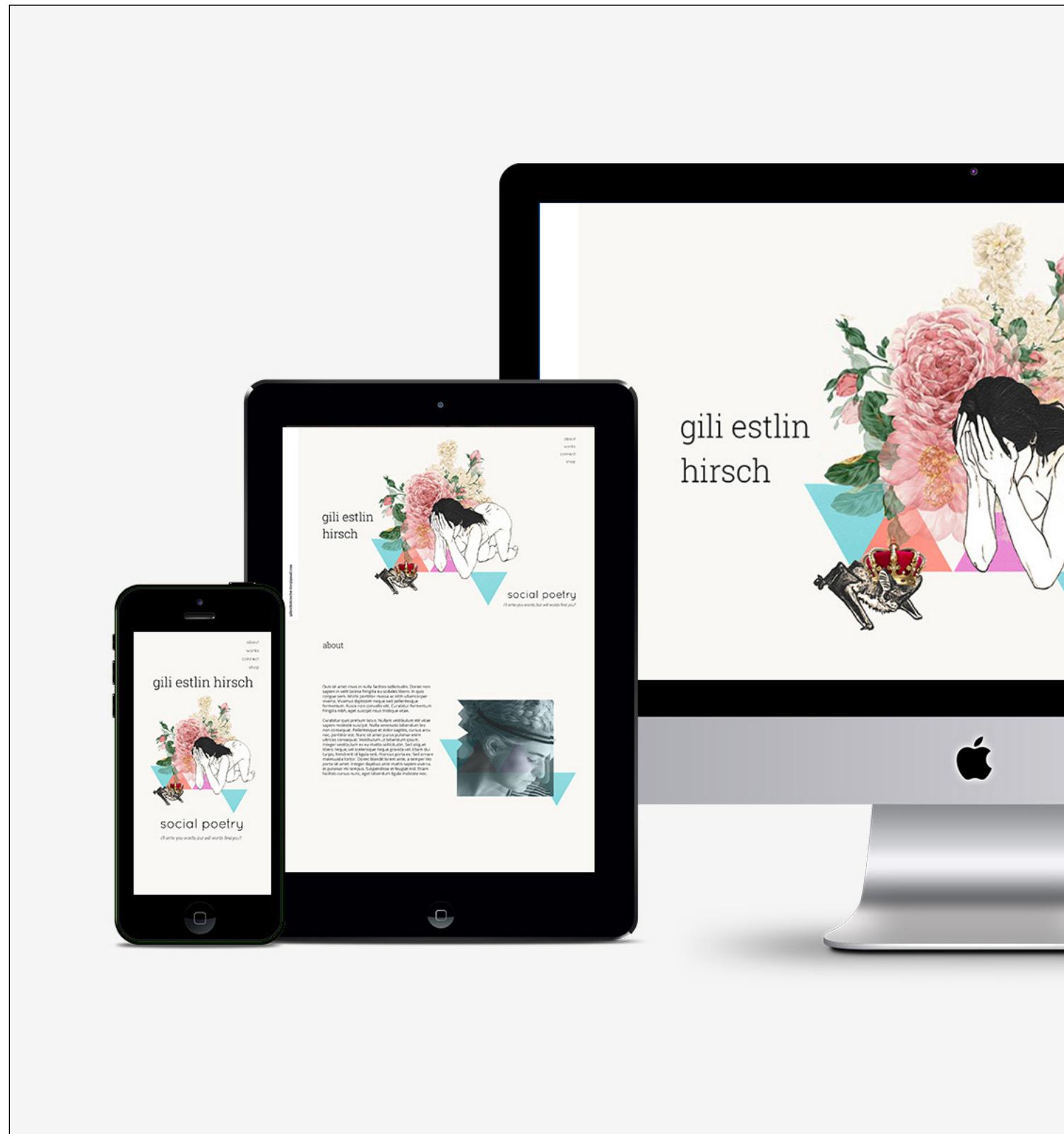
Landing page + interior page

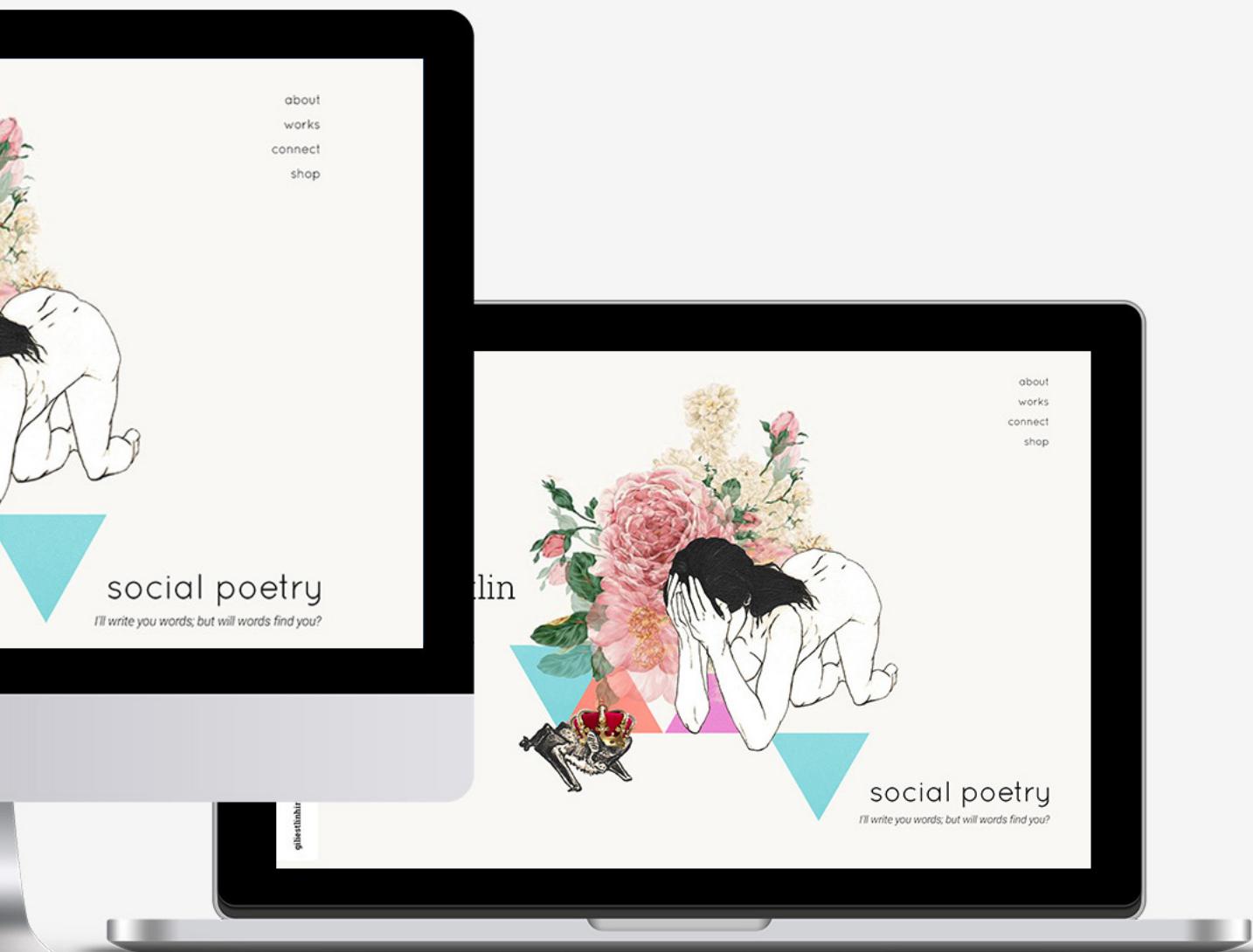
Responsive Design Showcase Version 1





Responsive Design Showcase Version 2





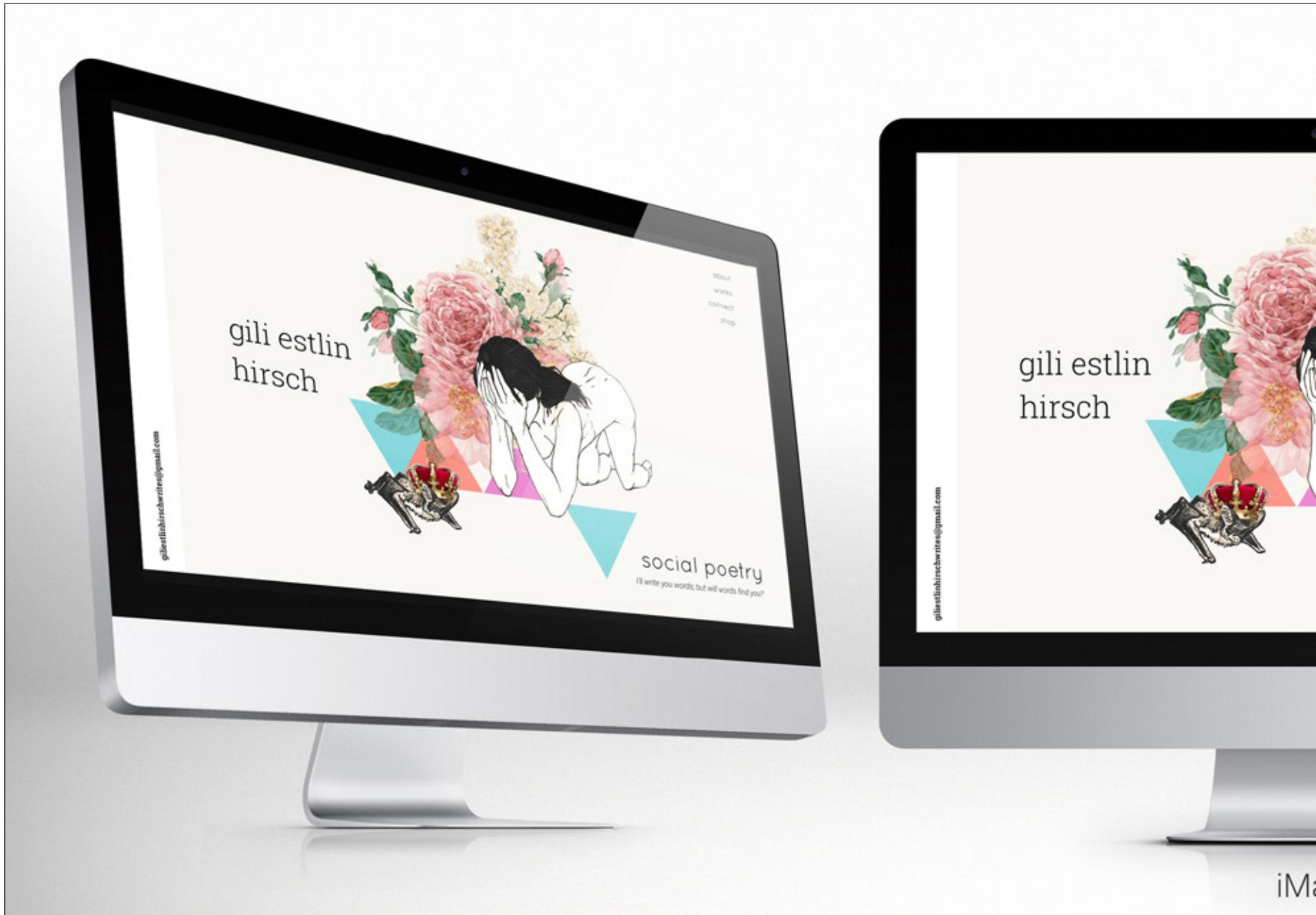
iMac Version 1





ac

iMac Version 2

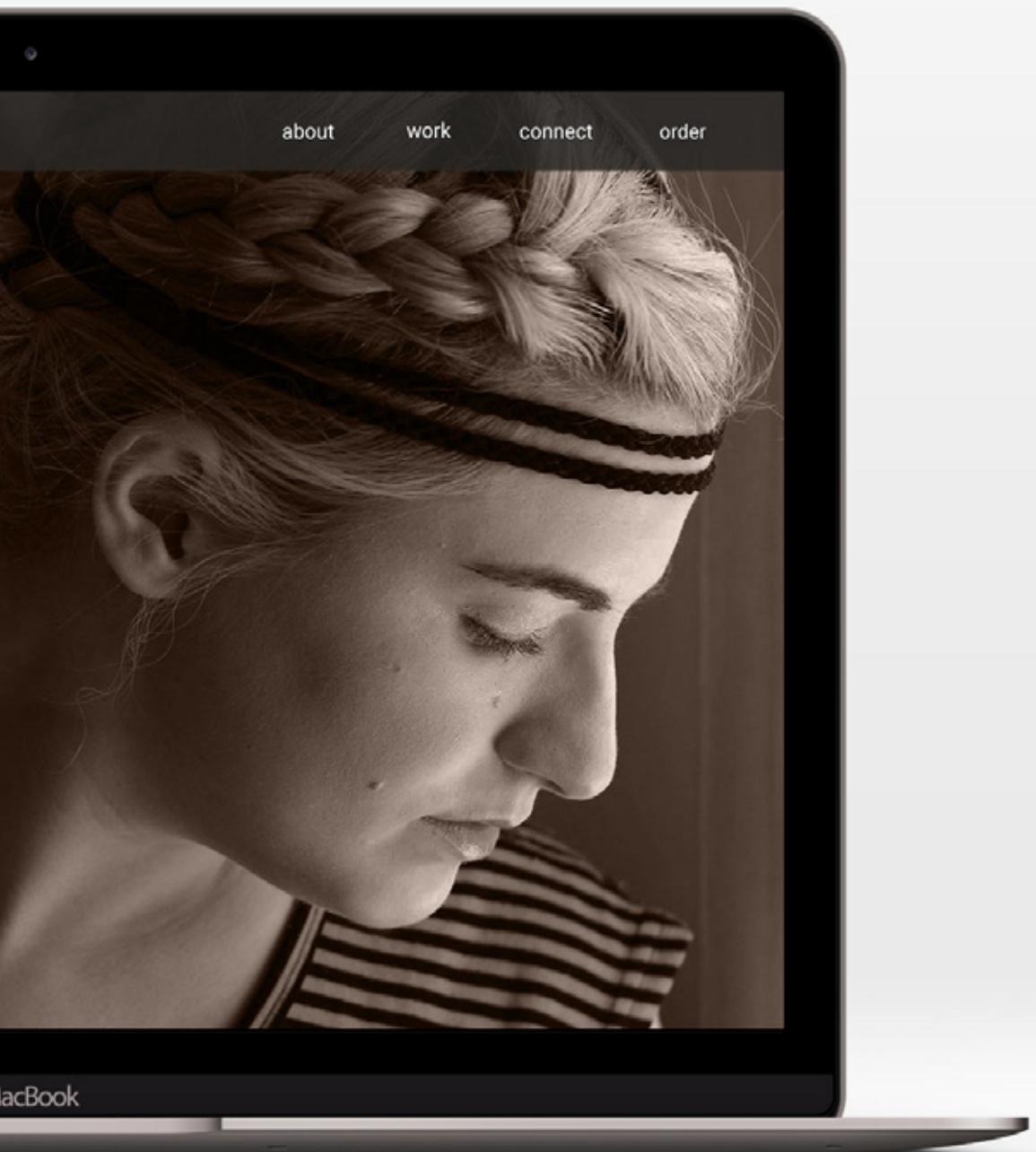




ac

MacBook Version 1

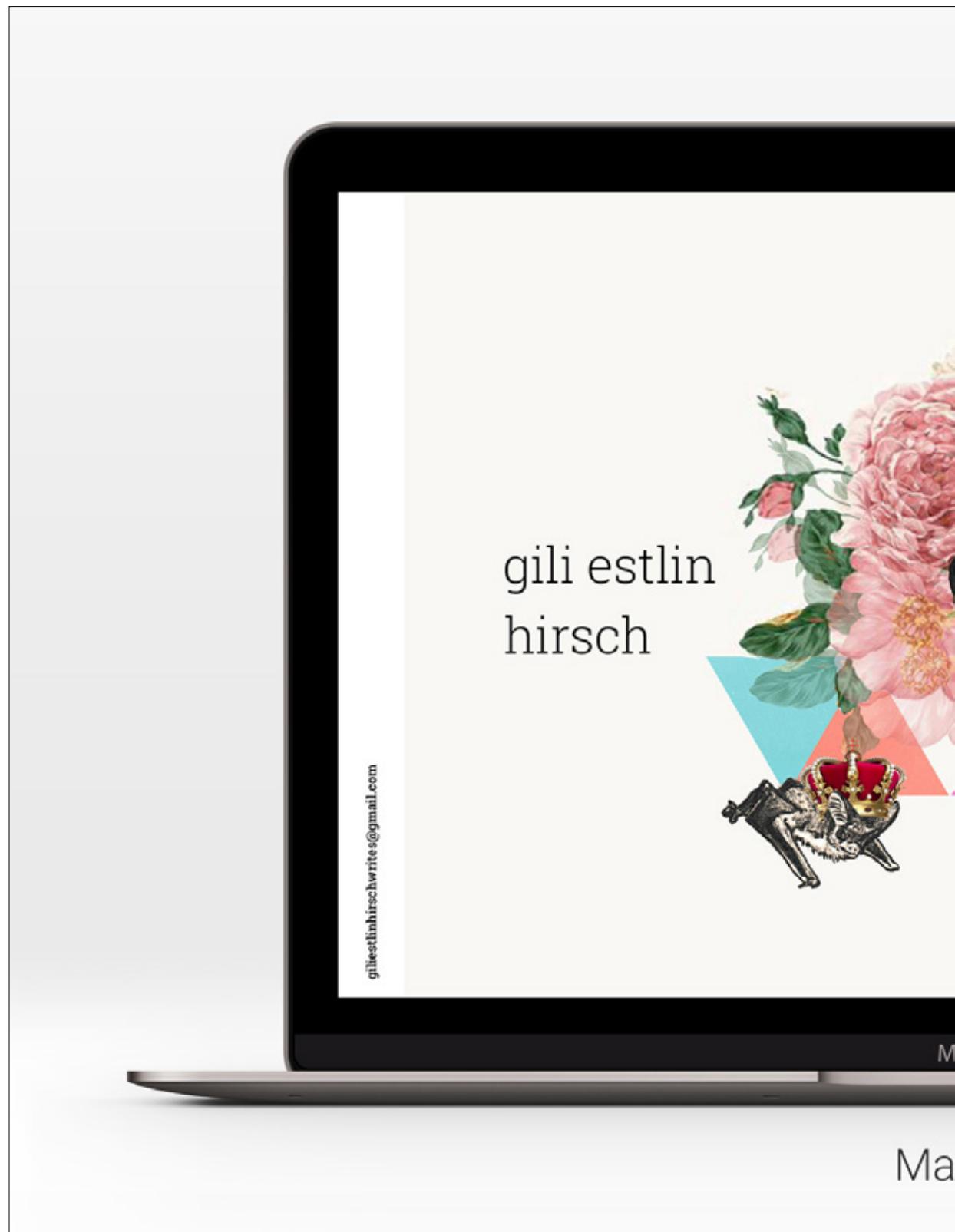




acBook

cBook

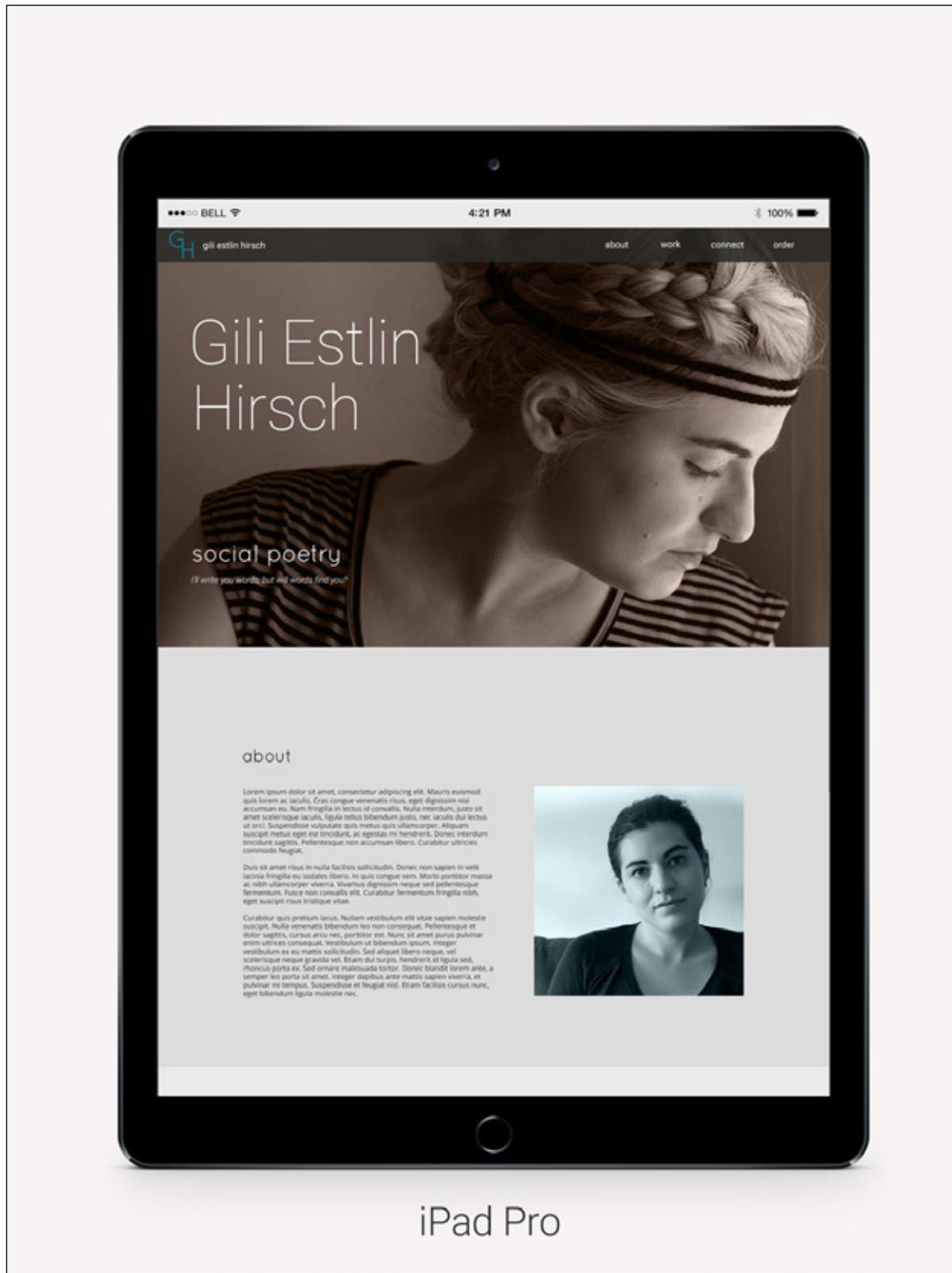
MacBook Version 2



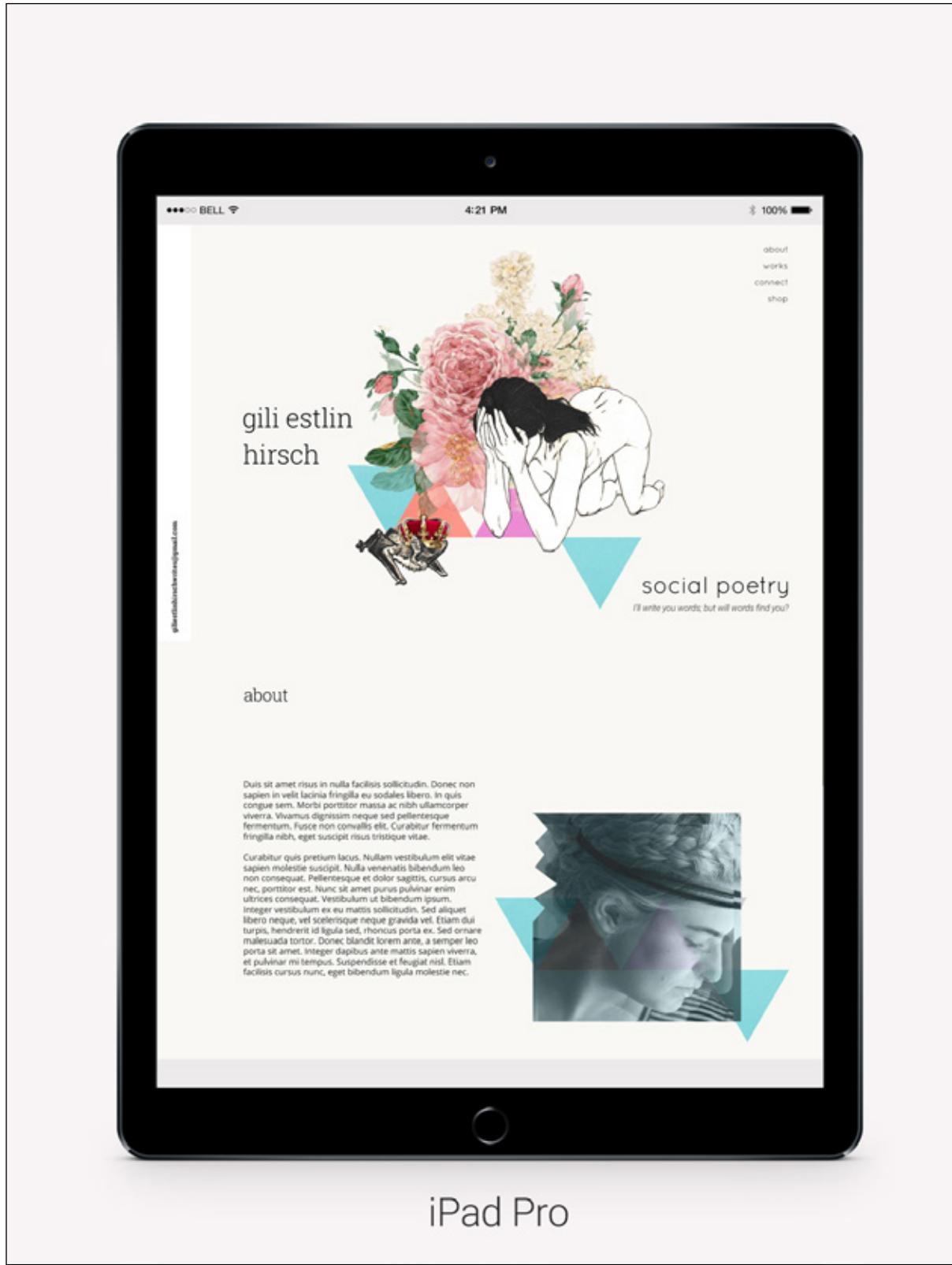


cBook

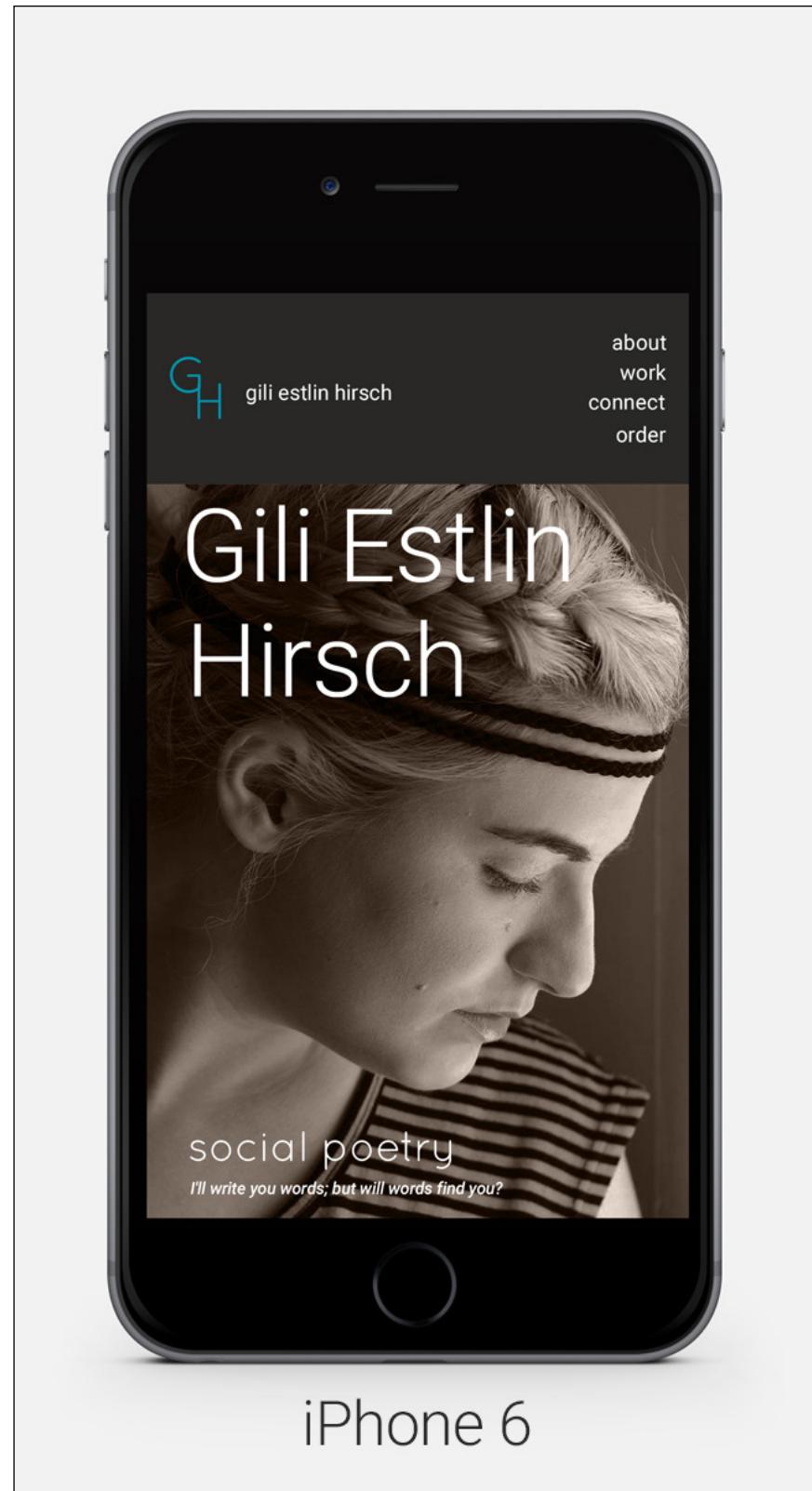
iPad Pro Version 1



iPad Pro Version 2



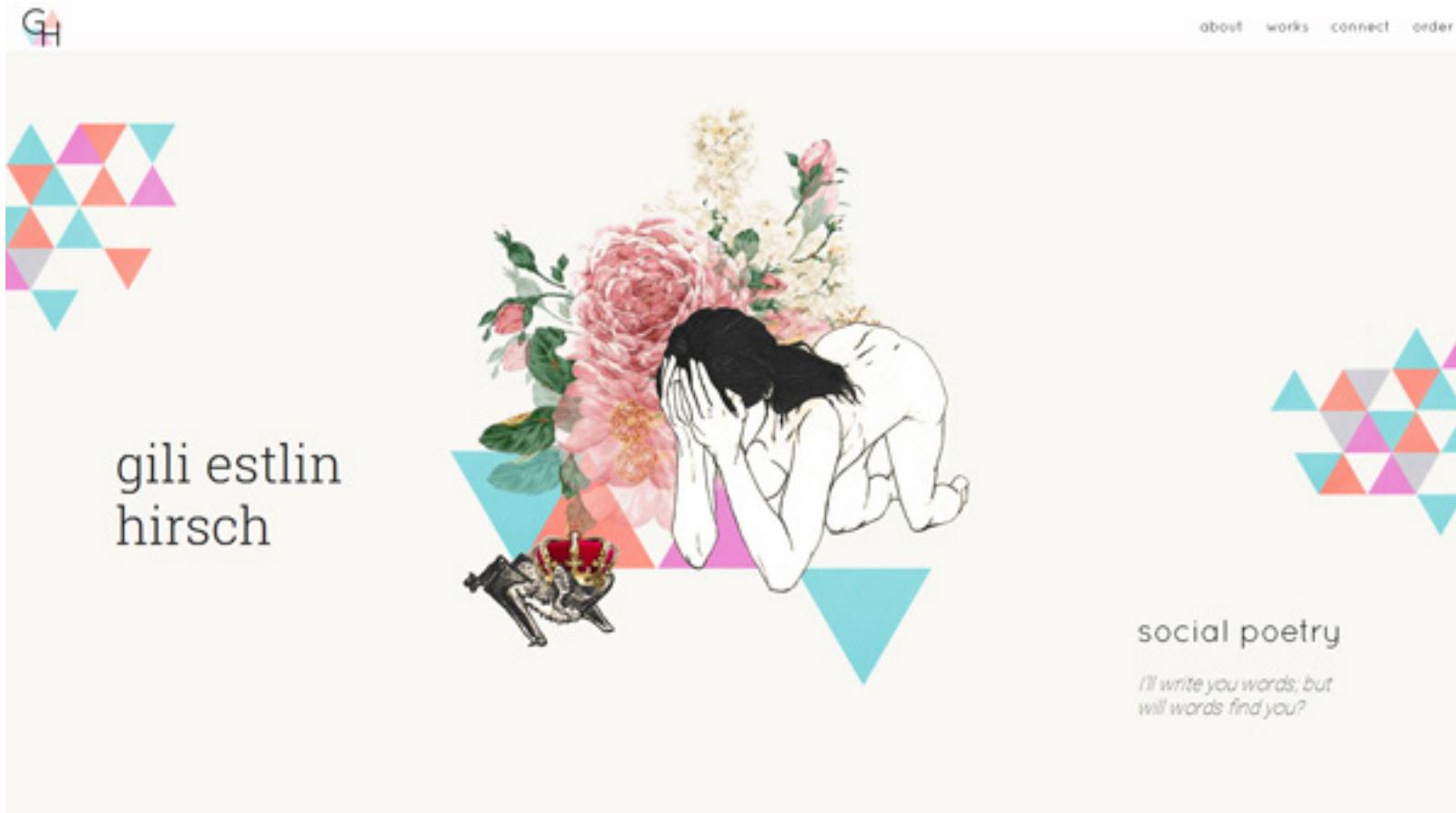
iPhone Version 1



iPhone Version 2



Final Site



Home Page



about



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What is [social poetry](#)?

[about](#) [works](#) [connect](#) [order](#)

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About Section



works

[about](#) [works](#) [connect](#) [order](#)

Cras mattis, quam ac dignissim ornare, ligula augue facilisis justo, id blandit elit massa eu lacus. Phasellus feugiat gravida risus, sed efficitur mauris. Quisque nec lectus a leo imperdiet accumsan id et ex. Proin tempor dignissim quam vel eleifend. Maecenas fringilla augue id velit posuere porta.



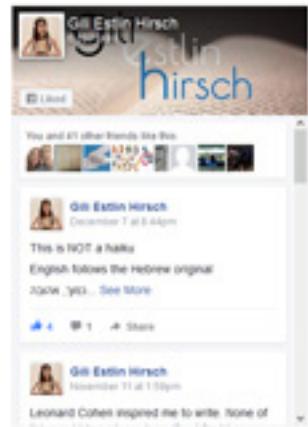
Works Section



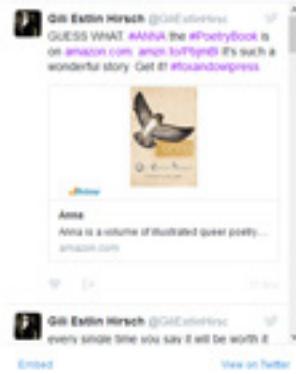
connect

✉ g. hirsch writes@gmail.com

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about works connect order



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Connect Section