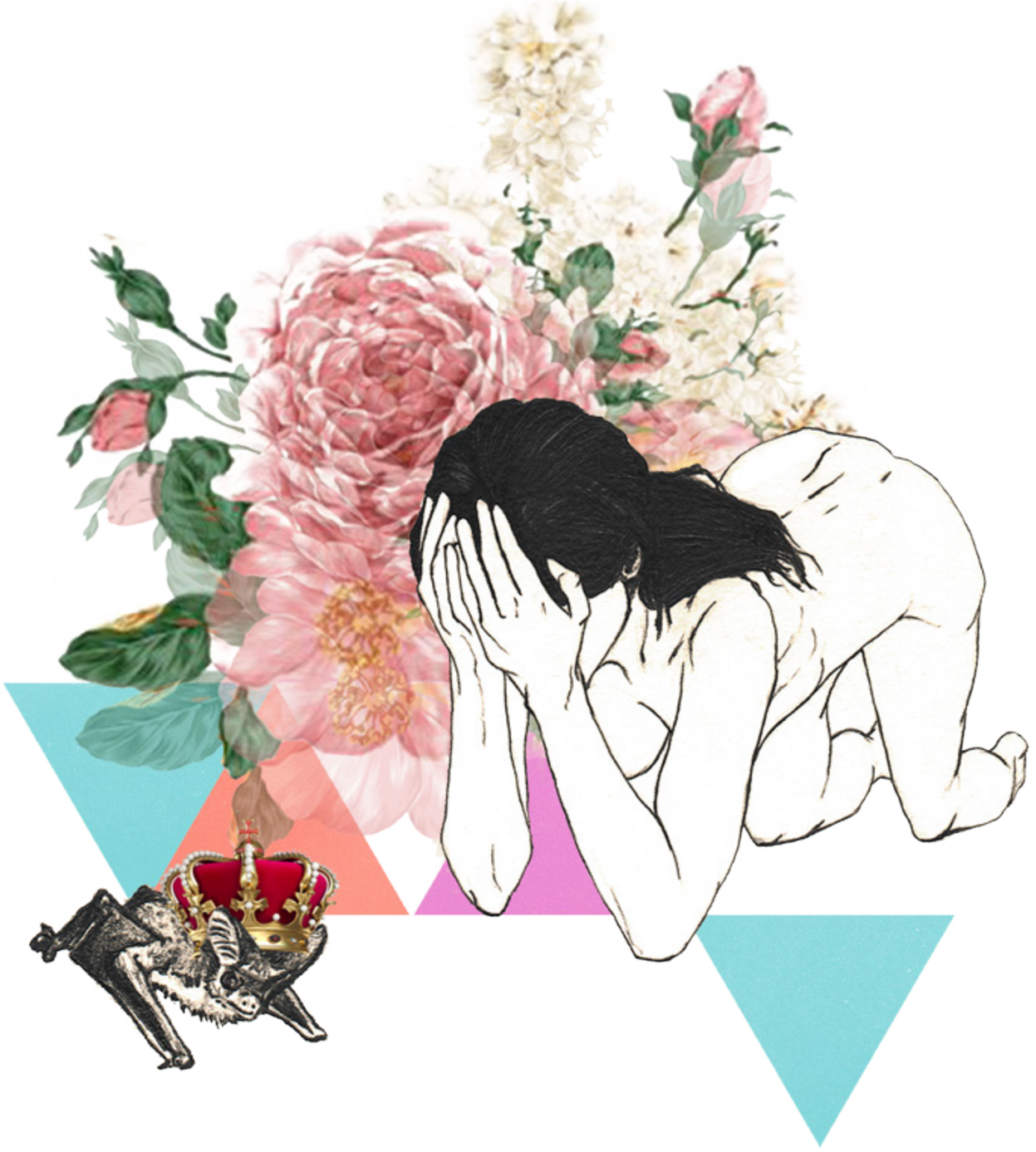


Capstone Project:

Redesigning the Website for Author Gili Estlin Hirsch

Alex Ogden
Web Design
MCAD Fall 2016
Hutchings
October, 28 2016

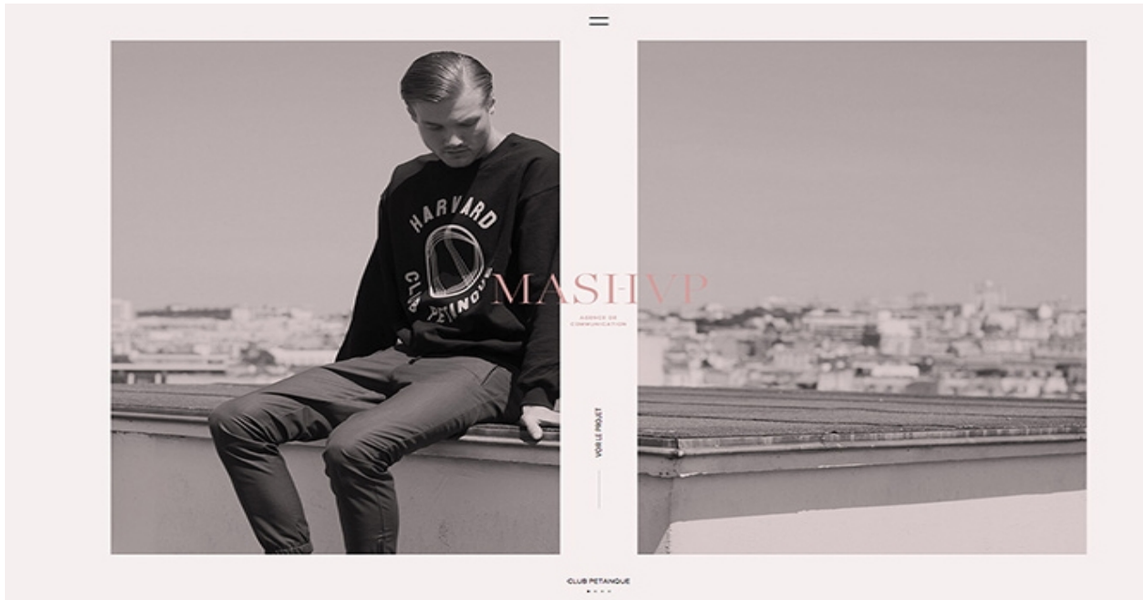
For my capstone project, I want to redesign my wife's writing website: http://www.giliestlinhirsch.com. I originally designed this site in 2013, but used a template that I tweaked to fit the scope of the project. I had no idea what I was doing coding-wise when I created the site, and intend to totally rewrite it from the ground up. The title of the website will remain the same (giliestlinhirsch.com / "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 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


HARVARD
MASHVP
CLUB PETANQUE

DESIGN
INTERACTIVE
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NEWS
DESIGNPREIS
RHEINLAND-
PFALZ 2012
KOMMUNI-
KATIONS-
DESIGN
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All works
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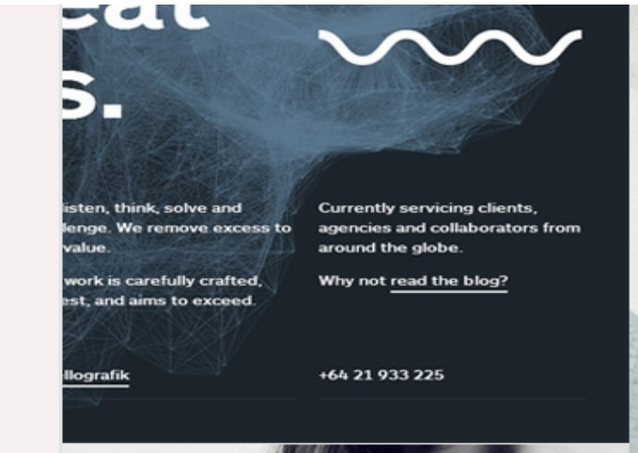
FOR CORRESPONDENCE


isten, think, solve and
lenge. We remove excess to
value.
work is carefully crafted,
est, and aims to exceed.
Currently servicing clients,
agencies and collaborators from
around the globe.
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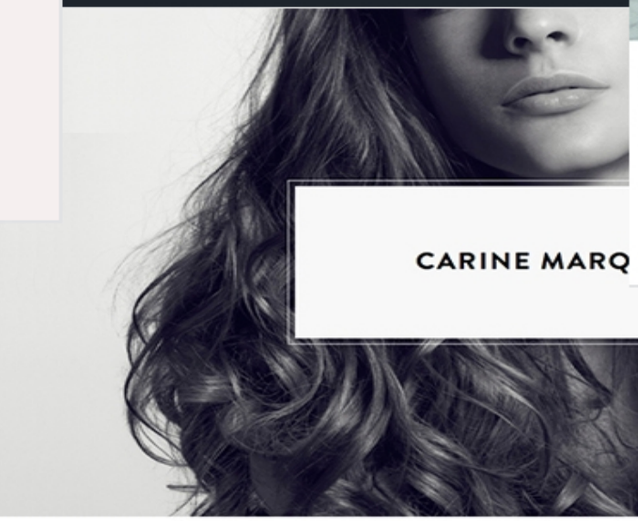
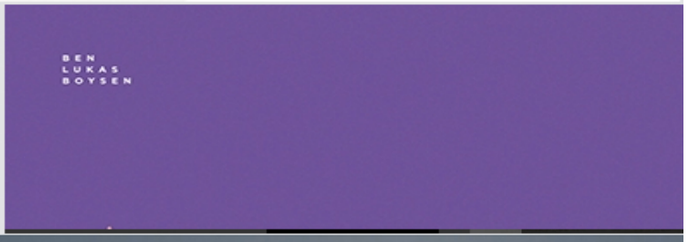
ANAKIN


CARINE MARQ

work — feed
DESIGN STUDIO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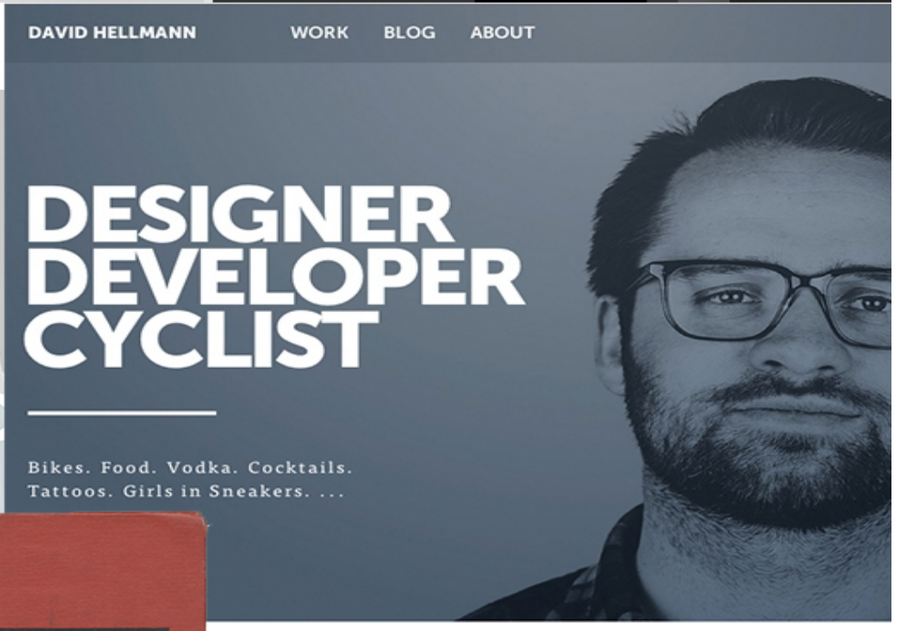
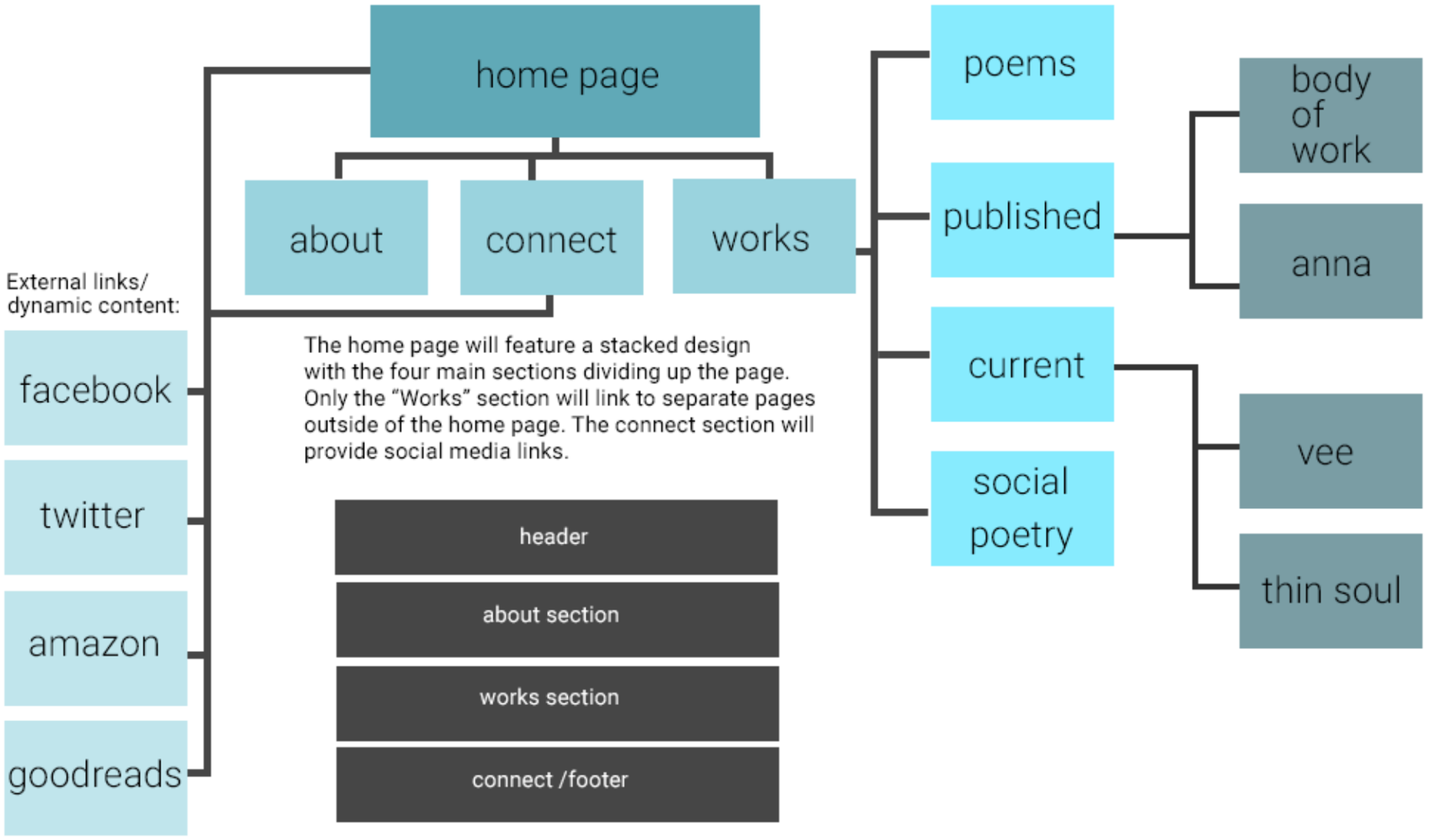
FASHION BRANDING


DAVID HELLMANN
WORK
BLOG
ABOUT
DESIGNER
DEVELOPER
CYCLIST
Bikes. Food. Vodka. Cocktails.
Tattoos. Girls in Sneakers. ...

PLACE
POSTAGE
STAMP
HERE
FOR ADDRESS ONLY

READ MY ARTICLES
EVENTS + FAIRS
CONTACT

Site Diagram

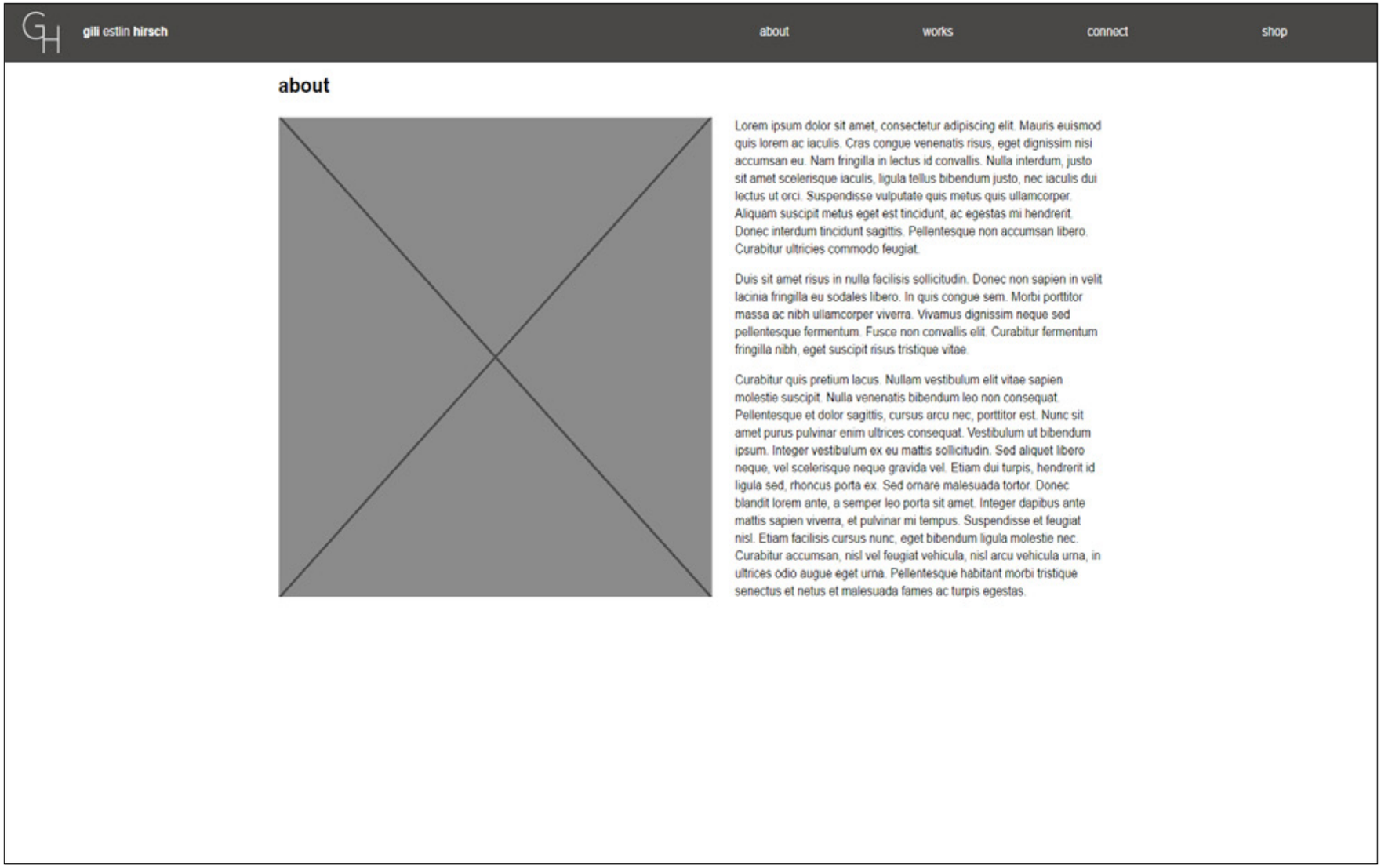


Wireframe Screenshots

Home page - header

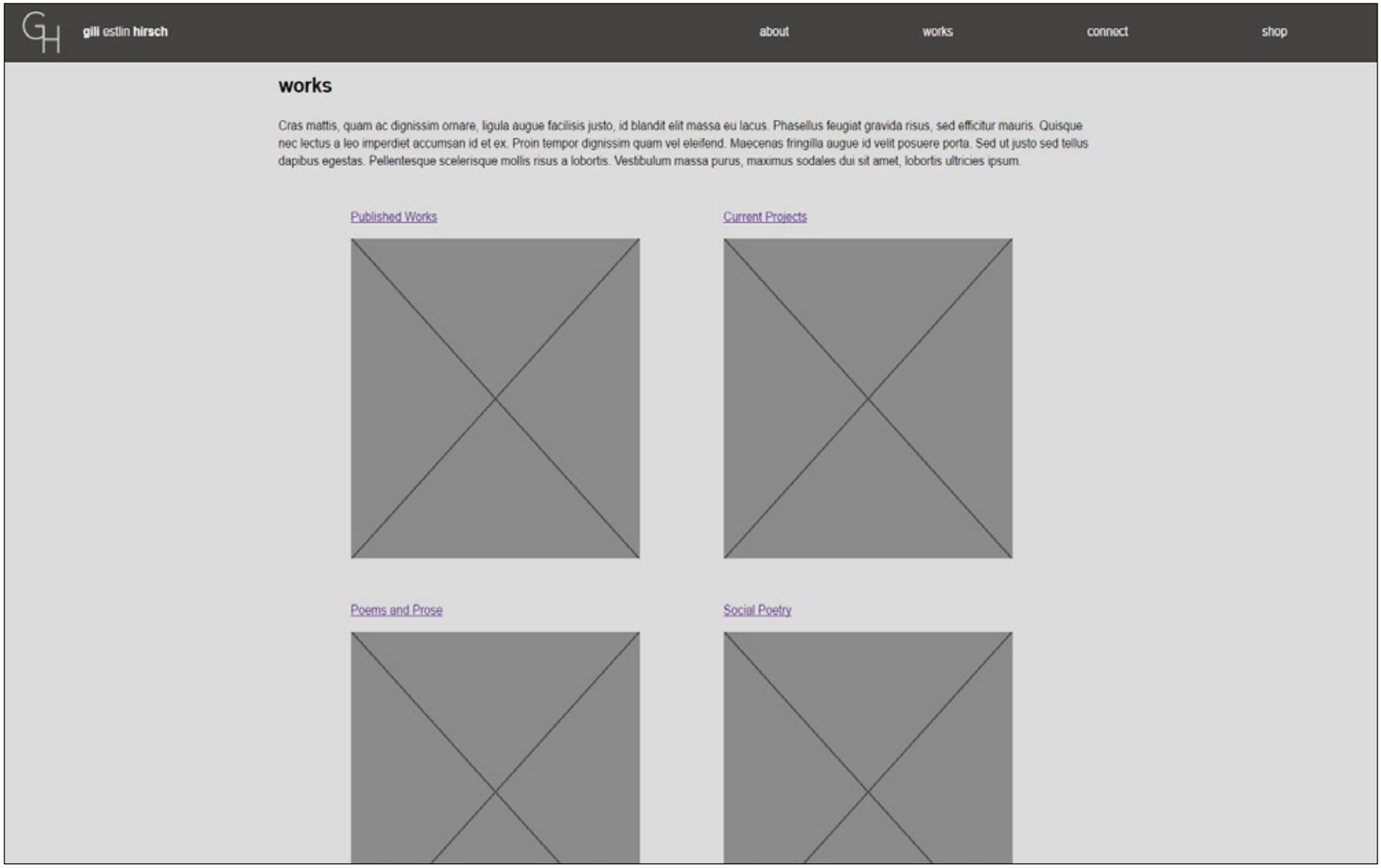
This page will feature a large hero image with a text overlay.

The navigation menu is sticky.



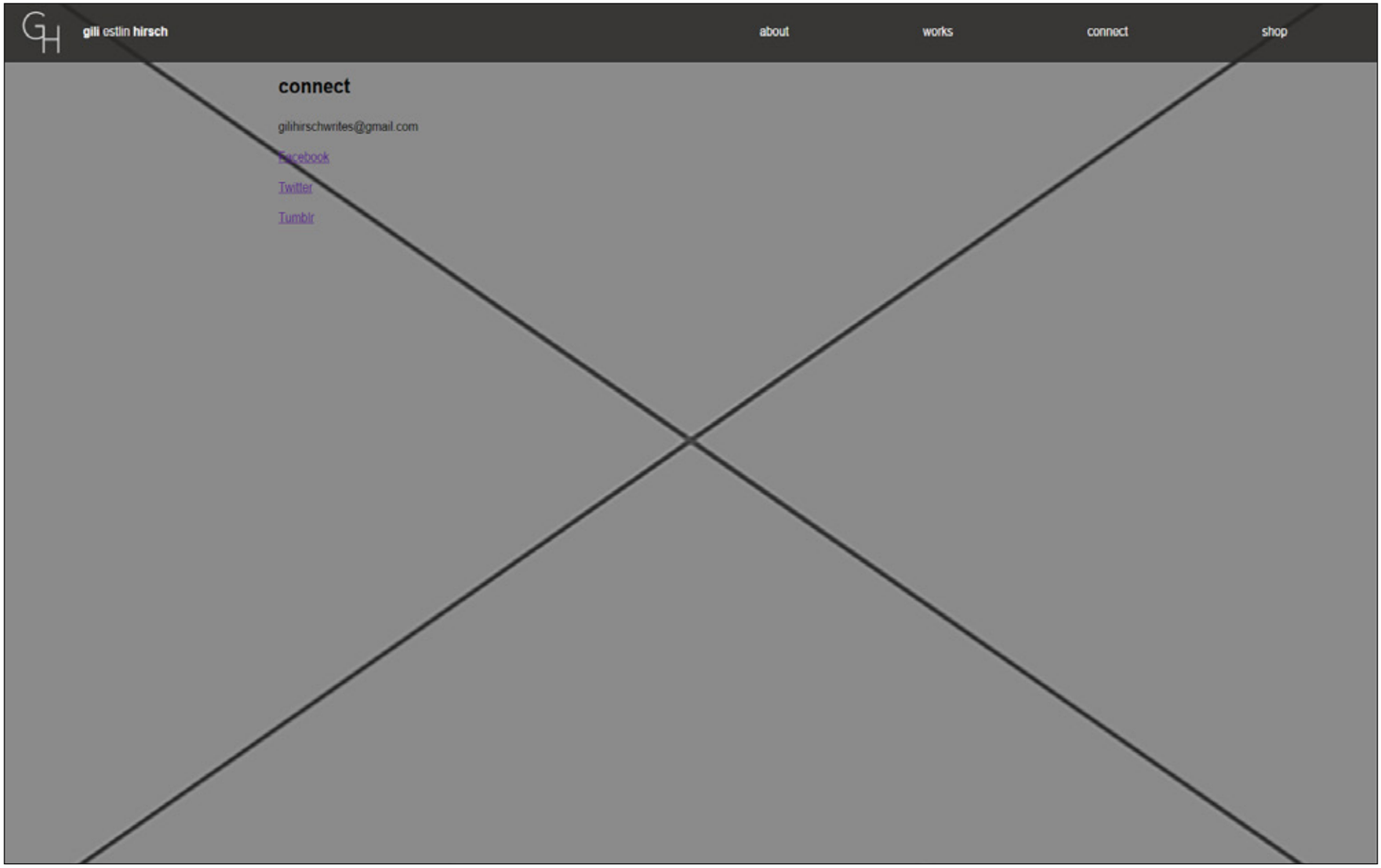
Home page - about section

Artist portrait and biographical text.



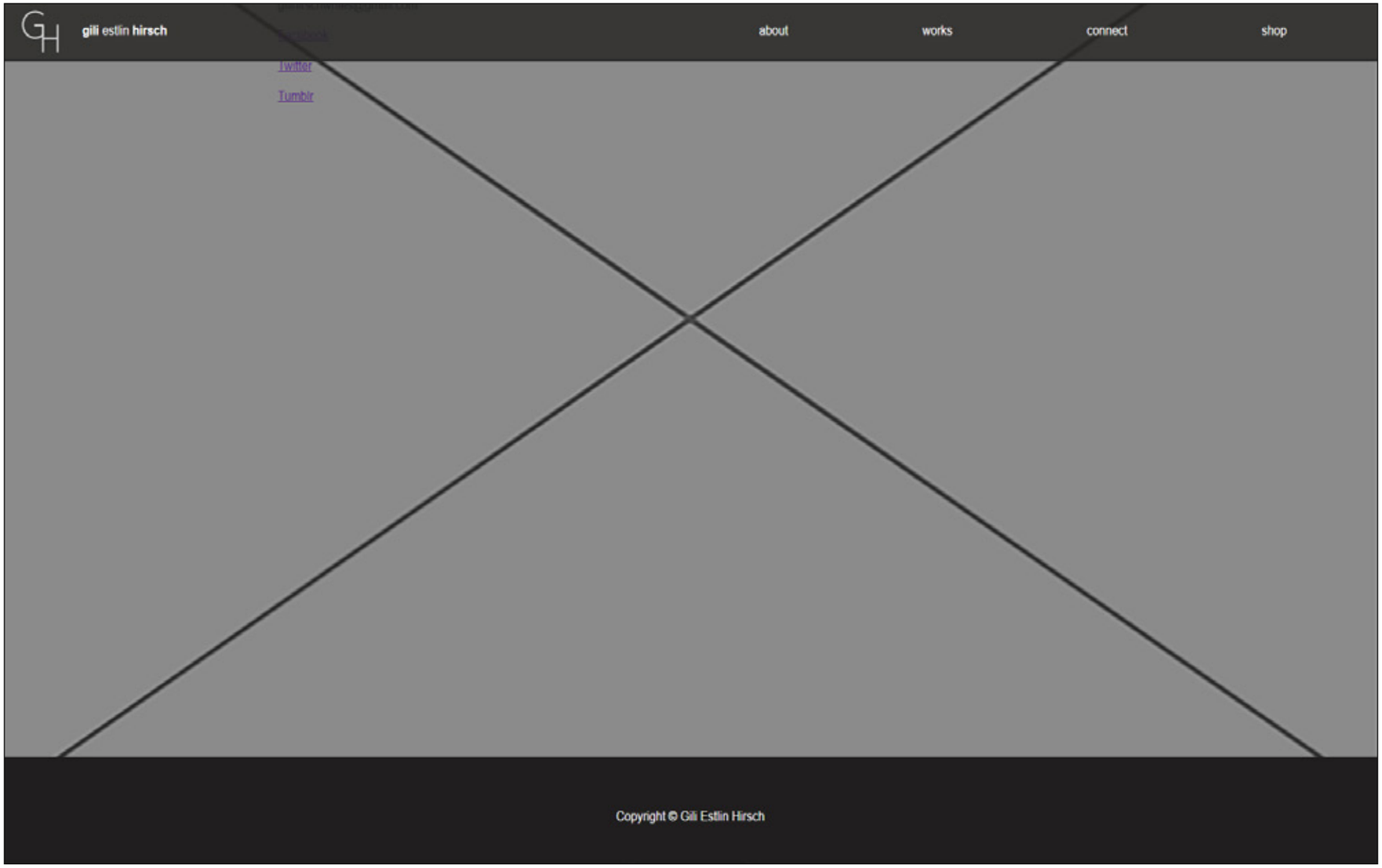
Home page - works section

Four main sections with thumbnail links to separate pages.



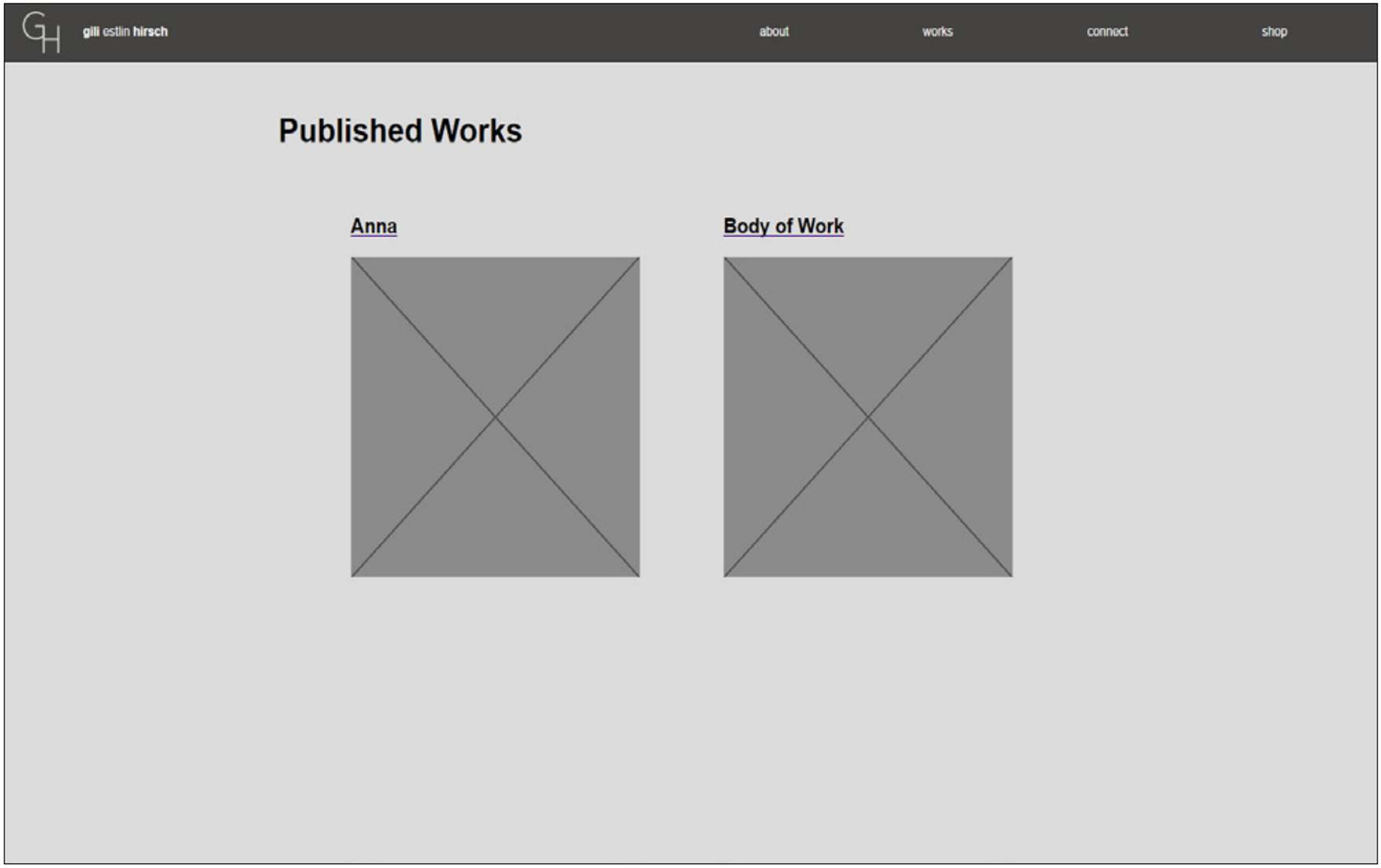
Home page - connect section

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



Home page - footer

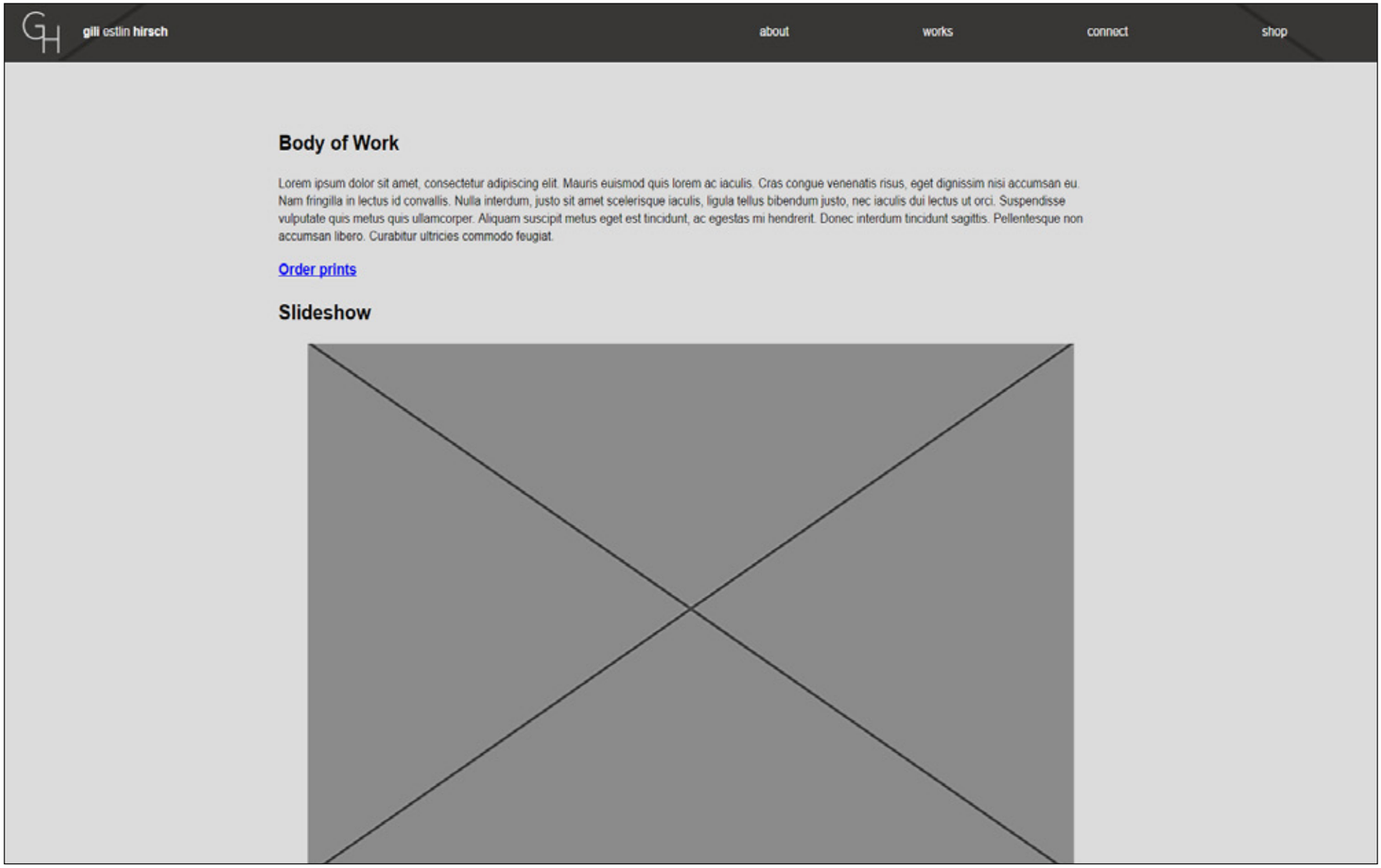
Footer with copyright information and possibly a secondary navigation menu/sitemap



Sample sub-page - published works page

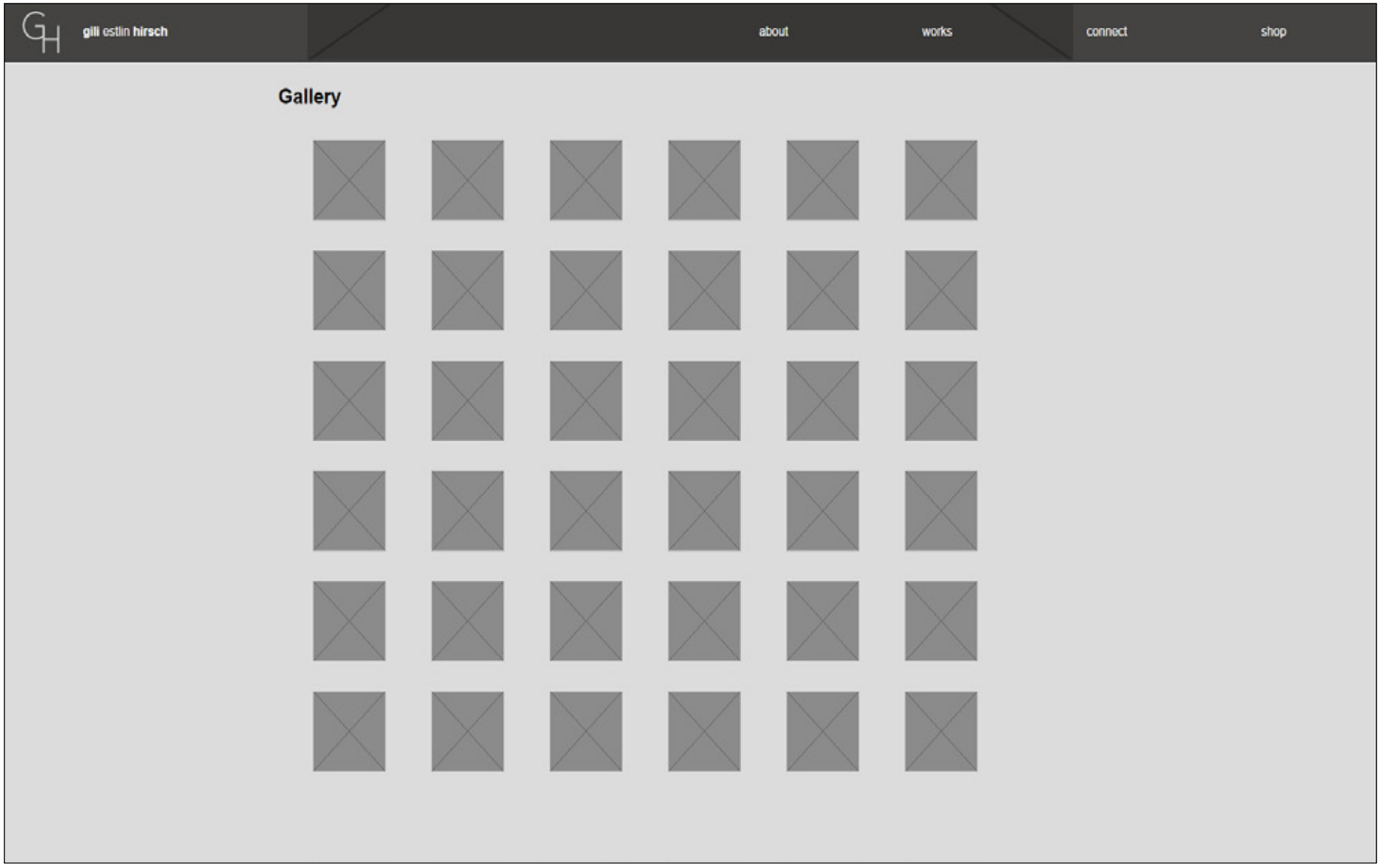
An idea of what one of the pages from the works section might look like.

Links with thumbnails to individual project pages.



Project page example - Body of Work

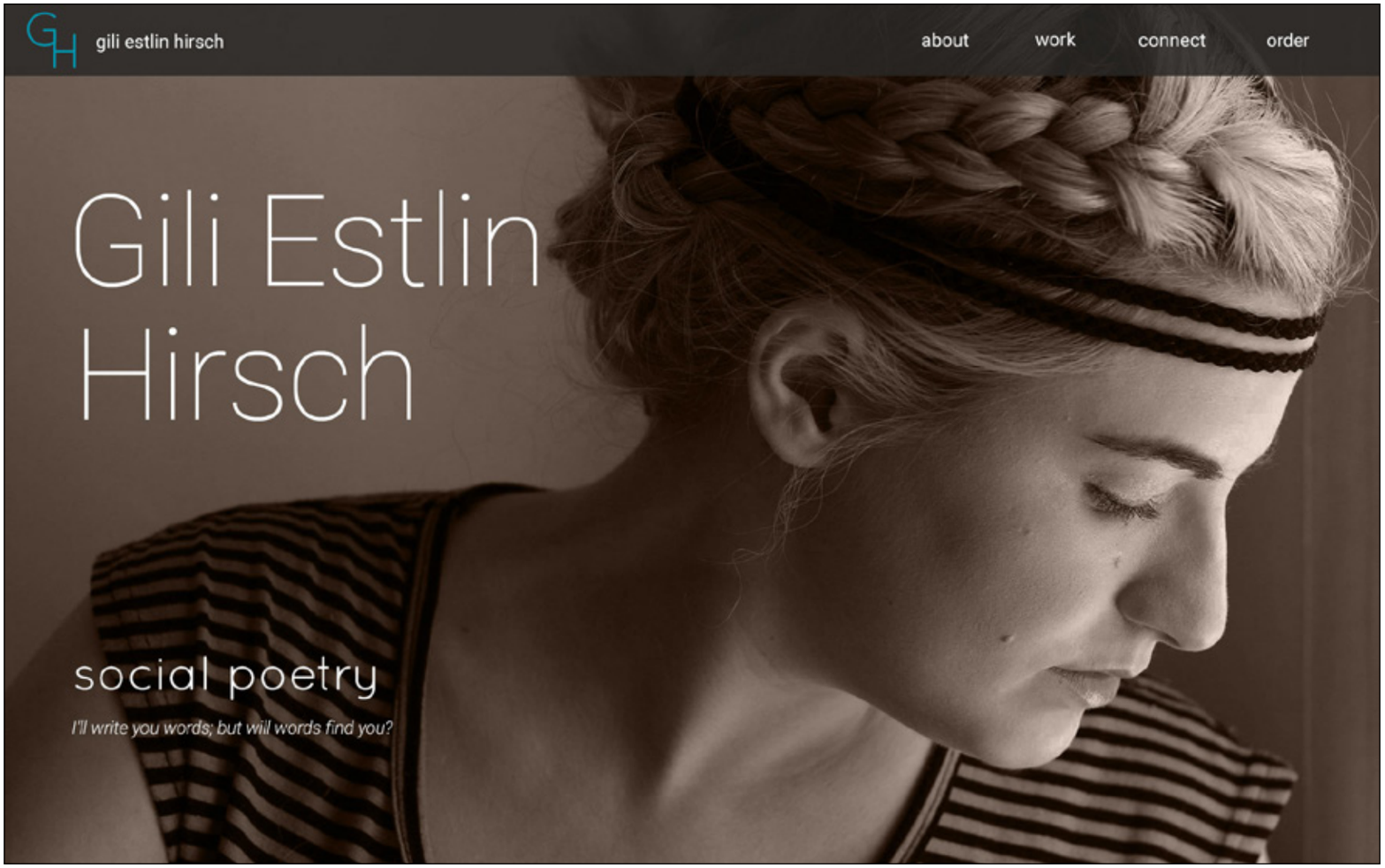
This page will feature a large hero image with a text overlay (or possibly automatic slideshow)
similar to the home page. Below the main image will be a section with information about the project, followed by a manual slide-show.



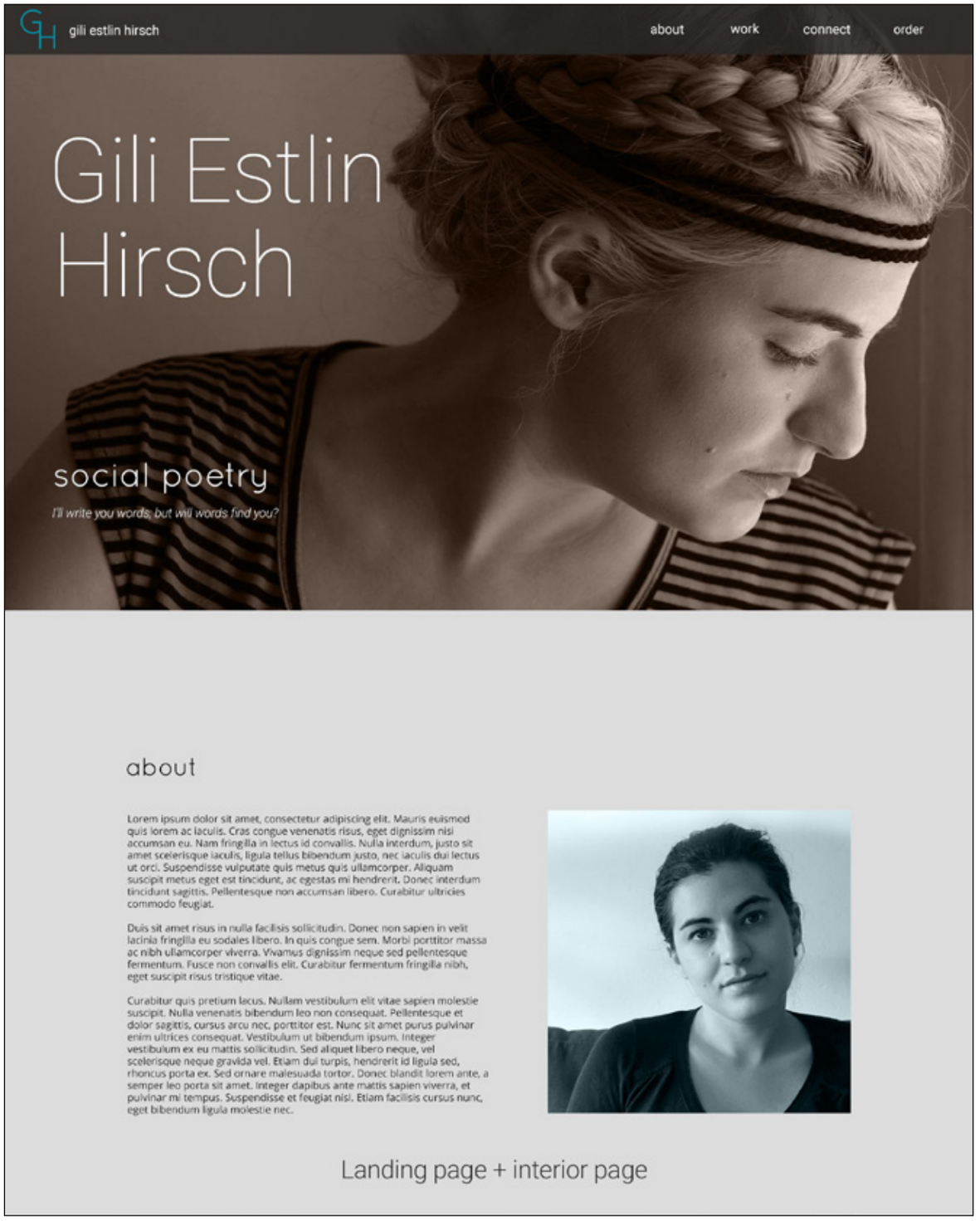
Project page example - Body of Work gallery display

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

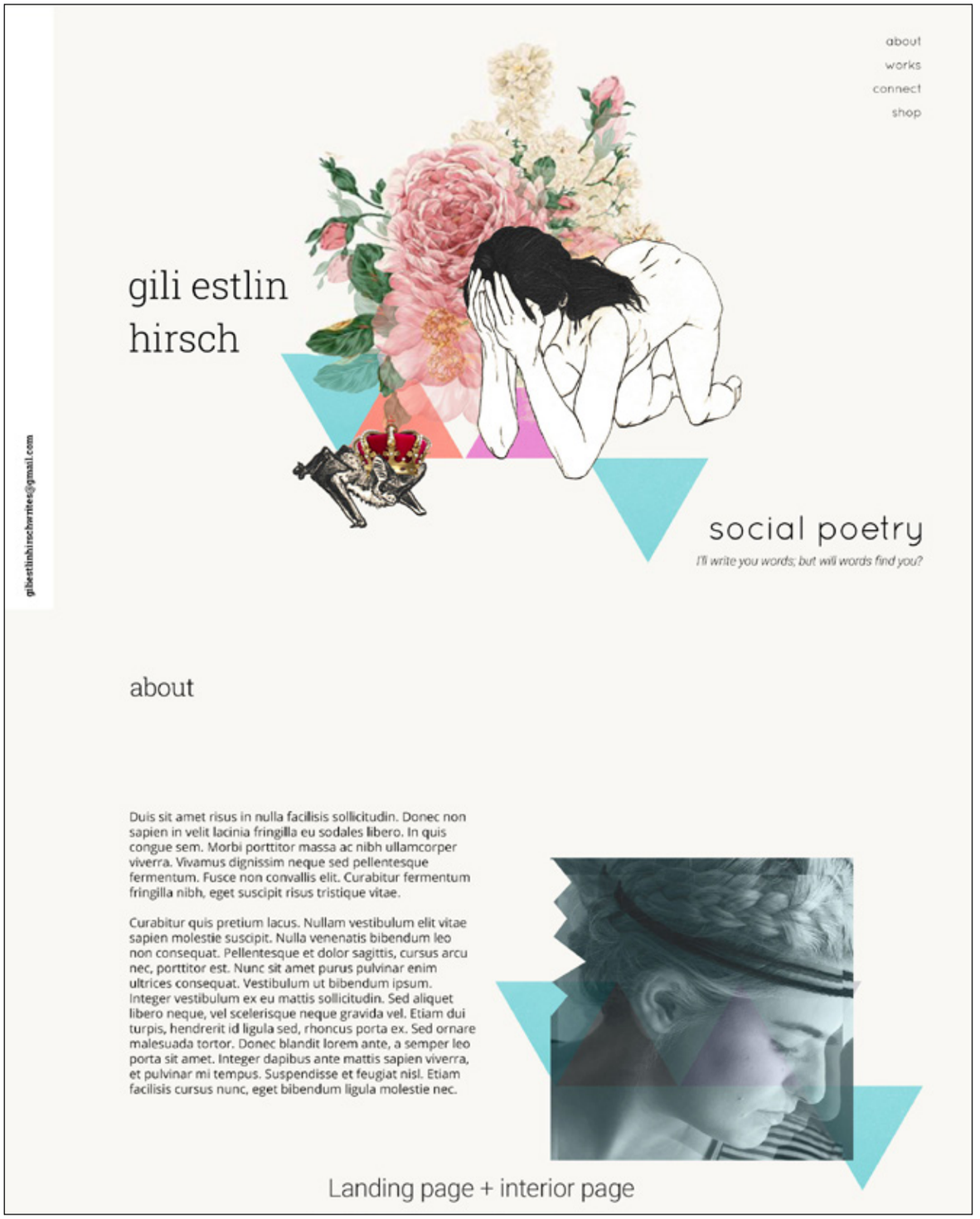


Landing Page + Interior Page Version 1

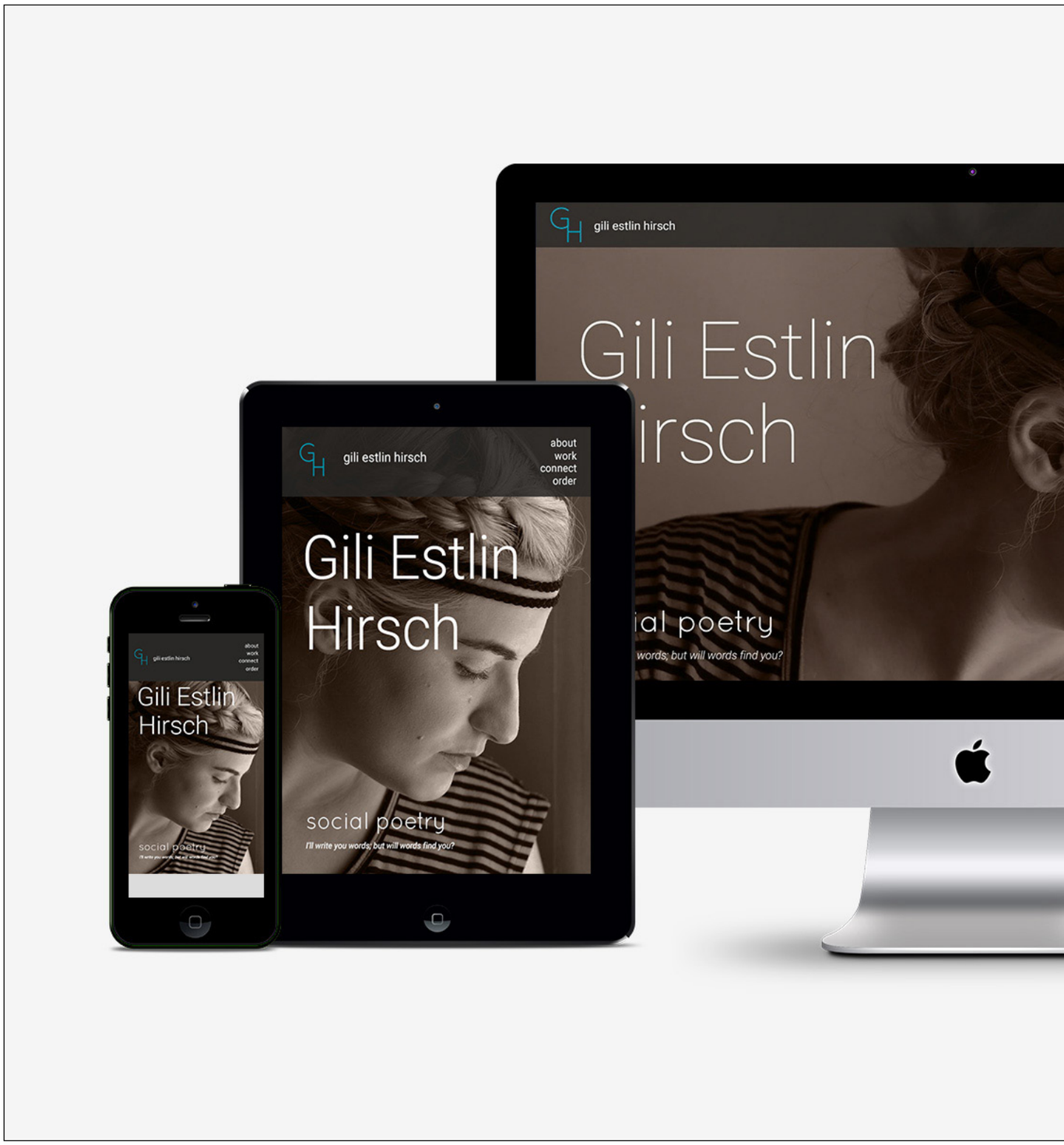


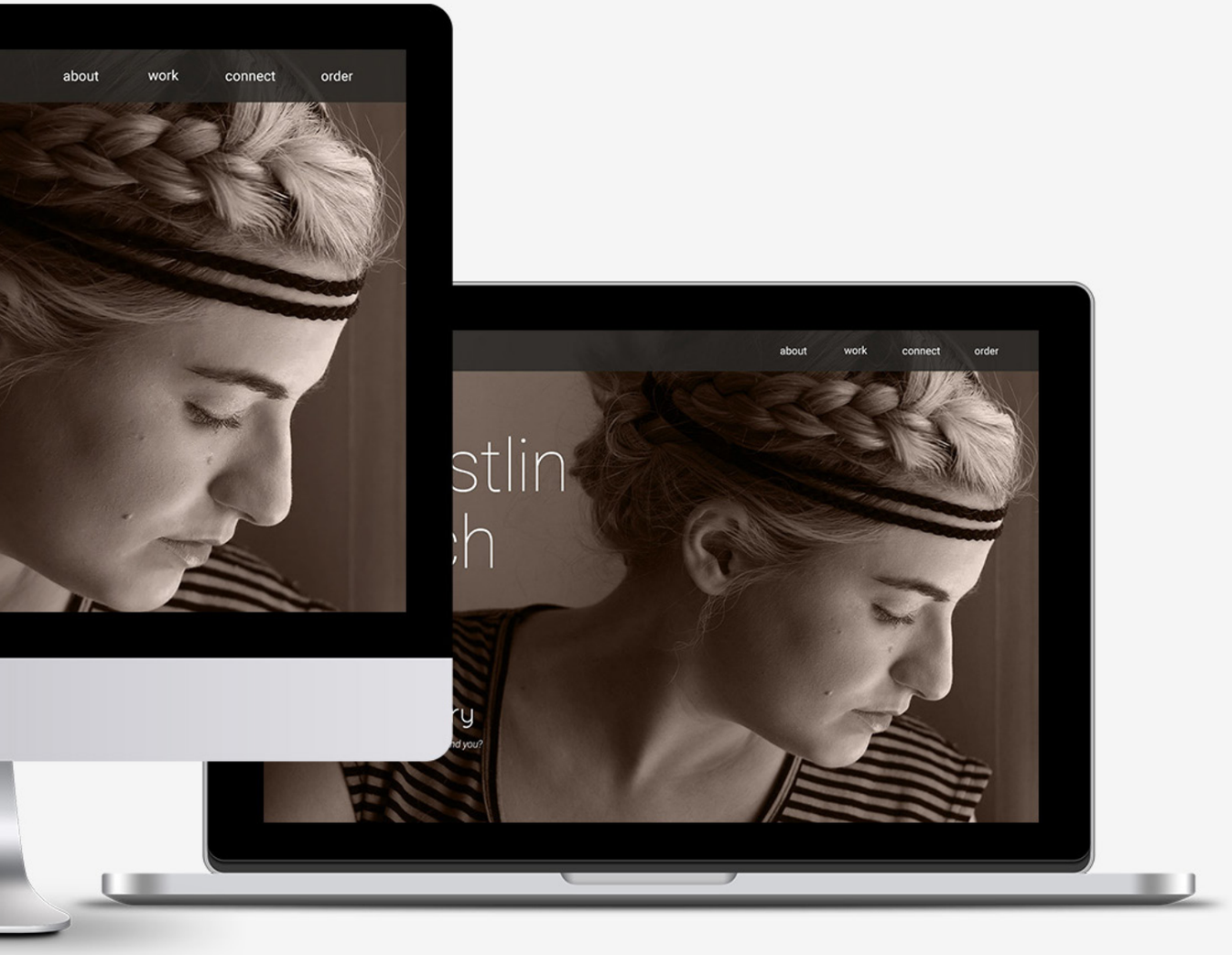
Landing Page Version 2

Landing Page + Interior Page Version 2

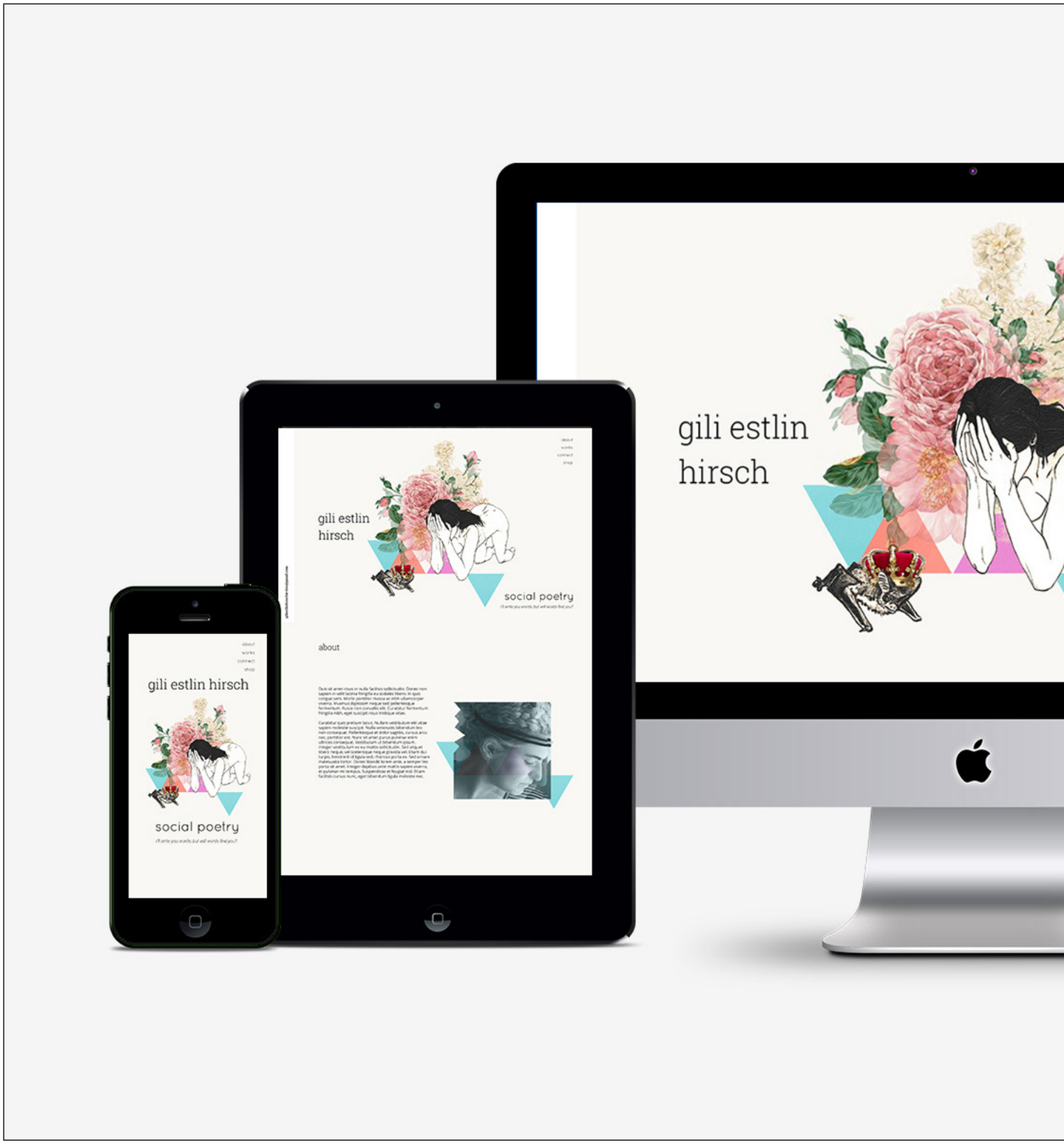


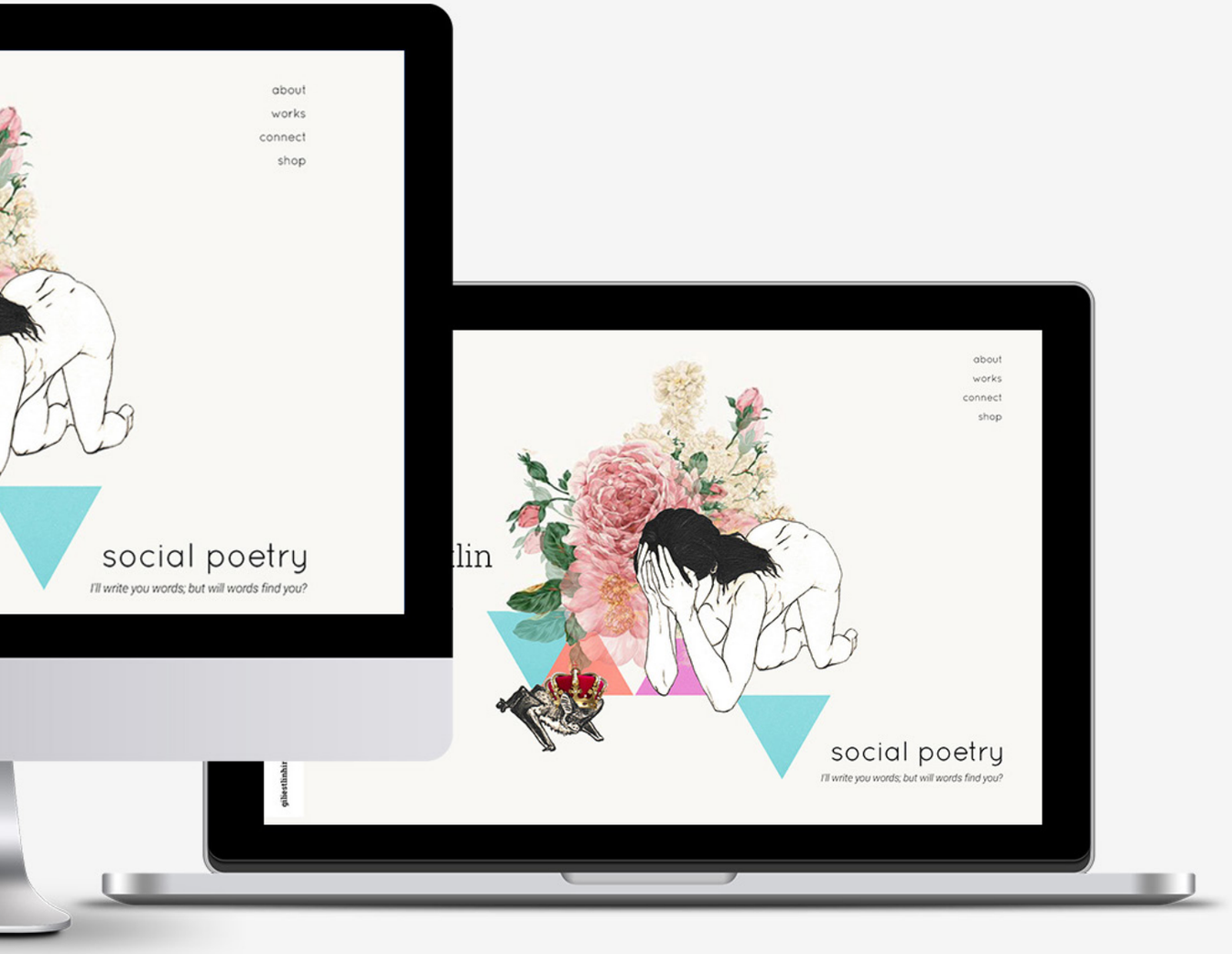
Responsive Design Showcase Version 1




about
work
connect
order
about
work
connect
order

Responsive Design Showcase Version 2




about
works
connect
shop
social poetry
I'll write you words; but will words find you?
about
works
connect
shop
social poetry
I'll write you words; but will words find you?

iMac Version 1

about
work
connect
order
about
work
connect
order
gili estlin hirsch
Gili Estlin Hirsch
social poetry
I'll write you words, but will words find you?

iMac Version 2

about
works
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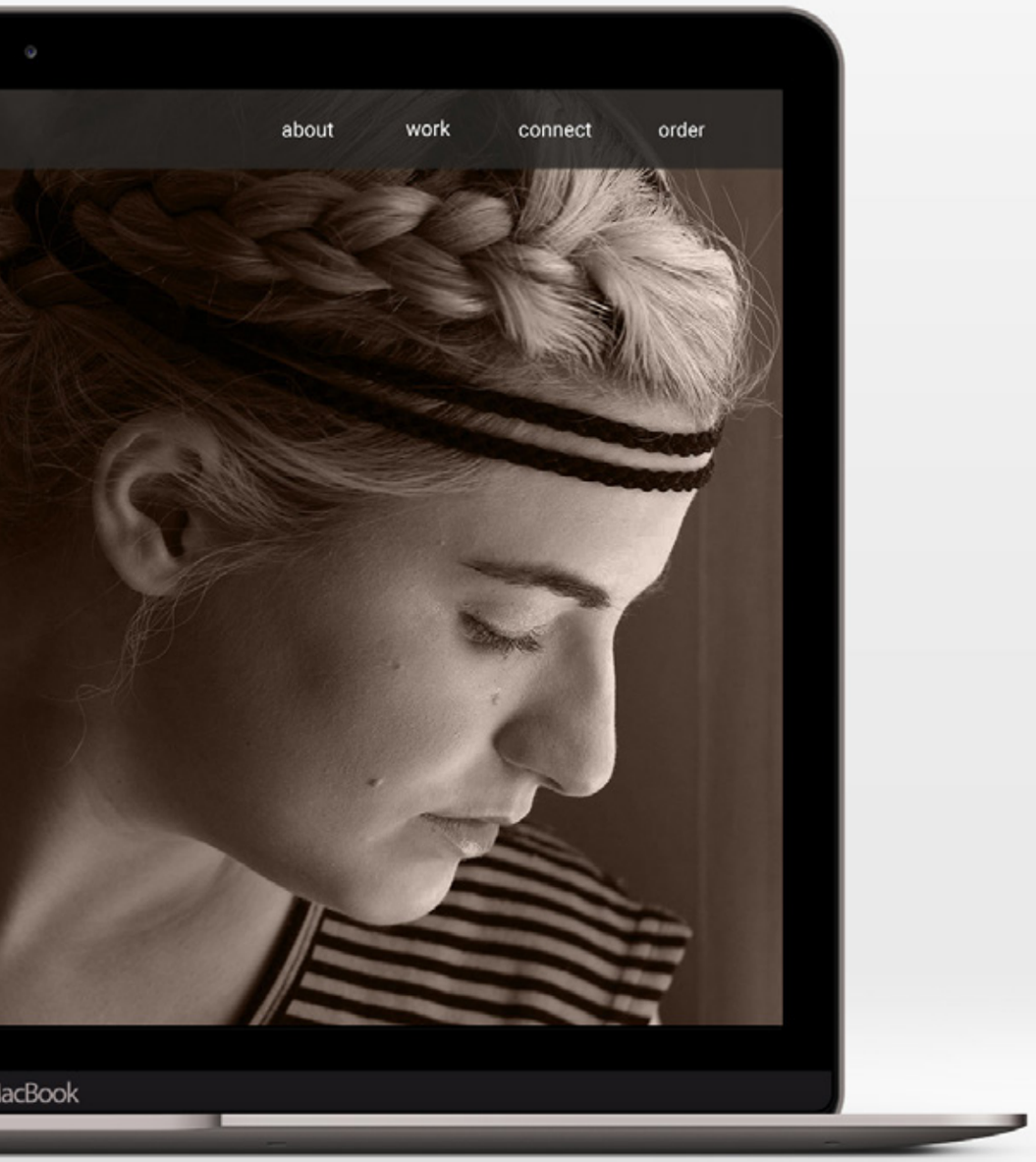
shop
social poetry
I'll write you words, but will words find you?
gili estlin
hirsch
about
works
connect
shop
social poetry
I'll write you words, but will words find you?

ac

MacBook Version 1



cBook

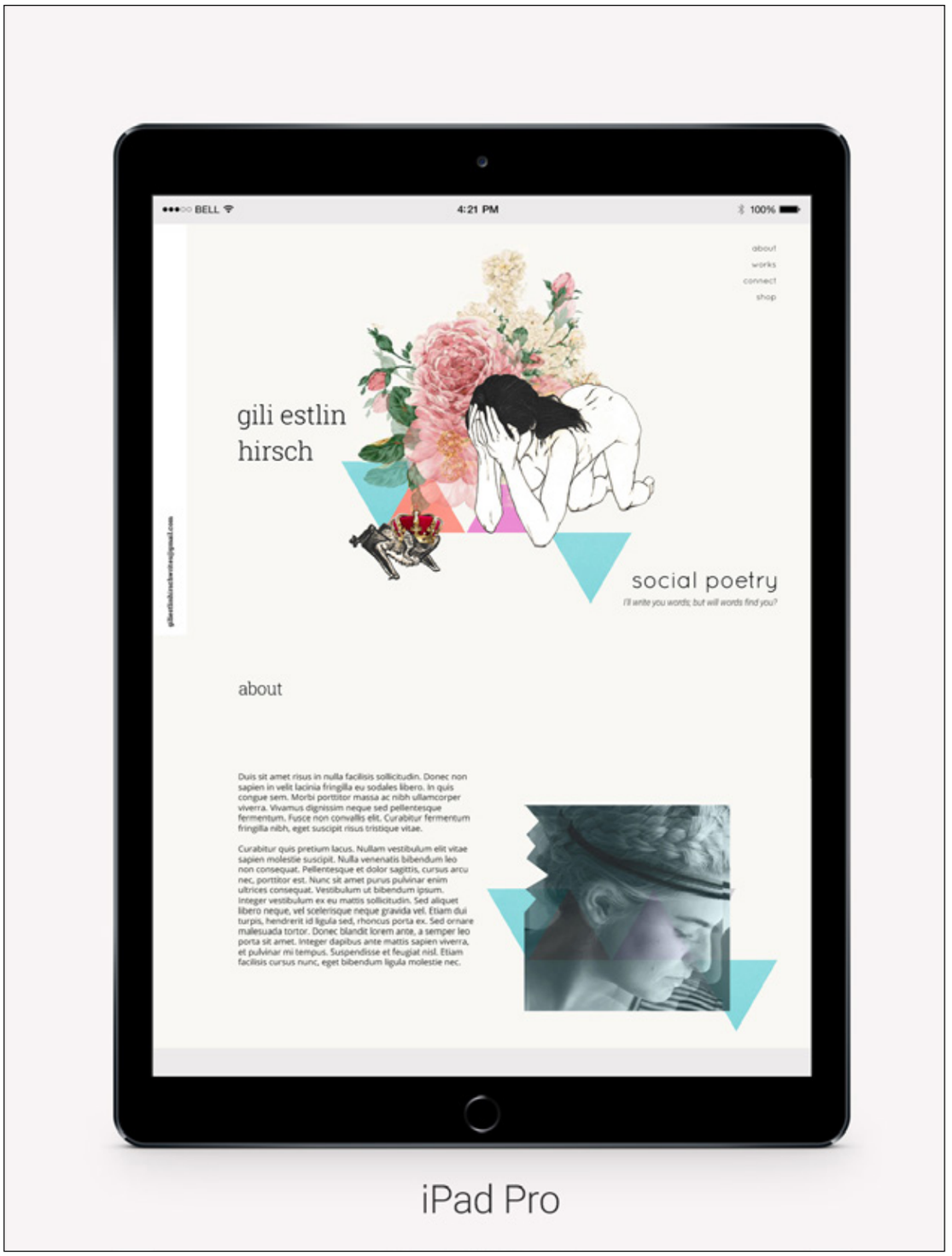
MacBook Version 2

about
works
connect
shop
social poetry
I'll write you words; but will words find you?
acBook

cBook

iPad Pro Version 1

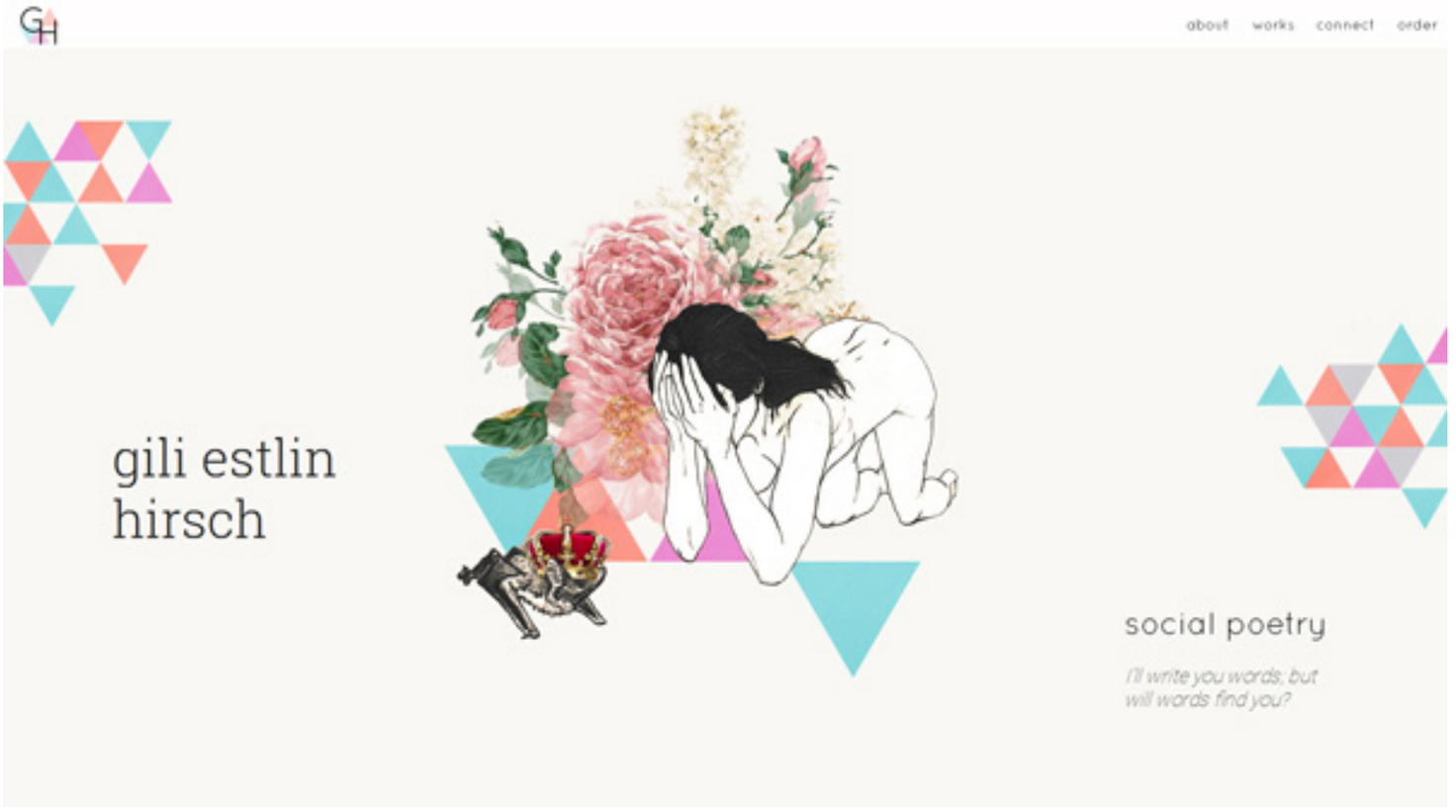
iPad Pro Version 2



iPhone Version 1

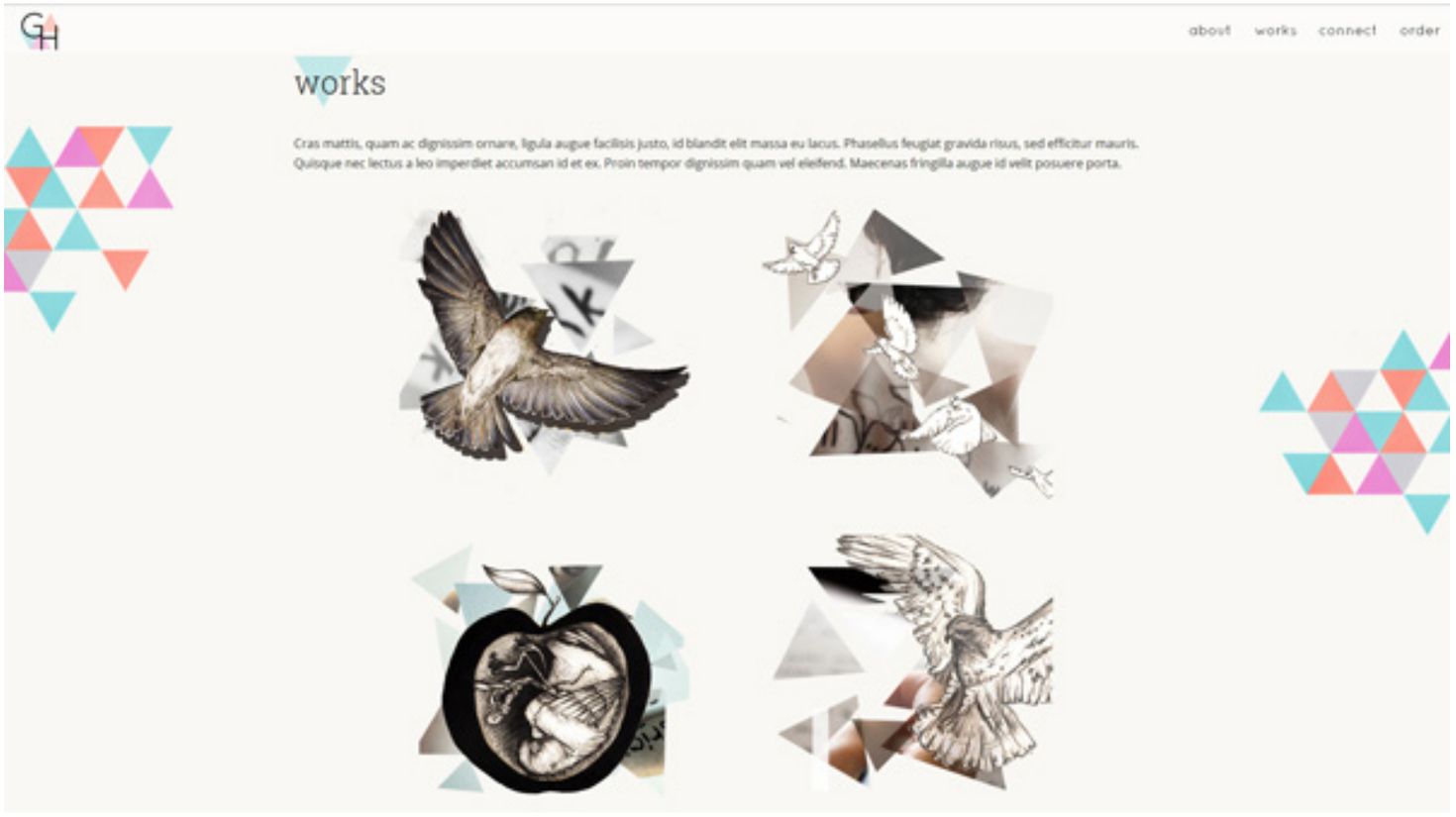
iPhone Version 2

Final Site

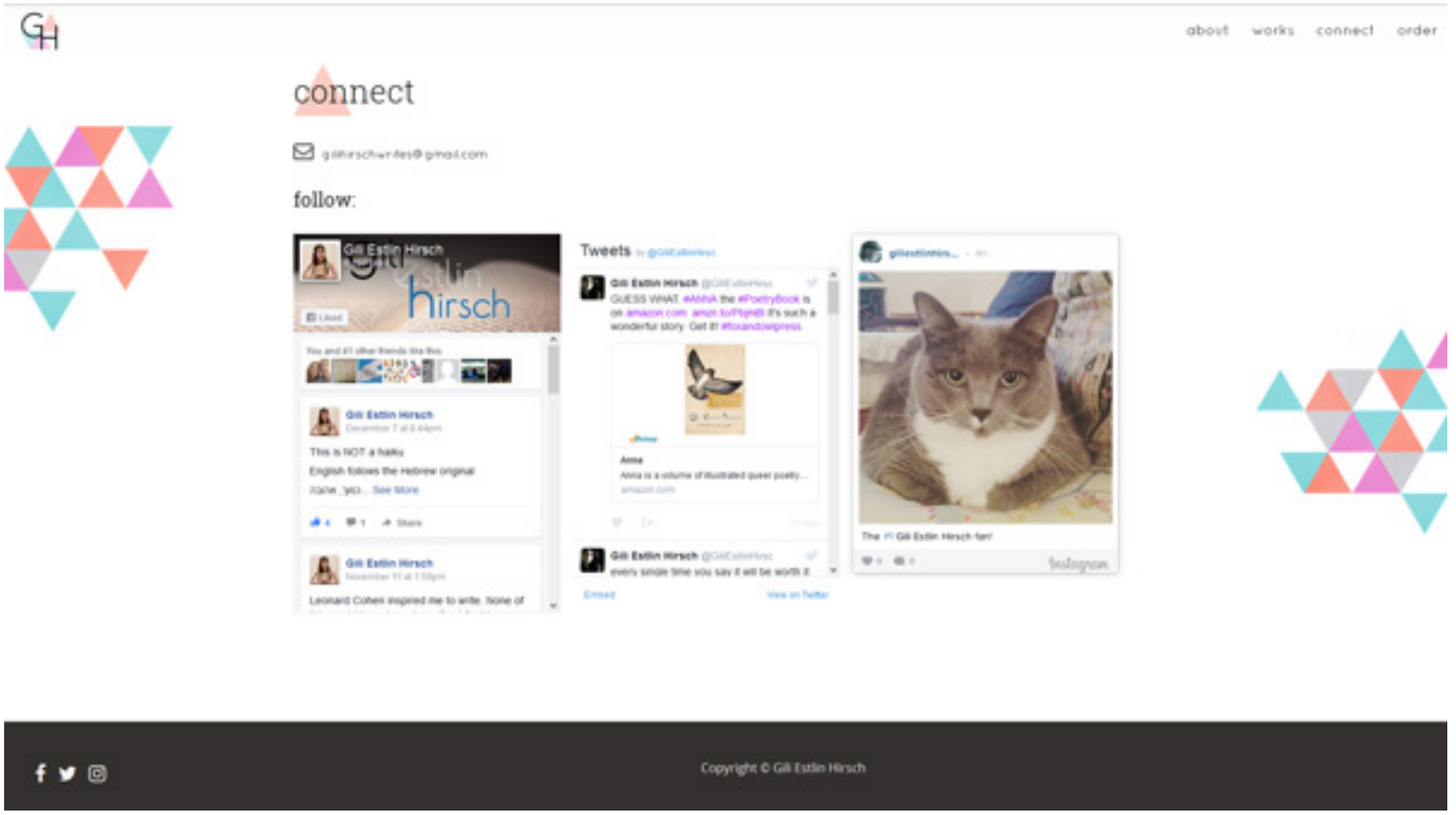


Home Page

About Section



Works Section



Connect Section