**College of Computer Studies**

**System Integration and Architecture**

**Group 4**

**Members:**

Ariado, Reniel

Miyake, Michael

Sarmiento, Josh Myrrden

Singhid, Marc Raven

**Date Submitted:**

October 20, 2023

**Submitted To:**

Mrs. Jasmin H. Almarinez

**RRL OUTLINE**

**Related Studies and Literature**

1. **Website-Based Digital Art Commission**

1.1. What are the necessities and features of a digital art commission website?

1.2. Will the clients be satisfied with the overall purpose of the website?

1.3. What are the policies about legal and copyright regulations for the digital arts?

1. **Digital Art Portfolio**

2.1. Is a digital platform efficient?

2.2. Is uploading art in a digital portfolio an advantage for freelancers?

1. **Digital Payment**

3.1. Will the digital payment be secured?

3.2. Is digital payment preferred by the clients?

3.3. Financial regulations; will tax be automatically deducted from the payments?

1. **Significance of Art Commission in the Digital World**

4.1. What opportunities does the digital world offer for art commission?

4.2. Will Artificial Intelligence generated works be entertained on the website?

4.3. Do digital art commissions encourage artists alike to collaborate?

4.3.1. Will this result in freelance artists requesting their own digital portfolio website?

**Strategies for Creating Effective Artists Websites (Sarmiento)**

In contemporary times, it is advisable to feature the finest artwork in the homepage for easy navigation on the user side, accompanied by high-quality images to provide better details. Additionally, the integration of video slides can further enhance and engage customers. Maintaining a clean and uncluttered website design is essential to ensure the customers’ attention remains focused on the artworks (Emily & Blair, 2023)

The art business has undergone change in recent years, with technology playing a pivotal role. Websites that are outdated are now seen as a hindrance, so to stay relevant, artists must have a well-designed, fast, and simple way to cater for potential customers (Light Space & Time Online Art Gallery, 2021).

**Understanding the Human Side of Customer Satisfaction**

According to the insights shared by Mikkel Svane, the CEO of Zendesk, brands are urged to build customer relationships in the modern world. When artists put an effort in nurturing and mutually fulfilling customer relationships can have favorable outcomes. Recognizing that a customer’s voice, notably on social media, can have a great influence. Customer satisfaction is important as it provides an overview whether your customer base likes what you’re doing (Franklin, 2023).

**The Efficiency of Putting Art on a Digital Platform**

Displaying art on a digital platform offers an effective way to showcase works to a broader audience and enhance the website exposure. There are many online platforms that allow artists to display their work, connect with potential buyers, and sell their art. Some of the popular platforms include Artwork Archive, Sketchpad, and Artwork Flow (Carey, 2020).

**The Benefits of Building an Online Portfolio**

Online portfolios are personal websites that showcase one’s work, skills, and achievements. They are useful for creative professionals, such as artists, designers, photographers and more, who want to display, offer, and sell it for potential customers. However, an online portfolio can also boost a professional’s online presence (UCraft, 2020). Furthermore, it is crucial for freelancers who want to stand out and attract more clients and opportunities and Tailoring to one’s target audience can have a great impact. (Valdez, 2019).

**How Banks Ensure Transaction Via Online are Protected and Its Advantages (Sarmiento)**

Paying online has gained popularity and become the preferred way to transact for many individuals, due to its efficiency compared to cash. Online transactions have become significantly faster, with each one taking less time, resulting in processes being complete within a minute and without any convenience. To ensure the safety and security of these transactions, banks use highly security measures like two-factor authentication, Personal Identification Number (PIN), and One Time Passwords (OTPs), to prevent theft and other fraudulent activities (Bank, 2020).

**Copyright Laws and Regulation in the World of Digital Arts**

The copyright regulations for digital arts can vary from country to country. Here in the Philippines, there are a collection of rights that can be enjoyed by an owner who creates artistic or literary work. These includes books, pamphlets, articles and other writings; periodicals and newspapers; lectures, sermons, addresses, dissertations prepared for oral delivery; letters; dramatic or dramatico-musical compositions; choreographic works or entertainment in dumb shows; musical compositions; drawing, painting, architecture, sculpture, engraving, lithography; and models or designs for works of art. (*Federis*, n.d.).

In the context of digital arts, for an artist to claim a copyright protection for their works, their digital artwork must meet the requirements of originality. This means that the work must have a sufficient level of creativity. Once an artwork has been created, the artist can hold the copyright to it. (*Technology.Gov.Capital*, 2023).

*Copyright law in the Philippines | Federis*. (n.d.). Federis & Associates Law. <http://www.federislaw.com.ph/faqs-resources/copyright/>

*How does copyright law apply to digital art ownership and NFTs? – Technology.Gov.Capital*. (2023, October 13). <https://technology.gov.capital/how-does-copyright-law-apply-to-digital-art-ownership-and-nfts/>

**Opportunities of the Digital World to Art Commissioning**

The digital world has undergone a lot of changes to the art industry, providing numerous platforms for artists to showcase their work and earn commissions. One of many effective ways for artists to sell their digital art is through a personal website since it allows them to have a complete control on how their art is showcased in the public. (Lamb, 2023).

Lamb, K. (2023, July 10). *Where to Sell Digital Art Commissions: 13 Best Platforms for Artists in 2023*. Niche Pursuits. <https://www.nichepursuits.com/where-to-sell-digital-art-commissions/>