Aārta -(Spirit-woven Creations)

Blend of "Art" and "Aaradhana" (devotion), or "Aarambh" (beginning).

Art gallery Web Application Project

Imagine a digital gallery where creativity meets commerce.

We're building an online platform to **showcase and sell unique artworks, handmade crafts, and gift items** — starting with our own creations and gradually opening the stage for other passionate artists.

Built using **HTML, Tailwind CSS, JavaScript, Django, and PostgreSQL**, the platform follows a **3-tier architecture** to ensure a smooth, secure, and scalable experience for both creators and customers.

Our Vision

To **empower local and independent artists** by providing a digital space where their creativity meets commerce. We envision a vibrant community-driven marketplace where unique art and handmade creations reach appreciative audiences around the world.

Our Mission

- To **build a user-friendly, scalable, and secure online platform** that connects creators and customers.

- To **support emerging and independent artists** by offering them tools to promote, manage, and sell their work with ease.

- To **deliver a seamless customer experience** where users can discover and purchase one-of-a-kind art and handcrafted items.

- To **foster creativity, cultural expression, and entrepreneurship** through technology.

Functional requirements

Modules :-

User Management

- User Registration & Login (with role selection: Buyer / Artist)

- Profile Management (name, bio, profile pic, contact info)

- Password Reset / Forgot Password

- Email Verification (optional but recommended)

- Role-based Dashboard Redirection

- Admin User Management (view, delete, ban users)

Product Management

- Product Upload Form (title, category, price, description, tags, image upload)
- Edit / Delete Product Listings
- Product Approval (Admin-controlled)
- Product Visibility Toggle (active/inactive status)

Search & Filtering

- Full-Text Search Bar
- Filter by Category, Price, Tags, Popularity
- Sort by Newest, Price (Low–High / High–Low), Top Rated
- Tag-based Navigation
- Auto-suggest or Search Hints (optional)

Order Management

- Add to Cart / Remove from Cart
- Cart Summary with Totals
- Address & Shipping Details Form
- Place Order / Confirm Order Page
- Order Status Tracking (Pending, Shipped, Delivered)
- Order History Page for Users
- Artist Order Notifications (for new sales)

Review & Rating System

- Submit Review (stars + text) post-purchase
- View Reviews on Product Detail Page
- Edit/Delete Own Review
- Admin Review Moderation
- Average Rating Calculation per Product

API Layer

- REST APIs for all CRUD operations (Users, Products, Orders, Reviews)

- Authentication APIs (Login, Logout, Register)

- Secure endpoints using JWT or Session Auth

- Pagination & Filtering in API responses

- Error Handling & Response Formatting

Non-Functional Requirements

- **Scalability:** Built using Django and PostgreSQL to support a growing number of users and artworks.

- **Responsiveness:** Frontend built with Tailwind CSS ensures mobile-first design and cross-device compatibility.

- **Security:** Encrypted user credentials, secure file uploads, CSRF protection, and secure payment integration.

- **Performance:** Optimized queries, image compression, and efficient database structure to reduce load time.

- **Usability:** Intuitive, minimal, and elegant UI/UX for both creators and customers.

- **Maintainability:** Modular and well-documented codebase for easier updates and debugging.

ER Diagram:
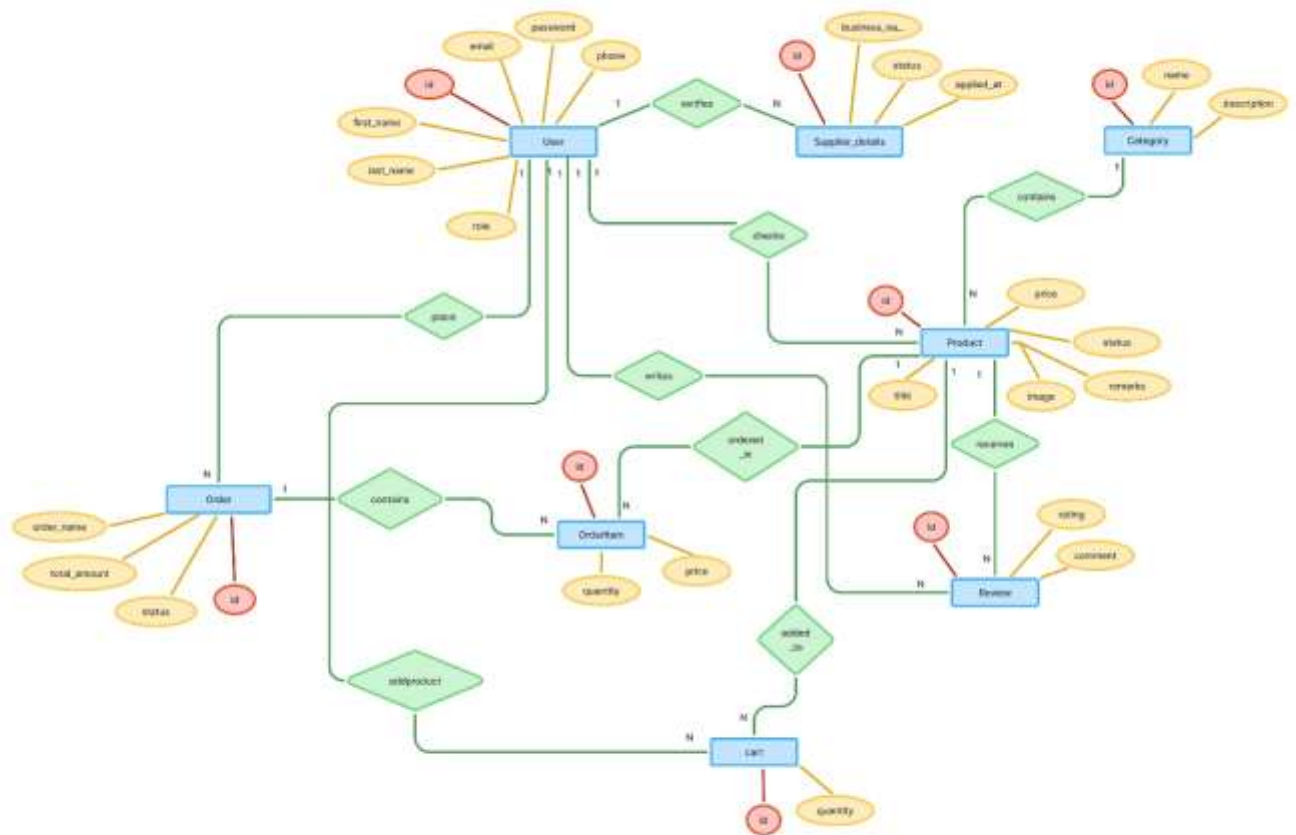
Screenshots
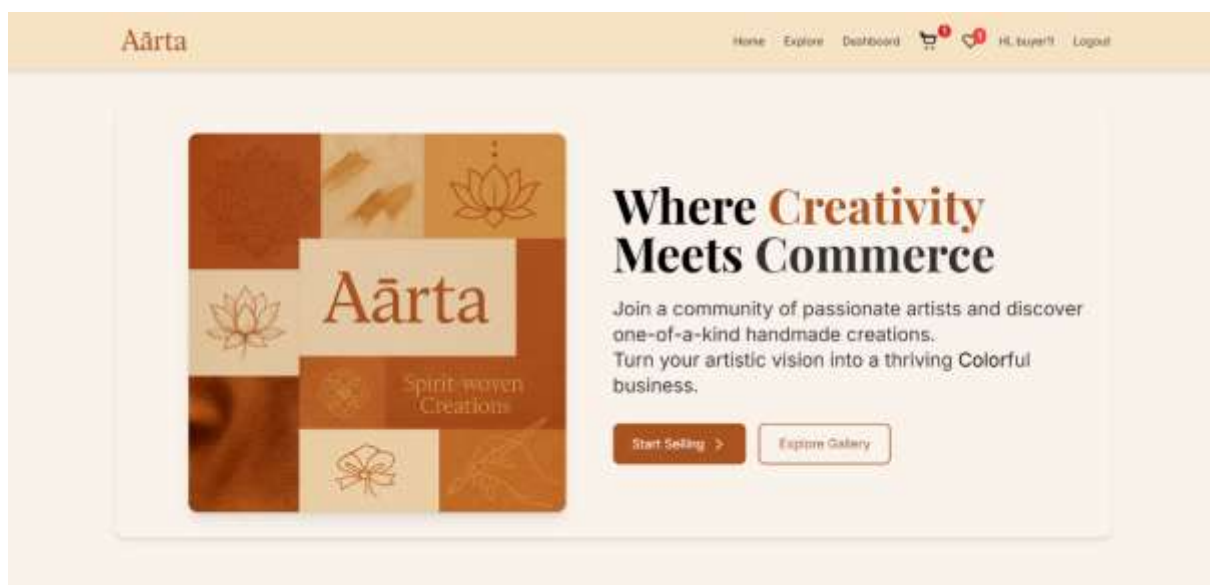
Empowering Artists, Connecting Creativity

We believe every artist deserves a platform to showcase their unique vision. Our
marketplace creates meaningful connections between creators and art lovers,
fostering a vibrant community where handcrafted beauty thrives.

Support Artists

Every purchase directly supports
independent artists and helps them grow
their creative businesses.

Build Community

Connect with like-minded creators and art
enthusiasts in our supportive, inclusive
community.

Unique Experience

Discover one-of-a-kind pieces that tell
stories and bring authentic artistry into
your life.

Featured Products

Discover unique, handcrafted pieces from talented artists around the world. Each
piece tells a story and brings authentic artistry to your collection.

Everything You Need to Succeed

Our platform provides comprehensive tools for artists to showcase their work
and for customers to discover amazing handcrafted pieces.

Upload & Manage Artworks

Easily upload your creations with our
intuitive interface.

Reviews & Ratings

Build trust with authentic customer
reviews. Showcase your reputation and
quality craftsmanship.

Role-based Dashboards

Customized experiences for artists,
buyers, and admins. Access the tools you
need most.

Explore **Handmade** Creations

Category: All ▾   Sort By: Default ▾   Apply

Horse Sketch
₹2000.00
Stock: 10
From: Punjab , India

Welcome, buyer1!

⊞ My Orders
View your order history, track deliveries, and manage returns.
View Orders →

🛒 My Cart
View items you've added and proceed to checkout when ready.
Go to Cart →

♡ My Wishlist
Explore items you've saved to buy later or track for price drops.
View Wishlist →

Your Shopping Cart

Horse Sketch
From: Punjab , India
Stock Available: 10
Price: ₹1000.00   Quantity: − 1 +   Total: ₹2000.00
Remove   Move to Wishlist

Order Summary
Total Items: 1
Grand Total: ₹   2000.00
Place Order

Aãrta
Where creativity meets commerce.
Empowering artists and connecting

For Artisans
Join as Seller
Seller Guidelines

For Buyers
Browse Art
Custom Orders

Support
Help Center
Contact Us

Your Wishlist

Horse Sketch
₹2000.00
In Stock

Remove   Move to Cart

Create Your Account

Username

Email

Password   Show

Confirm Password   Show

☐ I want to **sell my handmade products** on this platform as an artisan.

By selecting this option, you'll get access to a seller dashboard where you can upload and manage your products.

Register

Already have an account? Login

Hello, subh 👋   ✏️ Edit Profile

🛒 Total Products	🛒 Total Orders	Recently Added
1	0	🔵 Horse Sketch ₹2000.00	Jul 10, 2025

Your Products   + Add Product