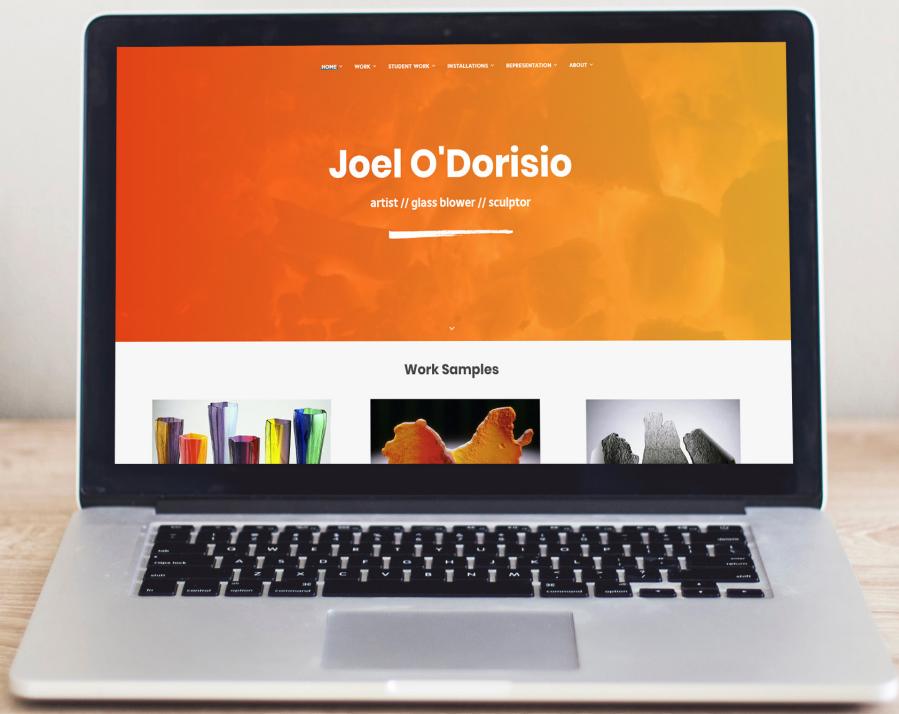


# PROPOSAL

## Website Redesign and CMS Implementation

October, 2017



Prepared for:  
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# 1 | WHAT I OFFER

Web technologies move rapidly, which means staying up to date can take a lot of time and energy. Producing high quality, well-designed websites is my passion and I do so with the latest standards. Choosing me for your project means that you are left with more time to focus on your artistic passions and get to spend less time worrying about keeping your digital identity up to date.

## Proposed Changes



### Built with WORDPRESS

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WordPress is one of the most popular content management systems (CMS) that is used on millions of websites around the world. It will enable you to quickly and effortlessly update and add images to your website, while producing a stunning visual experience for your users.



### Ensuring your SECURITY

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An SSL Certificate is included in all sites I develop, which establishes a secure connection between your website and its visitors. It builds trust of those that visit your site and it also helps with SEO rankings.



### Keeping it RESPONSIVE

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Your new website will not only look great, but it will also provide a pleasant user experience no matter what size device it is viewed on.



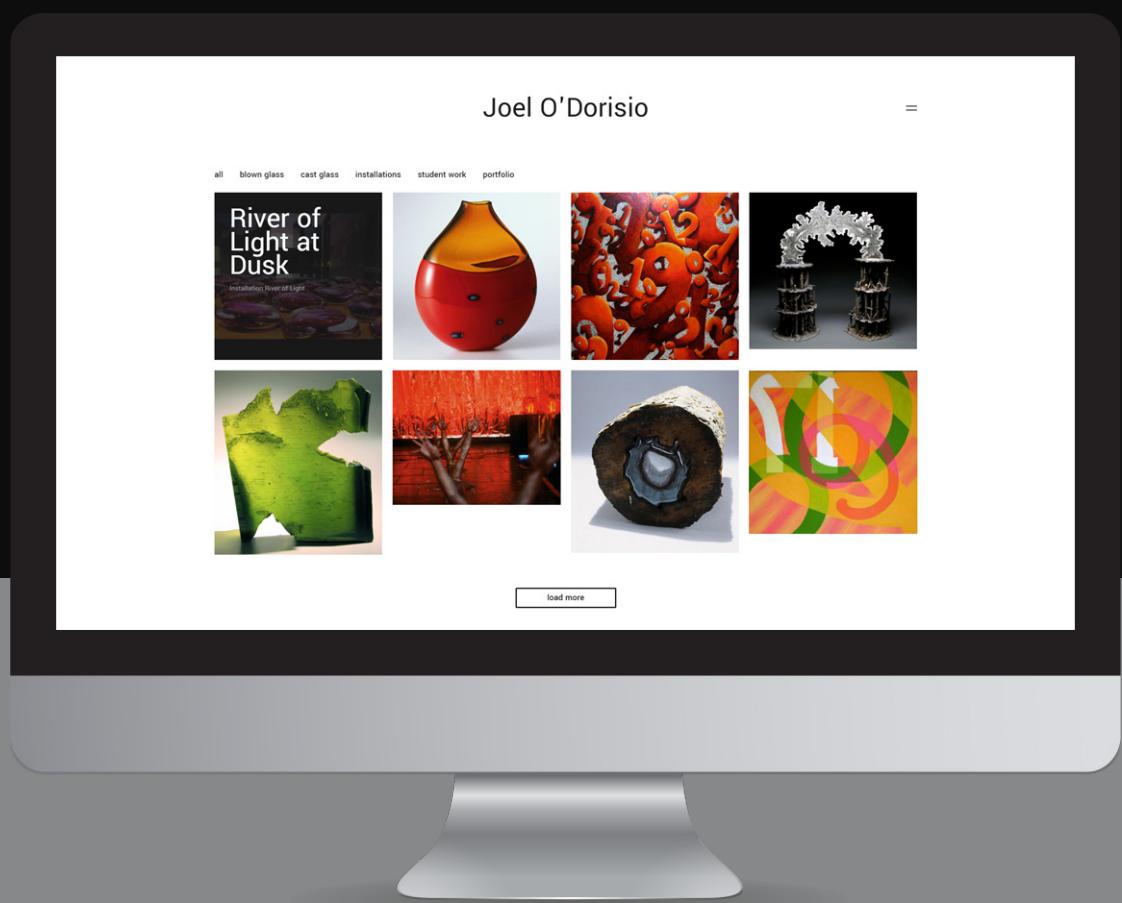
### Focused on DESIGN

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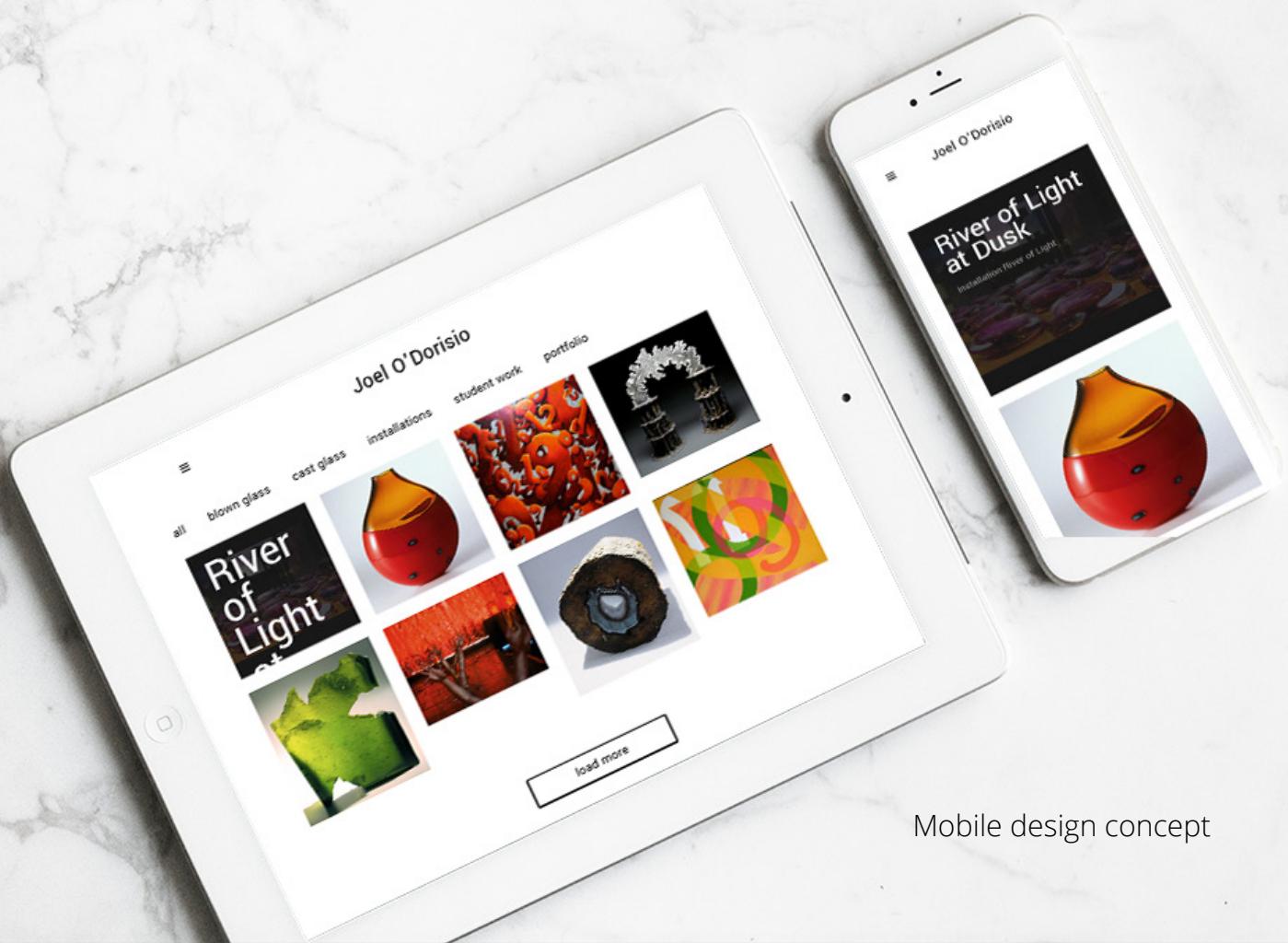
The main objective of this website is to showcase your work and creativity as an artist. With this in mind, the design will let your work speak for itself, without any distractions.

**DESIGN**

# CONCEPT #1



Though seemingly simple, this design puts all of the focus on your art. Users can select various categories of your work and the images will automatically rearrange, without having to leave the page. This design is unobtrusive and focuses on your work. Image size and arrangement is fully customizable to your liking.

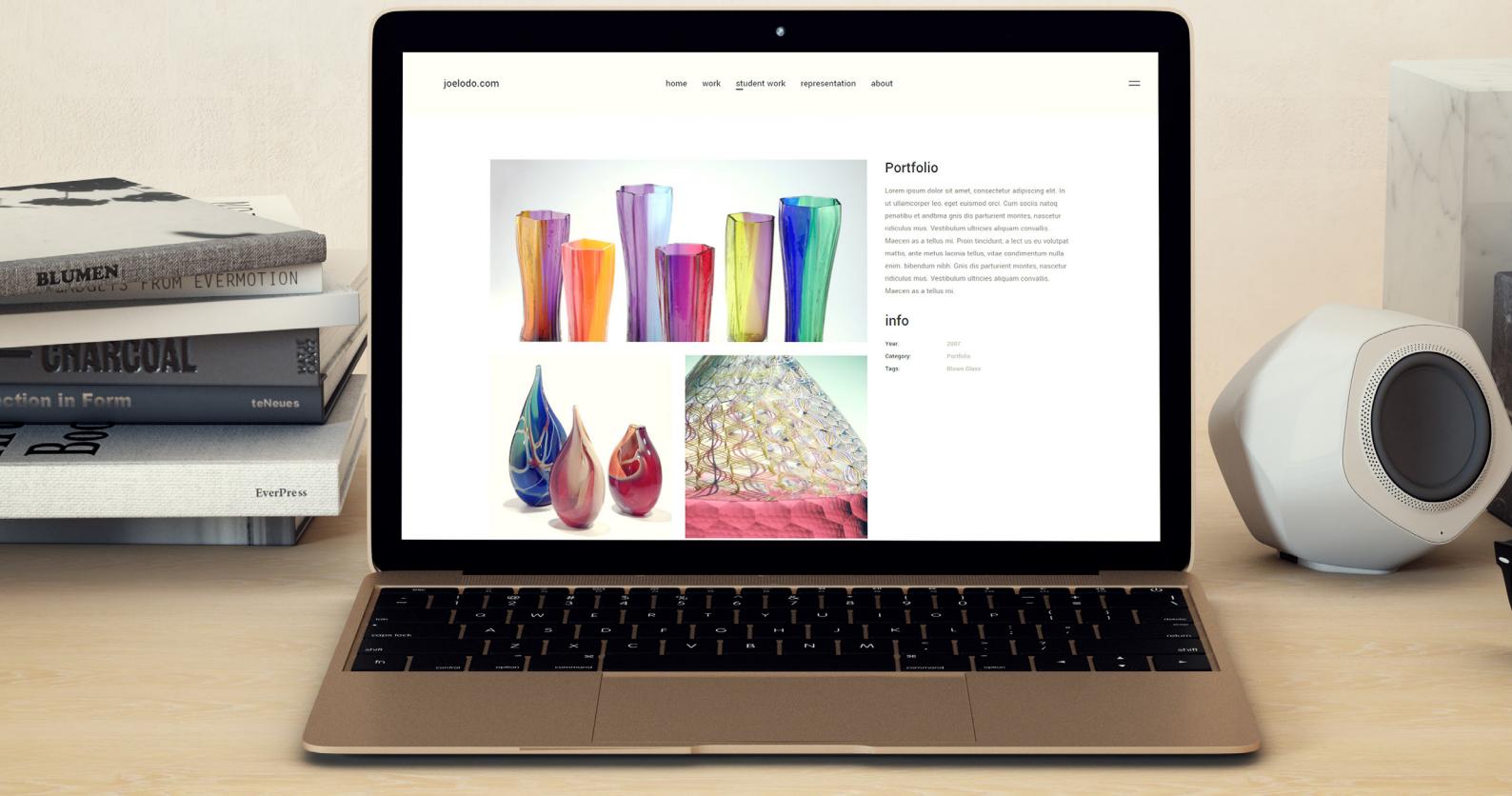


Mobile design concept

## CONCEPT 1 FEATURES

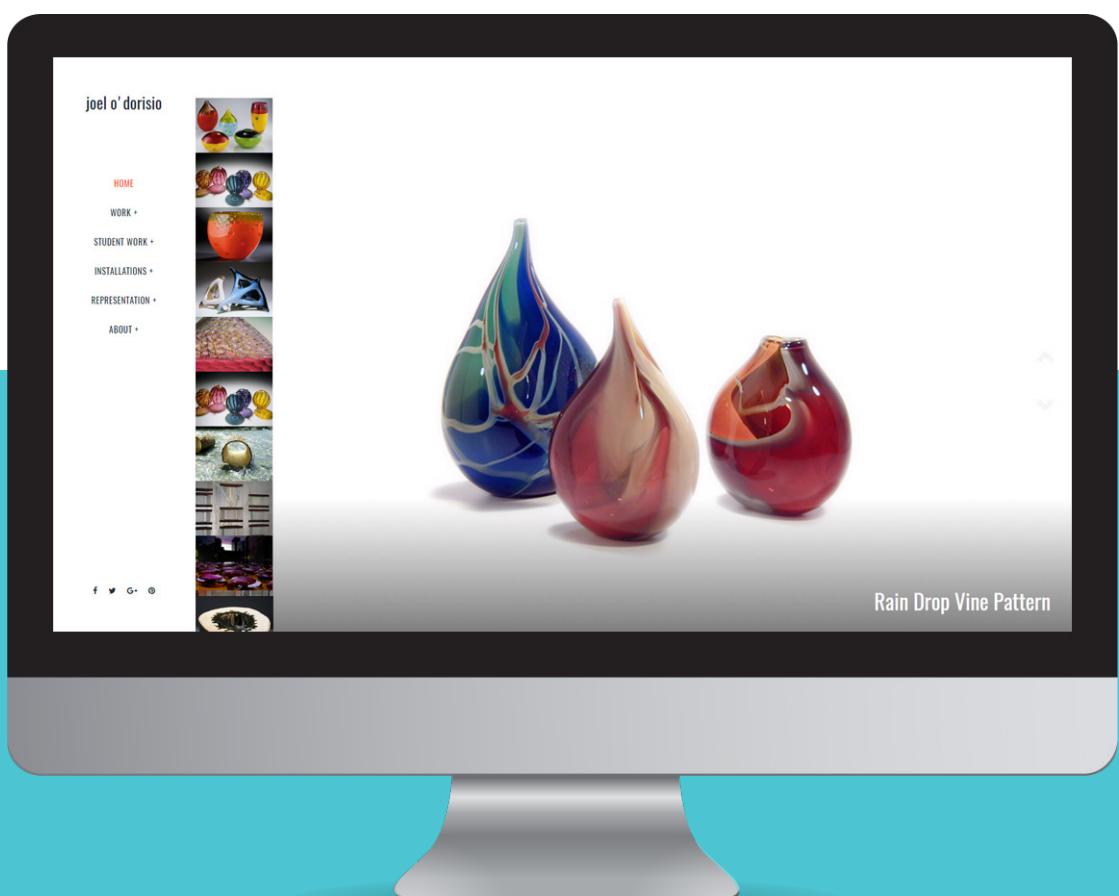
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- ✓ Minimalist design that focuses on your work.
- ✓ Variety of page layout and display options.
- ✓ Several page types for things like image galleries, single-project pages, and text focused pages (about me, teaching philosophy, etc).
- ✓ Manage site content easily using Wordpress' user-friendly dashboard.
- ✓ Subtle animations used throughout the site to make it feel modern but not distracting.



**DESIGN**

# CONCEPT #2



This design is bold and puts a big spotlight on your work. It relies heavily on images and instantly captures the attention of your visitors. The somewhat unconventional site layout makes this design feel fresh and unique. Much like the previous design concept, there is almost nothing that gets in the way of showing users your art. It features a variety of image galleries that allow sorting of different image categories (such as blown glass vs. cast glass) in several different styles.

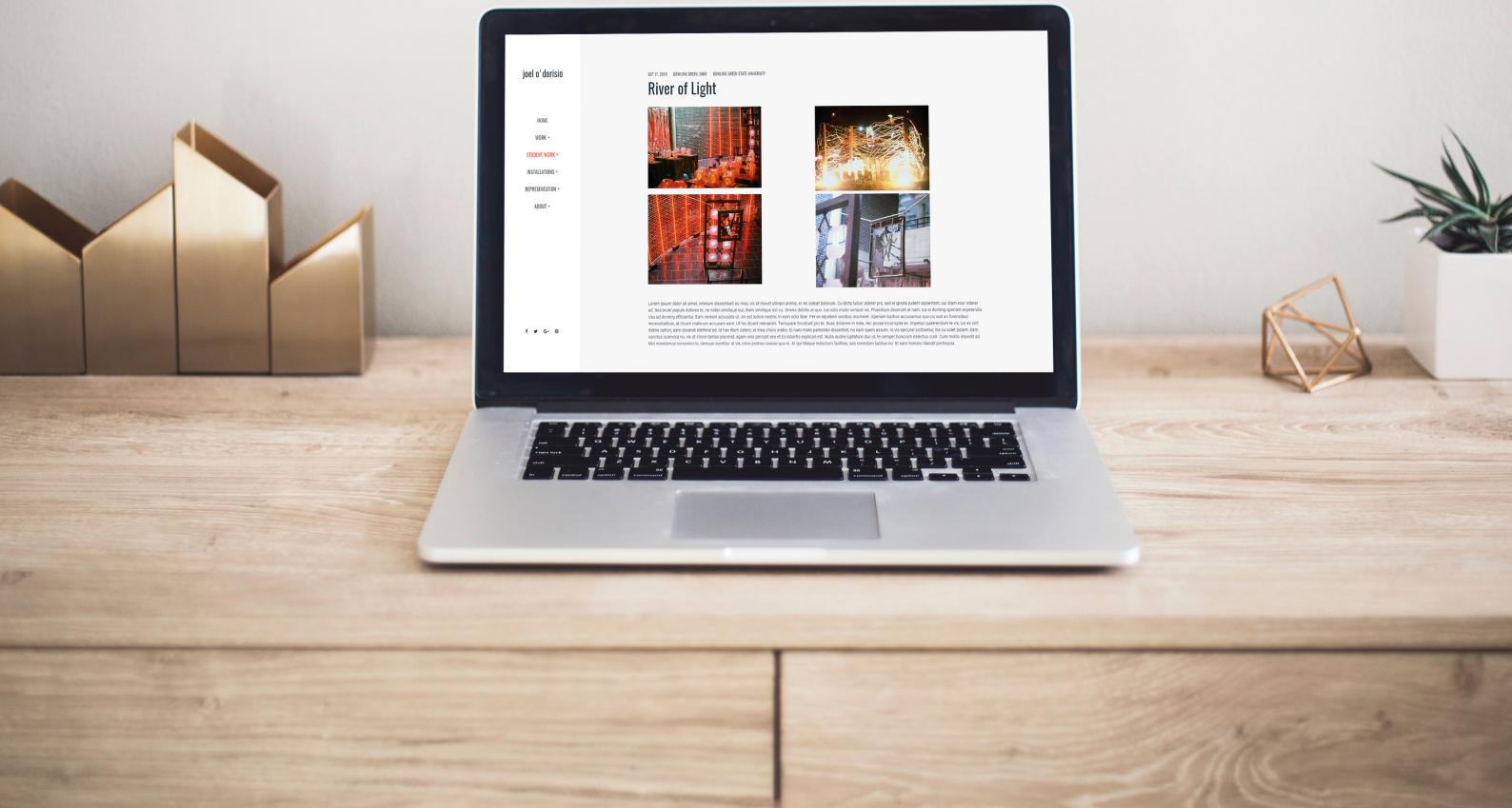


About Me Page Concept

## CONCEPT 2 FEATURES

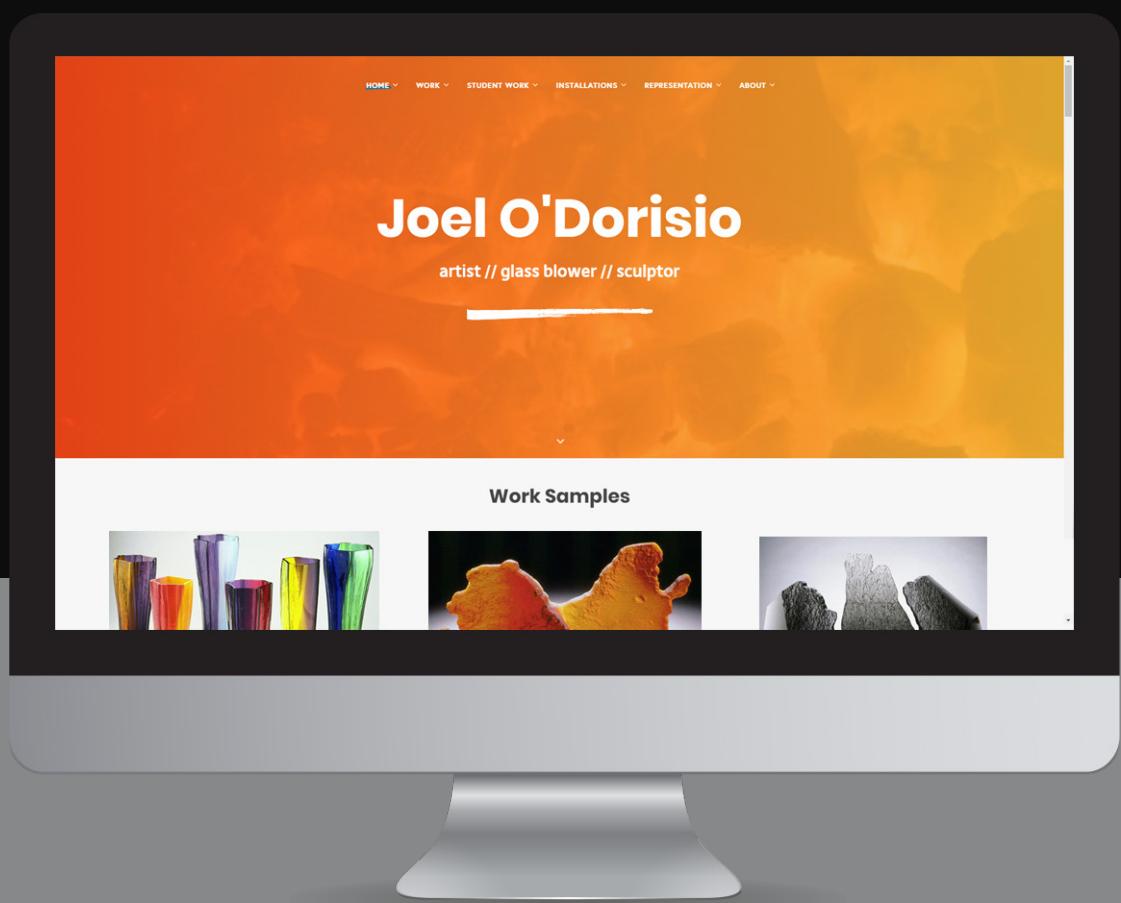
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- ✓ Unique site structure that helps you stand out
- ✓ Permanent sidebar to quickly navigate around the site.
- ✓ Variety of page layout and display options.
- ✓ Several page types for things like image galleries, single-project pages, and text focused pages (about me, teaching philosophy, etc).
- ✓ Manage site content easily using Wordpress' user-friendly dashboard.



**DESIGN**

# CONCEPT #3



This design concept has a large, colorful header introducing users to you and your work. Like the other concepts, it focuses on large images throughout the site. Display your work in a full screen gallery or on a tile layout. Easily create project-specific pages to detail the story behind each piece of work. Accent colors are a prominent feature in this design, which help draw users to what's most important.



## Blown Glass Collection 1

### About this collection —

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## CONCEPT 3 FEATURES

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- ✓ Colorful accents to accompany your artwork.
- ✓ Each project or installation could have an individual page that looks entirely different from other project/installation pages.
- ✓ Several page types for things like image galleries, single-project pages, and text focused pages (about me, teaching philosophy, etc).
- ✓ Manage site content easily using Wordpress' user-friendly dashboard.
- ✓ Subtle animations used throughout the site to make it feel modern but not distracting.



Single project page concept

## REGARDLESS OF DESIGN, I OFFER ALL OF THE FOLLOWING:



### RESPONSIVE DESIGN

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No matter what device - no matter what size, your website is going to look great.



### CUSTOMIZABLE

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I can fine-tune your website to exactly how you want it to look. If you do not like a certain color, font, or layout it can be changed.



### EASY MAINTENANCE

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Adding pictures or new pages to your site is a breeze, thanks to WordPress. I handle all of the technical tasks leaving you to quickly add and remove content as needed.



### UNLIMITED PAGES

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Some web developers charge for additional pages, but I don't. I will add as many pages as you need.



### UNLIMITED REVISIONS

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Within the first 6 months, I will make any changes or alterations to your site, including a complete redesign, if you are unhappy with the initial results.



### QUICK TURNAROUND

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After the initial payment, I will begin developing your site. You can expect a first-draft to review within a week and a completed site ready to launch within two.

## ADDITIONAL SERVICES I OFFER

Should you need them

Every project is unique and so are its requirements. Below is a list of additional services I offer, should you need them.



### PHOTOGRAPHY

- Product photography
- Portraits
- Image alterations



### DOMAIN & HOSTING

If you need or want to change your web hosting or domain, I can help.



### SITE MANAGEMENT

Never want to have to change or update a site yourself? I will do it for a low fee.



### ECOMMERCE INTEGRATION

Want to sell your work? I can add a storefront to your existing site.



### WORDPRESS TRAINING

Become a wordpress pro in just an hour or two with individual training.



### FILM PRODUCTION

Digital film production can help take your online presence to the next level.

## CONTACT ME

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