

FINAL REPORT

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➤ GOAL STATEMENT

Provide an innovative service to the client in art industry. Introducing innovative ways for buying the piece of art in an amusing way to the customer. Improve the understanding for the artist of customer's buying patterns . Increasing sales for the artist by introducing his/her work on global level and getting him/her well recognized by www.graffitienigma.com .

➤ BUSINESS CASE

This project is to initiate an innovative means for an artist (via web technologies) for promoting their business with the sale of their art . Improve the understanding of the customers about artist's work, helping an artist to increase the sales by www.graffitienigma.com .

➤ Objectives

1. Innovative website service .
2. Promote awareness of client's artwork .
3. Improve understanding of customer's buying patterns for client.
4. Increase art sales for the client .

🕒 FINAL CONTENT

I started building a website with the help of Wordpress as it is very flexible and easy to use . As soon as I installed the wordpress on my domain it gave my website a default theme . I changed the theme for my website and started working my up to building a good website .

Firstly I created pages for my website and then upgraded them with appropriate contents.

1. Home
2. About
3. My Work
4. Services
5. Contact

To create a page is very simple . In wordpress you have an option called "pages" , hovering on which will expand an option called "new page" . And that's how a new page is created . I have created five pages like this until now for my website. "Home" page is the main page for my website . As it is the page that represents my website I put in some time to make the page attractive .

To give the page good look and feel I installed some plugins for specific purpose :

1. Easy Google Fonts :

Its a easy and simple way to add google fonts to my wordpress theme.

2. Page Builder By SiteOrigin :

A drag and drop , responsive page builder that had simplified my work to build a website.

3. Spacer :

Adds a spacer button to the visual editor which allowed me to add precise custom spacing between lines in your posts and pages.

4. Title Remover :

Gives developer the ability to hide the title of any post, page or custom post type item without affecting menus or titles in the admin area.

5. WP Google Fonts :

The Wordpress Google Fonts Plugin makes it even easier to add and customize Google fonts on my site through Wordpress.

6. Contact Form 7 :

It allows developer to add the contact form for the user , using which user can send a message to web-site owner and the form essentially asks them for their name & e-mail address .

7. SiteOrigin Widget Bundle :

Allows developer to add beautiful feature like Virtual Map View for the address .

8. Logaster Logo Ganagerator:

Allows the developer to create new logos , the way they desire.

9. Lightbox Plus Colorbox:

Lightbox Plus Colorbox implements Colorbox as a lightbox image overlay tool for WordPress. [Colorbox](#) was created by Jack Moore of Color Powered and is licensed under the [MIT License](#).

Header:

As I said earlier , I have added the links to the five different pages which are Home Page , About Page , My Work Page, Services Page, Contact Page . I have also added the log to the site . I created the logo using the plugin '**Logaster Logo Generator**' . I have also added a button which links to the video.

I was able to make the video pop up on the whole main page with the help of plugin that I installed Lightbox Plus Colorbox . It has many features that can be applied on video. For Instance the transparency of the site when video is playing or the way video is popping up on the screen.

Home page:

So , in the Home page with the help of all the plugins I added the necessary things . I added the Background image with the help of visual editor . I edited the row , went into the design section and selected the background image , changed Background Image Display to cover and changed Row Layout to Full Width .

Then with the help of visual editor by going in text section I have written a code for Home-Headline , Home sub headline as well as created two buttons . Then on the same page I have created another row added an widget called visual editor and edited the row in three different columns . I used three different logos for three different columns ! I used three columns for different purposes: Services , My Work and Contact respectively . Wrote the code for three buttons for the above things . Buttons have the hyperlinks which will redirect you to the respective page .

About Page:

Then for the "About" page I have gathered the data about the client with a piece of his art work and organized it on the page . It gives the customer a brief idea about the Artist ,his work and qualifications, participations and his private collections of art in different countries. No special plugin was needed for this page .

My Work Page:

On this page I inserted the images of the work artist has done . With the Images of his work I described the significance of the art-piece . I added the description for each piece of the art in an artistic manner. I arranged the page in such a way that it shows the description of the image by artist's perception and the actual image of the art under the description.

To do so , I had to add six rows overall in the page . For the first , third and fifth row, I divided the rows into three columns respectively . Then I added the 'visual editor' widget in the middle column of each row . With the help of visual editor I was able to add the text on the page with desired font size & type .

Then for the second , fourth and sixth row, I added the Background Images of the work by artist. I made it sure that the Background Image Display is changed to 'cover' and row layout is changed to 'full width' so that the image would cover the whole the whole row. Then I added the 'visual editor' to each of these rows and with the help of which I could use the 'spacer' plugin . I kept the spacer height to 600 pixels because of which users will be able to see the images of the art work.

Services Page:

For the services page , I added the service called 'Support Center Support Ticket Service' . It's a free service available on the internet that we can use . It is helpful to get to know the problems or issues that are faced by the customer .User can go on the service page and create a ticket . It asks them for the topic they need help for , asks for the email address as well as the full name & phone number . Then at the bottom , user can describe the issue .

The service send an automated reply ,so the customer knows that their issue have been correctly submitted. This service also provides user with facility the check the status for the ticket they had generated . When the user creates a ticket , this service sends the developer or the owner ,the email with the details of user and the message they had typed in . And the Owner can reply back to the user by the e-mail or phone . This is the service that is in working 24*7

Contact Page:

On the Contact page , I have provided the address of the artist .To make this page interesting and more helpful , I have added the virtual map for the address too. Email address , Phone number have also been added. I have also created the contact form for the users , customers which asks customer for their name , email address and message they want to send to the web-site owner regarding their interest . I have also inserted an background image to keep things interesting.

To do so I had to create two rows . In first row I have added 'SiteOrigin Google Maps' widget . This is the widget which provides developer to add the virtual map of the desired address . I made sure the row layout is set to 'Full Width Stretched' . Because of this the map for your address will be stretched throughout the row .

And for the second row I have created two columns on that row with the ratio 70% to 30% . Then on the column with 70% portion of the column I have created two rows and added one widget twice . Visual editor is the widget that I have added twice . In the first row among the two rows with the help of visual editor I have added the text which is email address , phone number and address of the artist . Then on the second row I have inserted a background image . I made sure that the background image Display is set to cover , so that it would cover the whole row. With the help of spacer I gave the height to the image.

After doing that I created a new row on the remaining 30% of the column . I added the visual

editor widget to the row. Now , since I initially added the plugin that is 'Contact form 7' , I have the code for creating the entire contact form. So , I implemented the code into the row and modified the email address . It is easily done by visual editor . And there you go , we have a whole contact form into our web-site.

Footer:

On the footer I have added the links to the four different pages which are Home Page , About Page , Contact Page , Credits page . I have also inserted the icons of Facebook and twitter linking to the artists' own account of individual web-site .

To add the links to the icon of different web-account , I went to the customization tab on the dashboard then chose the social tab , modified the social account setting for the required web-sites. Then using the 'logomakr website' I created the logos for respective websites which I was going to use. .

Conclusion

The web-site provides an innovative service to the client in art industry. It provides innovative way for buying the piece of art in an amusing way to the customer where they can take a look at the piece of art and contact directly to the artist for further enquiry. The web-site Improves the understanding for the artist, of customer's buying patterns so artist can work on the specific type of artwork which sells more. Increasing sales for the artist by introducing his/her work on global level and getting him/her well recognized by www.graffitienigma.com .

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