



# Proposed Website: — Gulf Coast Gallery

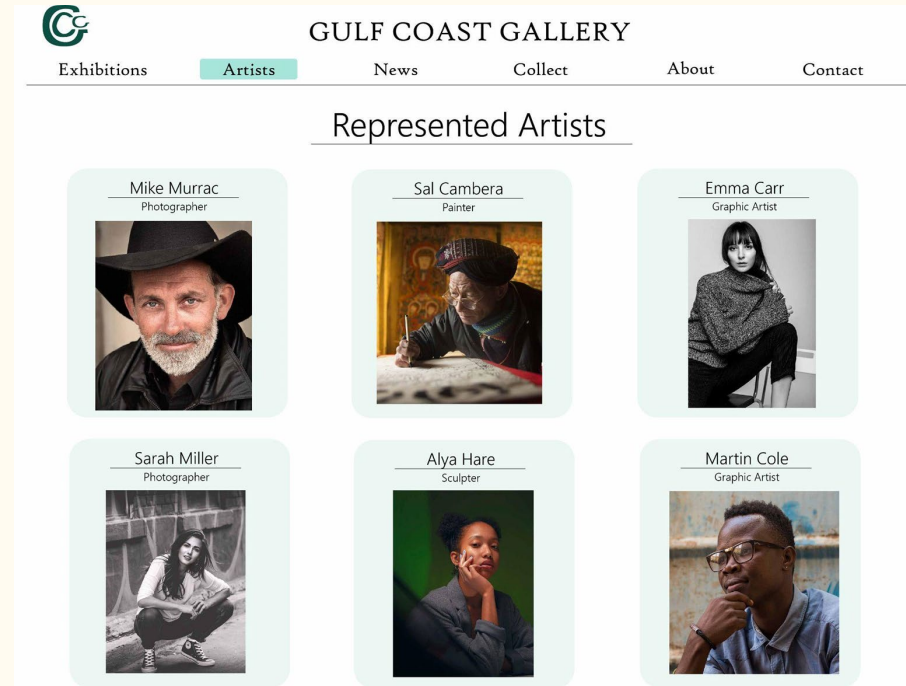
By Claire Smith

# Executive Summary

Gulf Coast Gallery is a website dedicated to promoting its affiliated Tampa based art gallery. This gallery has a particular interest in supporting local Florida artists, as well as those who come from an international background, in order to showcase Florida's diverse heritage. Florida is becoming a major art capital in the world, with the influence of leading art schools nearby such as SCAD and Ringling, and growing prestige from the international community, such as with the major art fair Art Basel occurring every year in Miami. The Florida art market is growing, and the Gulf Coast Gallery hopes to discover and support the artists who will be leading it. In order for its artists to achieve significant recognition, the Gulf Coast Gallery's website will be a driving force for advertisement, and outreach to customers. Building a brand for each artist, and showcasing their experiences, methods, and messages is very important. Promoting the exhibitions, auctions, and fairs the gallery will be participating in is another major focus of the website. Anticipation for events, and excitement will increase attendance at the gallery, where most sales are made in person.

# Goals of the Website

- To cultivate a brand for our represented artists
- To showcase available artwork and artist publications for consumers
- To deliver news about upcoming events
- To showcase artwork and artists through articles
- To engage the users with the artists and events, to help further develop a relationship with the gallery
- To share news related to the gallery, artists, or the art world



# The Users

The primary user of the website will be consumers. Buyers are often educated and wealthy individuals. A prominent subcategory of buyers is collectors, who collect for aesthetic value, or financial investment as many millennials now are. However there are other buyers such as museums, interior designers, and individual consumers, who often discover artwork through art fairs, gallery viewing, and social media.



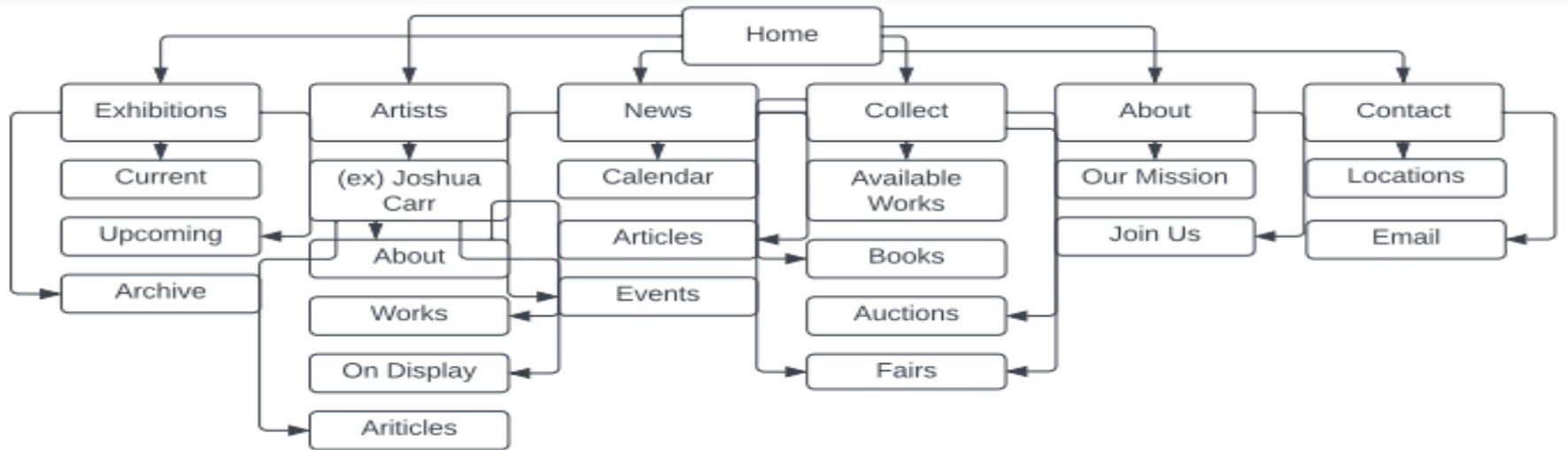
# The Artists

The represented artists, as well as non-represented artists will be another user of the website. Artists can come in many forms, however, I believe a good portion will be recent college graduates and millennials, due to Florida's proximity to a few renowned art schools such as the Savannah and Ringling colleges of art and design, as well as closeness to Disney and Universal, which hire hundreds of beginner artists. Older artists are also another demographic, as Florida is known for its retirement communities. Artists often support other artists through purchasing their work, so artists themselves can be target consumers.



# Navigation

Designing the navigation of the site was one of the most difficult tasks. During the research process, I discovered that many gallery sites had extensive navigation systems, and often used different verbiage for the same topics. Many galleries also had navigation buttons for their campaigns or magazines that used site-specific jargon. I chose to use some of the most common topics, and considering the scope of my project, felt the need to limit the number of primary and secondary navigation options. The result is a simple, straightforward navigation system, that is not overwhelming with information.





# Wireframe: The Home Page

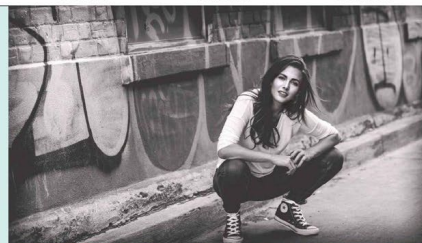
The home page of Gulf Coast Gallery features a scrolling news feed of recent articles and events. Often the gallery features artist spotlights to showcase one of its represented artists. Exhibition announcements are also shown here. From the home page, users can access the main navigation bar at the top to get to various pages on the site. To go back to the main menu, users can click on the gallery title, or the icon on the top left.



## Artist Spotlight

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna lorlorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum inure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisis.



## Gallery Event

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna lorlorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum inure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisis.



## Behind the Mask

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna lorlorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum inure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisis.



## The Photography of Mike Murrac

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna lorlorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum inure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore



# Wireframe: Exhibitions

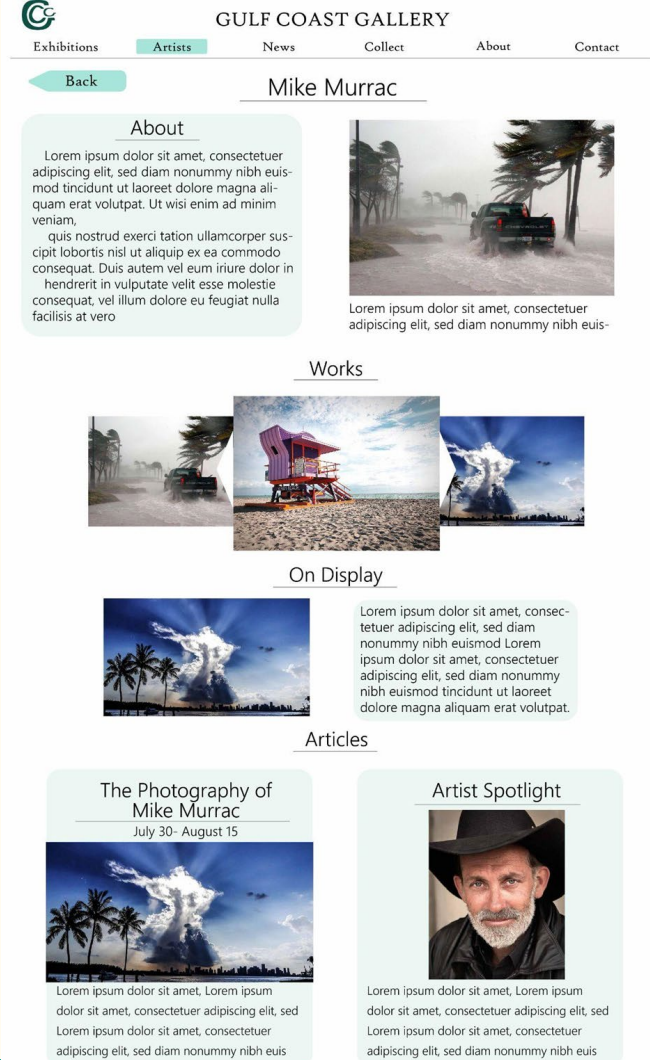
These wireframes show how user interaction with the navigation system appear. Hovering over a primary navigation button will highlight it in aqua, and revealing the drop down menu, and hovering over an item in the second menu underlines it. Current exhibitions features two previews of articles featuring what is currently on display at the gallery. By clicking a preview box, the user is taken to the main article, where they can get further information. A back button on the article side will take the user back to the current exhibition page. The top navigation tab, being the Exhibitions tab, is highlighted on the navigation bar.





# Wireframe: Artist Page

Each artist's page features a variety of content. The topmost content being the About section, and a featured art piece with a footnote holding its information. These are shown above the fold of the page, seen in the image below. Other features on the page include a carousel of the artist's works, any artwork or exhibition currently on display, with a short excerpt beside it, and articles that showcase the artist in some way. A back button at the top leads to a page listing the represented artists in previews. The Artist button at the top navigation is the only navigation that doesn't feature a second navigation menu. Instead, users are taken straight to the Represented Artists page to view a list of the artists.



# Conclusion

The Gulf Coast Gallery strives to create a professional website to bolster their high art gallery through the involvement of users. The website will be used to advertise events, showcase artists and artwork, and to sell pieces. A sophisticated website design with a suitable navigation system is necessary to convey the level of prominence the gallery seeks in the art community. These are my recommendations for a sleek, modern design that will help users to navigate the website, and explore the culture that Gulf Coast Gallery supports.

