

Website Brief

The general idea of this website is to show 2 main businesses of my company, which are: art outsourcing services, and online art training (we've never done this part before. It's new).

When a user visits this site, he will see Page 2 first. From there, he can choose to browse either outsourcing pages or the art school pages.


The main color theme of outsourcing pages is black (it looks more professional.). For outsourcing site, it is quite simple. It basically shows what we have done, whom we have work with and hopefully when someone sees these, he will place an order with us 😊. The viewers of outsourcing are mostly companies.

The main color theme for art school is white(it looks more friendly). This site is a little more complicated than outsourcing. The viewers of art school are mostly students who want to learn CG. It shows our courses, our teachers (and their works) and our free tutorials. Viewers can apply for free trails, or buy courses.


I've made layout for each page and attached reference websites. The reference websites are important. You can basically follow that direction and make some tweaks if you want. I don't look for something super creative, though that will be nice. If it takes too much time and efforts to be "creative", then you can definitely save that time.

I used a lot of text boxes in the layout, but actually they don't have to look like a box. My idea is just to categorize various contents. I also shrink the proportion of all the pages. It looks like everything is in one screen, but actually they are not. Most pages should be able to scroll down.

We will prepare all texts and pictures here. You can leave them empty or have some placeholders. My cousin can do all the things left after he has the html files. His problem is that he don't how to do design works...



Welcome to GAS (4-5 big pictures)



Outsourcing

Art School



This is the page that will appear after you click “Outsourcing” on Page2...
Reference website (<http://www.conceptarthouse.com/>)

Fixed Navigation Bar (always display when scrolled up or down). Please read Page 7 before working on this navigation bar)

GAS Logo

Home

Projects

Testimonials

About

Contact

4-5 Big Pictures (whole screen pictures, like the reference)



A paragraph to describe “What we do”

Learn more about us
(jump to the same page when you click “About” in
the navigation bar)

Our Clients
(client company logos)

Social Links
(WeChat, Weibo, Facebook, LinkedIn....TBD)

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This is the page that will appear after you click “Projects” on navigation bar
ref: <http://www.conceptarthouse.com/portfolio/>

GAS Logo

Home

Projects

Testimonials

About

Contact

PROJECTS

(With a background picture)

Project A Logo

Project B Logo

Project C Logo
And so on...

Project A Logo

Thumb 1

Thumb 2

Thumb 3

Thumb 4

Thumb 5

Thumb 6

Back to top

When a thumb is clicked, a bigger picture will pop up. Background goes dark.

Project B

Project C and so on....

Social Links
(WeChat, Weibo, Facebook, LinkedIn....TBD)

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This is the page that will appear after you click “Testimonials” on navigation bar...
ref: <http://www.conceptarthouse.com/testimonials/>

GAS Logo

Home

Projects

Testimonials

About

Contact

TESTIMONIALS

(With a background picture)

Client A
Logo

A paragraph of kind words written by our clients

Client B’s Testimonials

Client C’s Testimonials and so on...

Social Links
(WeChat, Weibo, Facebook, LinkedIn....TBD)

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This is the page that will appear after you click “About” on navigation bar...

GAS Logo

Home

Projects

Testimonials

About

Contact

About Us

(With a background picture)

A paragraph of company introduction

Our services

Concept art (with a short paragraph of introduction)

Ref: <http://www.conceptarthouse.com/services/>

2D arts (with a short paragraph of introduction)

Animations (with a short paragraph of introduction)

UI & UX Design (with a short paragraph of introduction)

3D Modelling (with a short paragraph of introduction)

Social Links

(WeChat, Weibo, Facebook, LinkedIn....TBD)

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Concerning “CONTACT” on the navigation bar

The last button on the navigation bar is “Contact”

I wonder if it's possible to do like this:

<http://massiveblack.com/>

When click “Contact” on the upper right corner, a page will slide in from top (or any direction). On this page, people will see our contact information and meanwhile, they can fill in a form to send to us for inquiry.

If it is possible to do, then we want to take “Contact” away from the navigation bar. Make it as a separate button on the upper right corner of the page (it needs to be a little more eye-catching than normal button).

If it is not, or takes too much time, then let's stick to the original navigation bar. That's totally fine.

The next page is how the “contact” page will basically look like.

(ref: <http://www.conceptarthouse.com/contact/>)

Contact Us

(With a background picture)

Contact Info

Business cooperation
Email #1

Jobs/Career
Email #2

Art school application
Email #3

General
Email #4

Name

Email

Subject

Message

Send

Social Links
(WeChat, Weibo, Facebook, LinkedIn....TBD)

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When HOME is clicked, it will return to Page 2

This is the page that will appear after you click "ART School" on Page2...

Ref: (<http://www.fangao.cc/>) (<http://www.apple.com/>)

Everything in Art School pages is in Chinese. I use English just for you to understand.

GAS Logo

Home Courses Teachers Tutorials FAQ Free Trial Buy Course

4-5 Big Pictures to show slogan, courses, teachers, video tutorials

All Courses

Free Tutorial

Free Trial

Courses (I know many of my layouts are ugly, you are welcome to make them look better ☺)

Course A

Course B

Course C

Course D

Teachers

Teacher A

Teacher B

Teacher C

Teacher D

A paragraph of introduction. Who we are? What we do? Blar blar...

Our features

What you can get
from here

How to choose the
right course

Each button consists 1 image and
some texts. Click any button will
jump to FAQ page

How to Apply free
Trial

How to buy

Contact Us

More FAQ

Social Links

(WeChat, Weibo, Facebook, LinkedIn....TBD)

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This is the page that will appear after you click “Courses” on navigation bar...

Ref: (<http://www.fangao.cc/>)

GAS Logo

[Home](#) [Courses](#) [Teachers](#) [Tutorials](#) [FAQ](#) [Free Trial](#) [Buy Course](#)

Our course is totally different from others, because:

1. We have so much free stuff for you to learn. Even without paying, you can already learn quite much about CG.
2. If you decide to pay for our courses, you don't have to commit a lot of money and time at the beginning. You can choose a small session which only takes several lessons to finish.
3. Once paid, you can access the same courses over and over in your lifetime.

Check our courses to see why they are different:

Course A

Course B

Course C

Course D

Social Links

(WeChat, Weibo, Facebook, LinkedIn....TBD)

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This is the page that will appear after you click “Course A” on Page 11...

Ref: (<http://www.fangao.cc/>)

GAS Logo

[Home](#) [Courses](#) [Teachers](#) [Tutorials](#) [FAQ](#) [Free Trial](#) [Buy Course](#)

Course A (background picture)

[Schedule](#)

[Syllabus](#)

[Teacher](#)

[Apply for free trial](#)

[Buy](#)

Schedule (break down by Phases)

Syllabus

| | |
|---------|---------------------------|
| Phase 1 | Content text and pictures |
| Phase 2 | Content text and pictures |
| Phase 3 | Content text and pictures |
| Phase 4 | Content text and pictures |

| |
|--------------------------|
| Check for free resources |
| Check for free resources |
| Check for free resources |
| Check for free resources |

| |
|-----|
| Buy |
| Buy |
| Buy |
| Buy |

Teachers (when teacher’s picture is clicked, jump to teacher’s portfolio page)

[Teacher A pic](#)

[Teacher B pic](#)

Student’s work (doesn’t make sense at the beginning because we have none. But it’s better to leave the space)

Social Links
(WeChat, Weibo, Facebook, LinkedIn....TBD)

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This is the page that will appear after you click “Teachers” on navigation bar...

Ref: (<http://www.fangao.cc/>)

GAS Logo

[Home](#) [Courses](#) [Teachers](#) [Tutorials](#) [FAQ](#) [Free Trial](#) [Buy Course](#)

Our Teachers

Teacher A

Teacher B

Teacher C

Teacher D and so on

Social Links

(WeChat, Weibo, Facebook, LinkedIn....TBD)

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This is the page that will appear after you click “Teacher A” on Page 13...

Ref: (<http://www.fangao.cc/>)

GAS Logo

[Home](#) [Courses](#) [Teachers](#) [Tutorials](#) [FAQ](#) [Free Trial](#) [Buy Course](#)

Teacher A Name

A small picture

A short paragraph of introduction, or something more interesting, something more graphic (such as abilities in games. Not necessary)

Teacher A's works

Teacher A's works

Teacher A's works

Social Links

(WeChat, Weibo, Facebook, LinkedIn....TBD)

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This is the page that will appear after you click “Tutorials” on Navigation bar...

Ref: (<http://www.fangao.cc/?portfolio=饭糕教学视频-156>)

GAS Logo

[Home](#) [Courses](#) [Teachers](#) [Tutorials](#) [FAQ](#) [Free Trial](#) [Buy Course](#)

Today's Recommended Tutorials (4-5 images)



Category A

Tutorial 1

Tutorial 2

Tutorial 3

Category B

Tutorial 4

Tutorial 5

Tutorial 6

Social Links

(WeChat, Weibo, Facebook, LinkedIn....TBD)

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Play tutorial

When a tutorial is clicked, a window will pop up to play video. Backgrounds goes dark.

All videos will be stored on and played from Youku.com or Tudou.com.

The video window can look like this as well: <http://www.fangao.cc/portfolio/饭糕教学视频-4>

Concerning “Free Trial”

A table will pop up when you click “Free Trial” or “Apply for free trial”

| | | |
|--|--|----------------|
| | Talk with us on QQ | Open QQ Talk |
| | Leave us your contact so that we can get in touch with you | Input and send |

Concerning “FAQ”

GAS Logo

[Home](#) [Courses](#) [Teachers](#) [Tutorials](#) [FAQ](#) [Free Trial](#) [Buy Course](#)

Question List

Q:

A:

Q:

A:

Q:

A:

Social Links

(WeChat, Weibo, Facebook, LinkedIn....TBD)

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Concerning “Buy Course”

It looks like this: <http://fangaobuy.strikingly.com/>

There are two ways to buy:

1st, user chooses courses, fill in their information, and proceed payment through Alipay

2nd, user goes to our taobao shop to buy courses

Ending

That's basically everything.

If there is something that is not mentioned, you can do whatever you like. Or ask me any time.

I might add something more, but I'm pretty sure that I won't delete anything from here.

Once again, my expectation for this website is quite simple: straight forward and neat. It doesn't have to be very creative. I hope this site will be liked by young people, like 90s' or 00s'.