

Daniel Falzon

Task 2

5.1A

Project Idea

Art Portfolio website

My website idea is to make my own art portfolio website. The website will be about showcasing my unique style, themes and skill its also to share how i get inspired in my art and to show some behind the scenes of some of my work

The purpose of the website will be about showcasing my art to attract opportunities like job offers or collaborations. It will also be used to showcase my work professionally it will also help me to build my brand and online presence

Target Audience

User Personas

Student

name: Sam Parks

Age: 19

Occupation: First-Year Illustration
Student

Location: Toronto, Canada

Tech Comfort Level: High

Why He Needs the Website:

In order to construct his own portfolio, Sam wants to observe how professional portfolios are organized.

He searches for ideas for layout, project classification, and writing advice on art.

He also wants to know how artists promote themselves on the internet.

Frustrations with Similar Websites:

Excessive animations and intricate designs detract from the product.

Absence of process parts or artist remarks.

He couldn't browse on his phone using a mobile-friendly version.

Target Audience

User Personas

Client

name: Chloe Ramirez

Age: 31

Occupation: Small Business Owner /
Brand Designer

Location: Austin, Texas

Tech Comfort Level: High

Why she Needs the Website:

For a unique artwork for her company, Chloe is
trying to find an artist.

She looks through portfolios to locate someone
who shares her aesthetic.

She favors artists who are transparent about their
commission availability and costs.

Frustrations with Similar Websites:

unclear information on commissions or services.
portfolios that haven't been updated in years or
outdated material.

There is no way to search or filter by media or
style.

Target Audience

User Personas

Gallery Owner

name: Grace Thompson

Age: 45

Occupation: Contemporary Art
Gallery Curator

Location: New York, NY

Tech Comfort Level: Moderate

Why she Needs the Website:

Grace is constantly looking for up-and-coming artists to include in her next shows.

She looks at artist portfolio websites to assess professionalism, uniqueness, and consistency.

She must get in touch with artists as soon as possible to see whether their work aligns with her gallery's mission.

Frustrations with Similar Websites:

Cluttered layouts that make it hard to focus on the art.

No contact info or unclear artist bios.

Slow-loading image galleries or confusing navigation.

Design Planning

SiteMap



Design Planning

StyleGuide

Secondary/Accent Colors:

(Accent Color 1 - Hover effects, links, buttons)
#9A8C98 – Dusty Lavender

(Accent Color 2 - Icons, borders, highlights)
#C9ADA7 – Warm Blush Pink

(Buttons/Hover Effects)
#22223B – Deep Indigo

#d9d9d9 – Light Grey (Subtle highlights,
secondary text)

Neutral Colors:

#E0E0E0 – Light Grey (Section separators,
borders)

#888888 – Grey (Inactive text, placeholder text)

Color Palette

Primary Colors:

(Background)
#000000 – Black

(Text & Highlights)
#FFFFFF – White

Design Planning

StyleGuide

Body Text & Descriptions:

Font:

Inter,
Open Sans,
or
Lato

(Sans-serif – Clean, modern)

Style: Regular, Sentence case

Size: 16px–18px for easy readability

Typography

Headings (H1–H4):

Font:

Playfair Display
or
Merriweather

(Serif – Elegant, artistic tone)

Style: Bold, Title Case

Example: “Featured Projects”

Example: “Featured Projects”

Navigation & Buttons:

Font:

Lato
or
Inter

Style: All caps, Medium weight

Example: “VIEW PORTFOLIO”

Example: “VIEW PORTFOLIO”

Design Planning

Layout & Spacing

Grid System:

12-column responsive layout with ample white space

Artwork should breathe—use large padding (at least 40px between major sections)

Section Layouts:

Hero Section with full-width image or featured artwork

Masonry or Grid layout for portfolio pieces (2–4 columns depending on screen size)

Side-by-side layouts for About + photo or process sections

Design Planning

Imagery & Media

Imagery and media:

Use high-resolution images with compression for fast loading

Enable lightbox viewing for full-size artwork

Add alt text for accessibility and SEO

Design Planning

UI Elements

Navigation Bar:

Sticky header for quick access

Mobile hamburger menu for smaller screens

Clear, minimal menu: Home | About | Portfolio | Commissions | Contact

Buttons:

Rounded corners (8–12px radius)

Hover: subtle color shift or underline animation

Example: View More →, Request a Commission

Forms:

Simple, clean with labeled fields

Include message box + upload option (if relevant for commissions)

Design Planning Accessibility Considerations

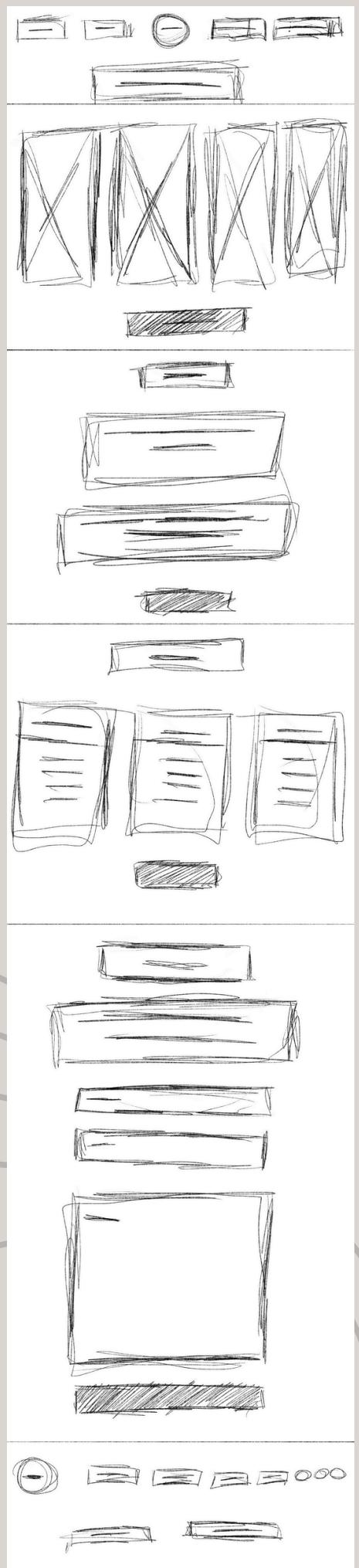
Accessibility:

Keyboard-navigable menus and forms

Responsive design for all screen sizes

High color contrast (especially text/background)

1

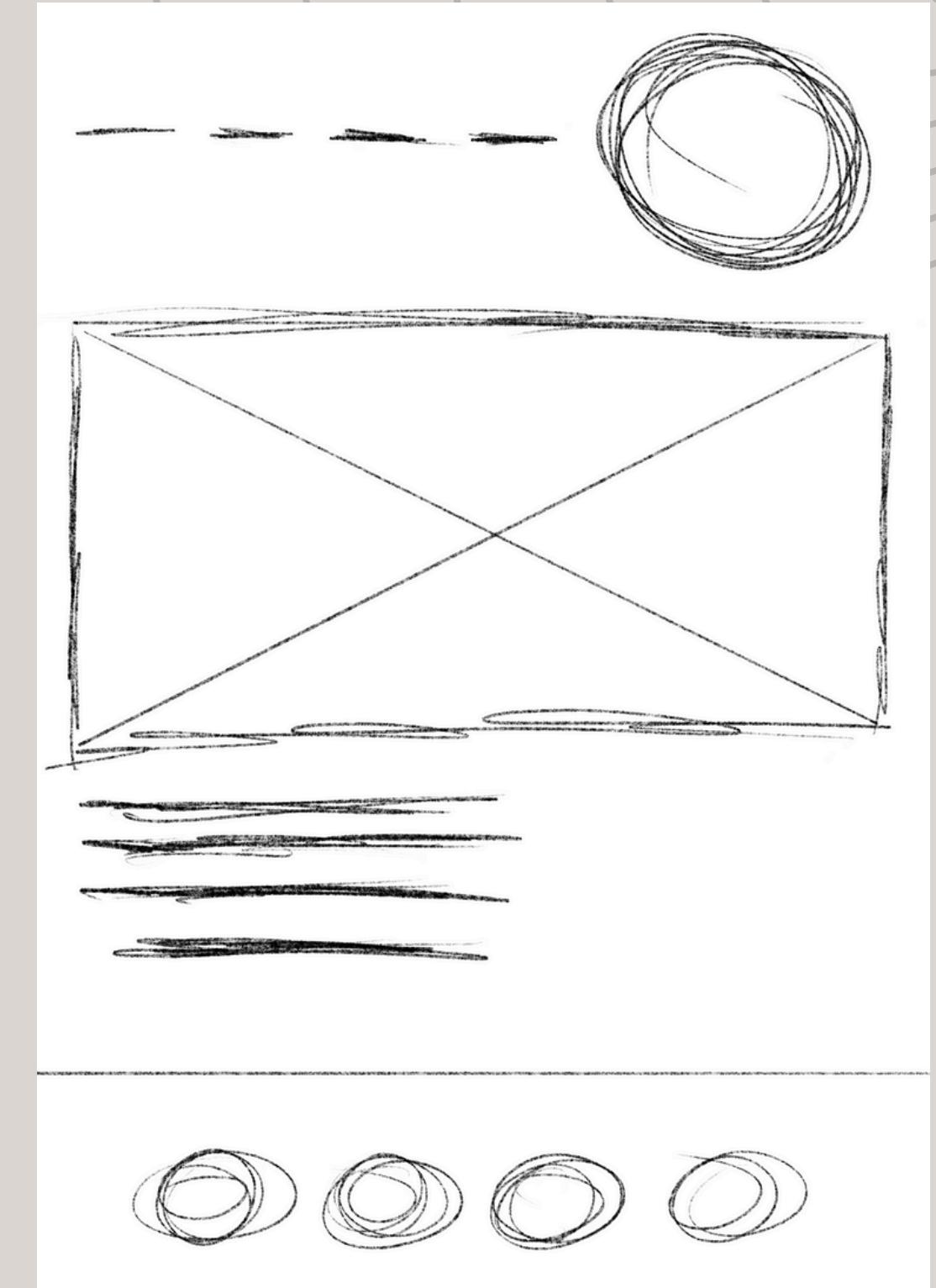


Design Planning

Low fidelity wireframes

Home Page

2



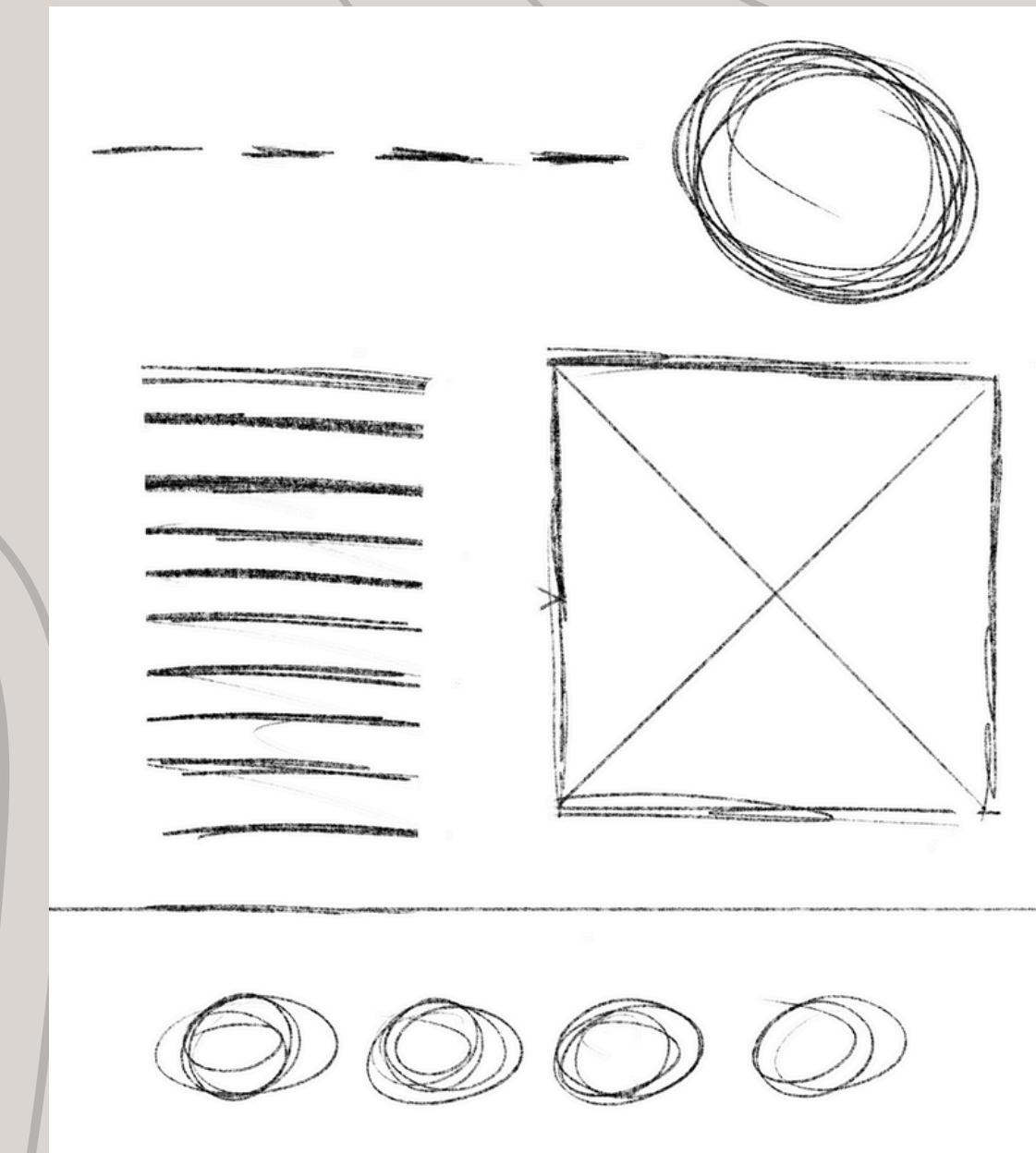
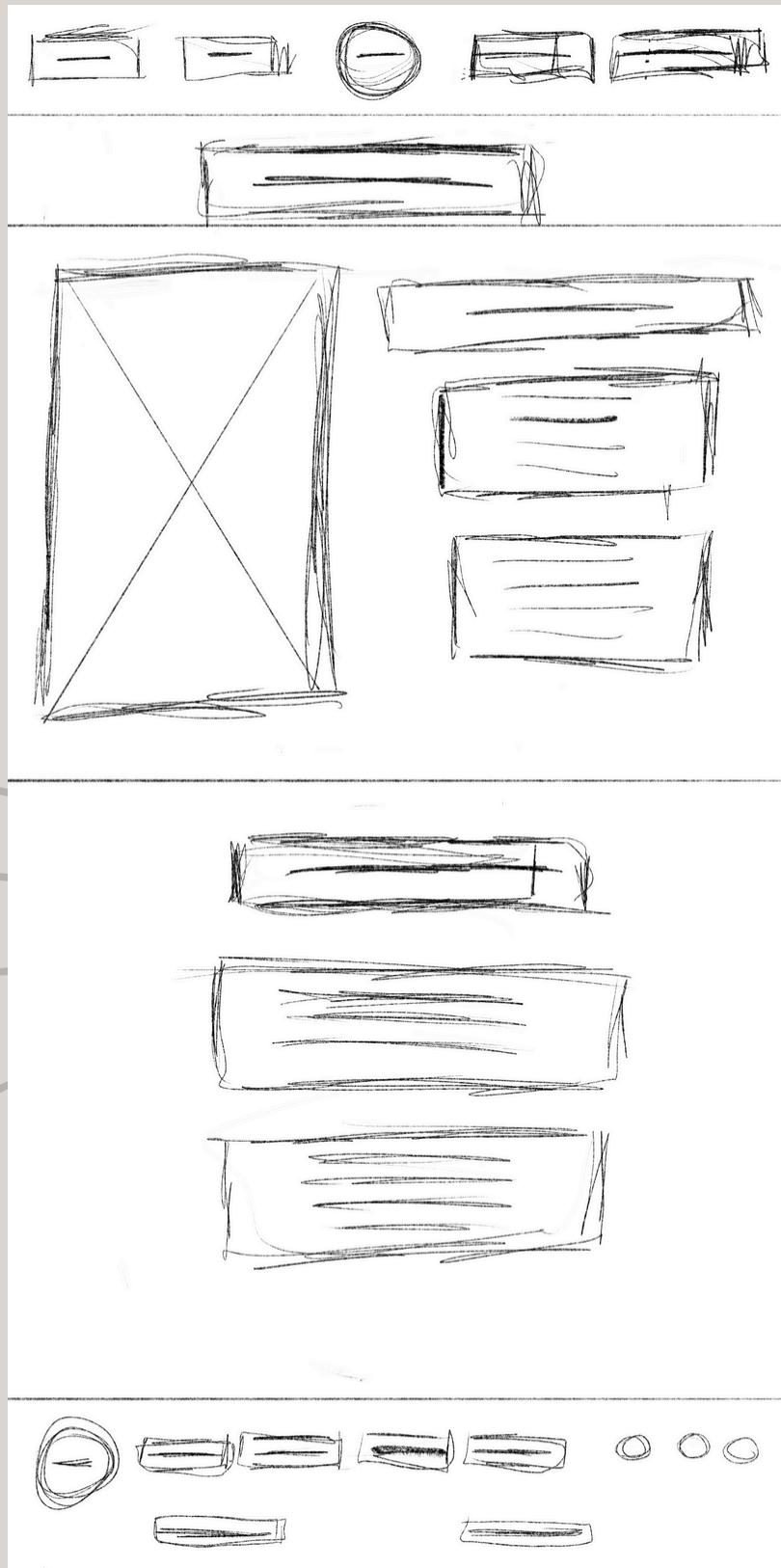
1

Design Planning

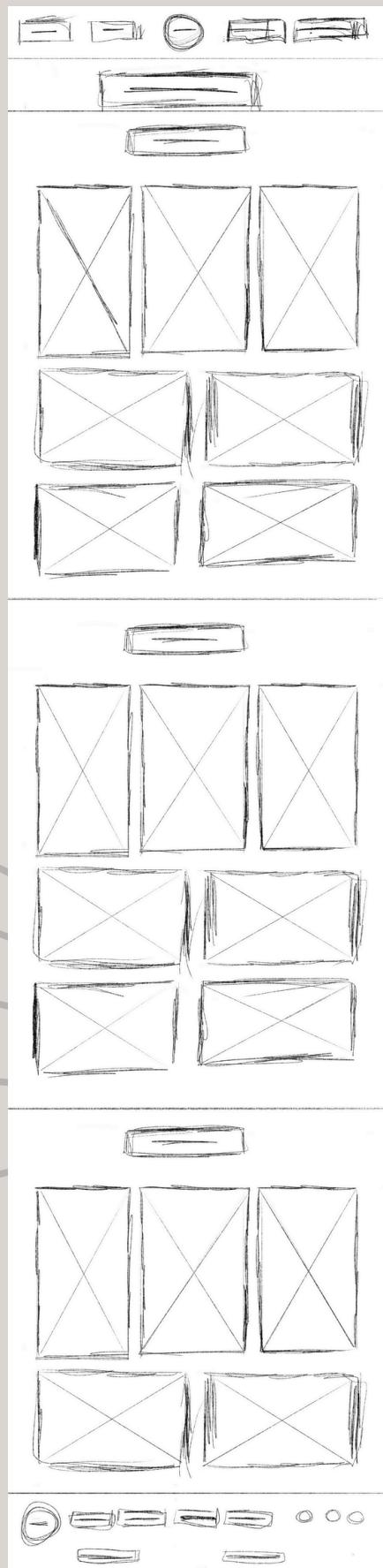
Low fidelity wireframes

2

About page



1

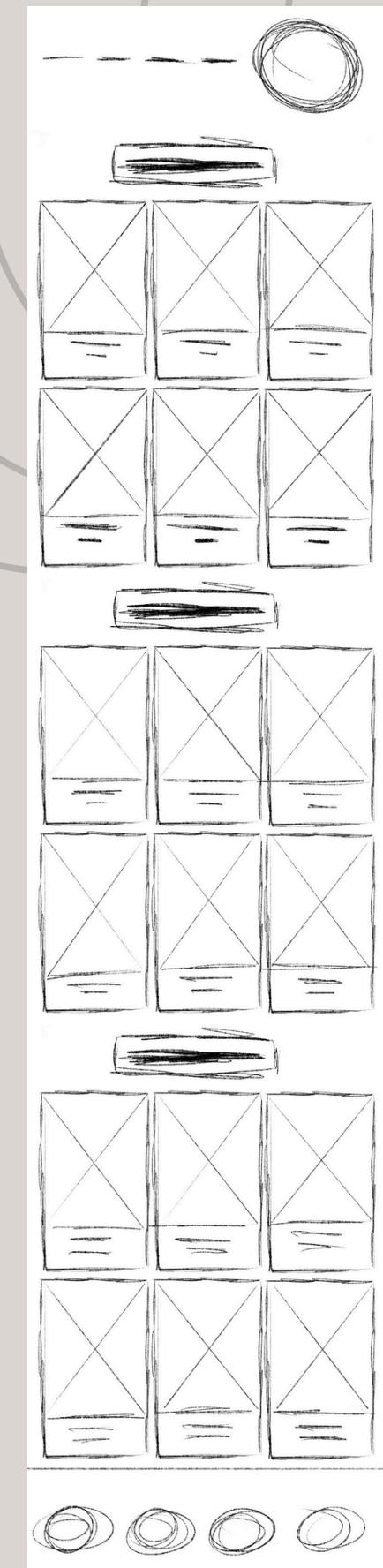


Design Planning

Low fidelity wireframes

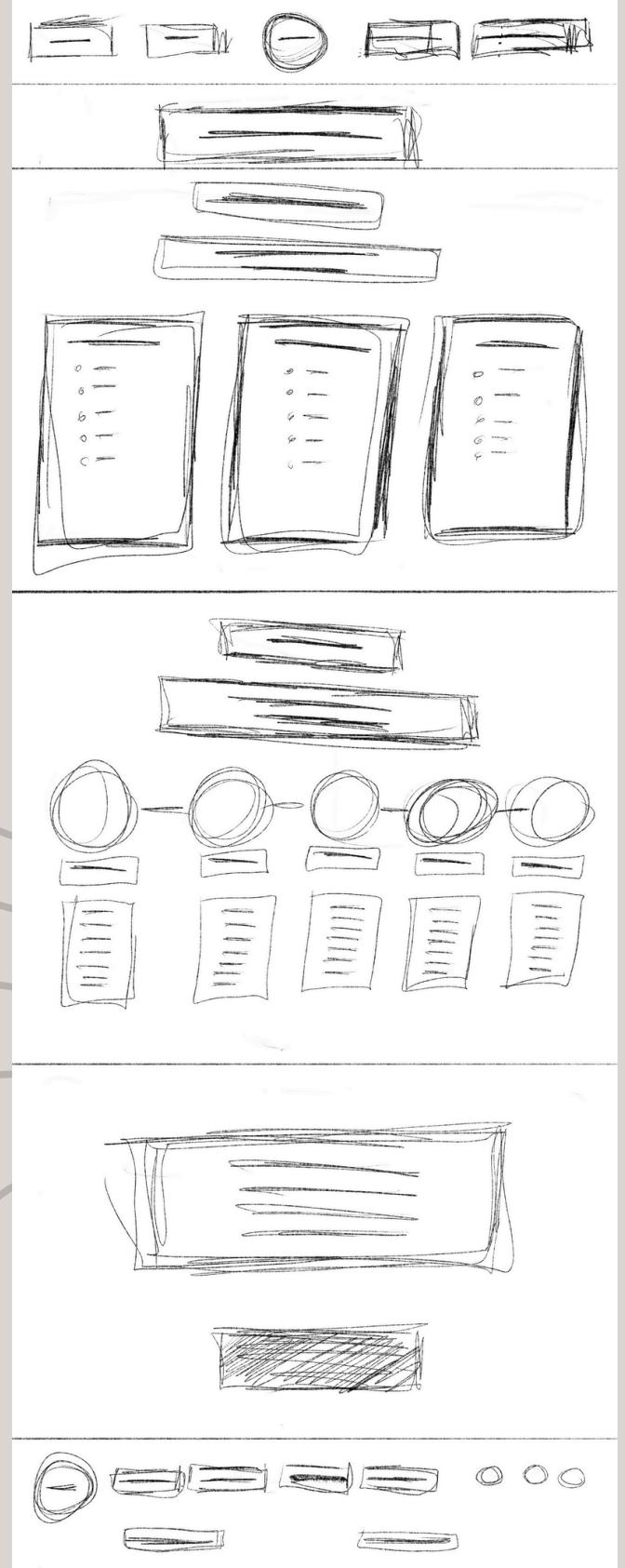
Portfolio Page

2



1

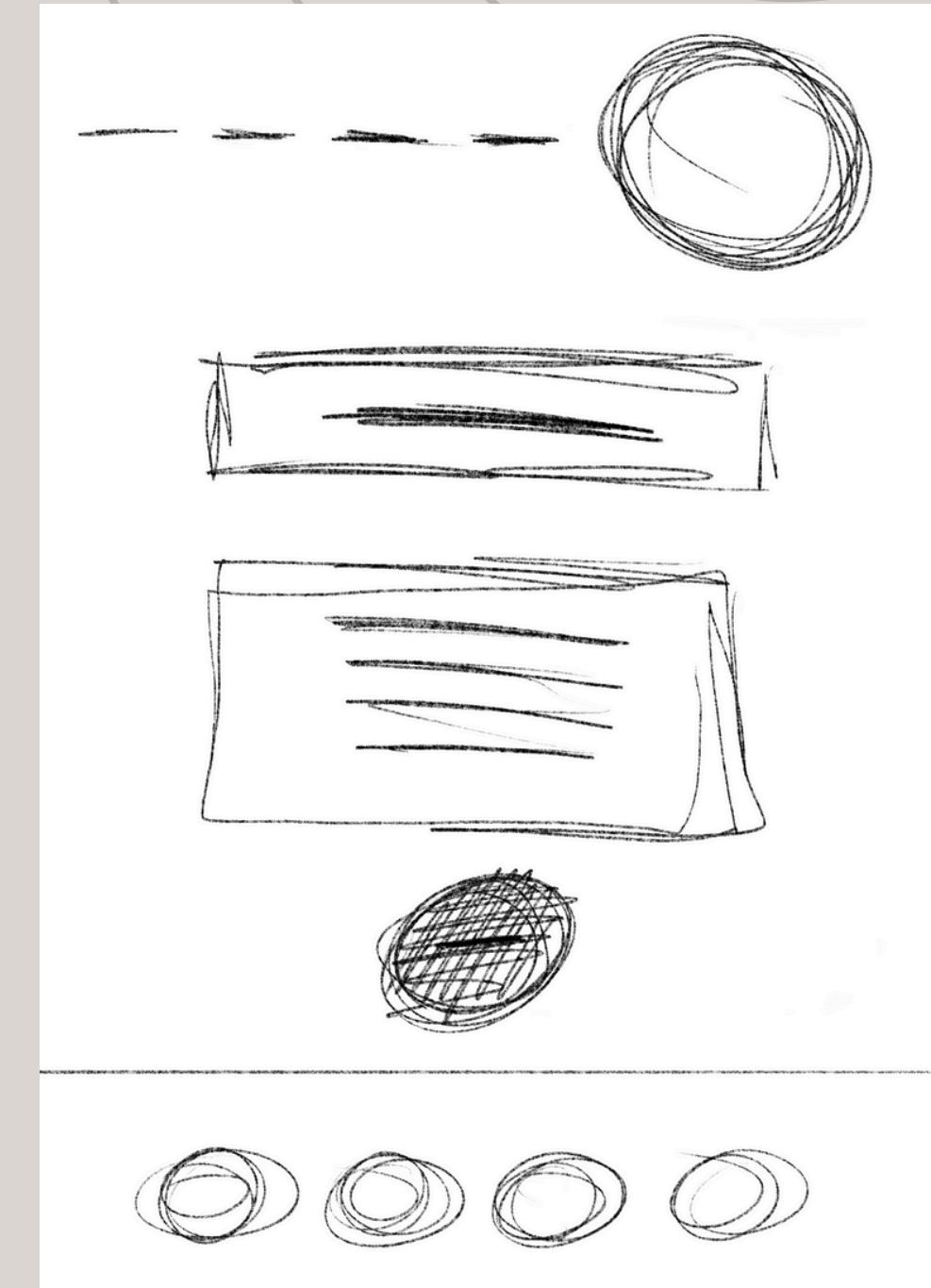
Design Planning



Low fidelity wireframes

Commission Page

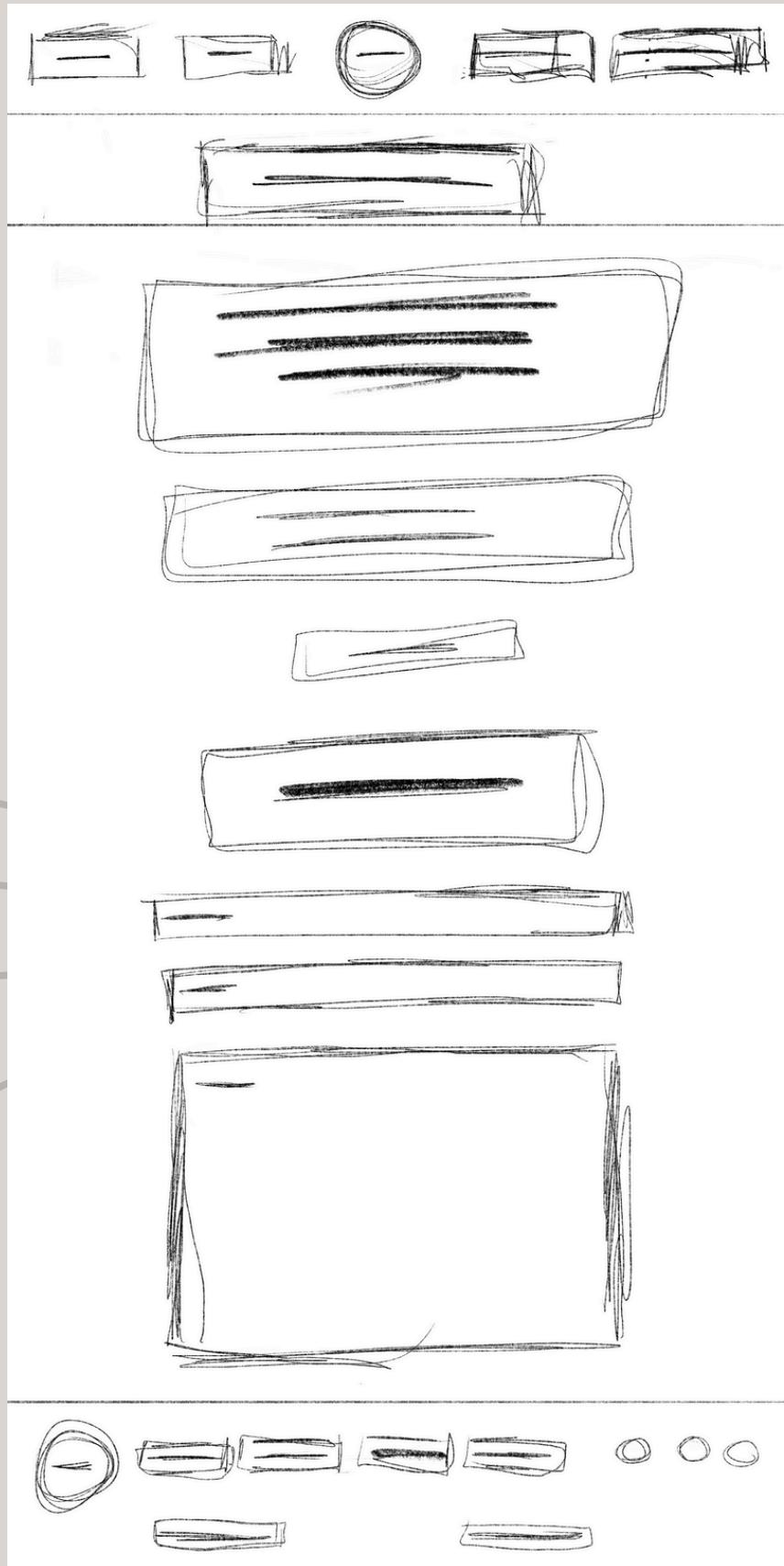
2



Design Planning

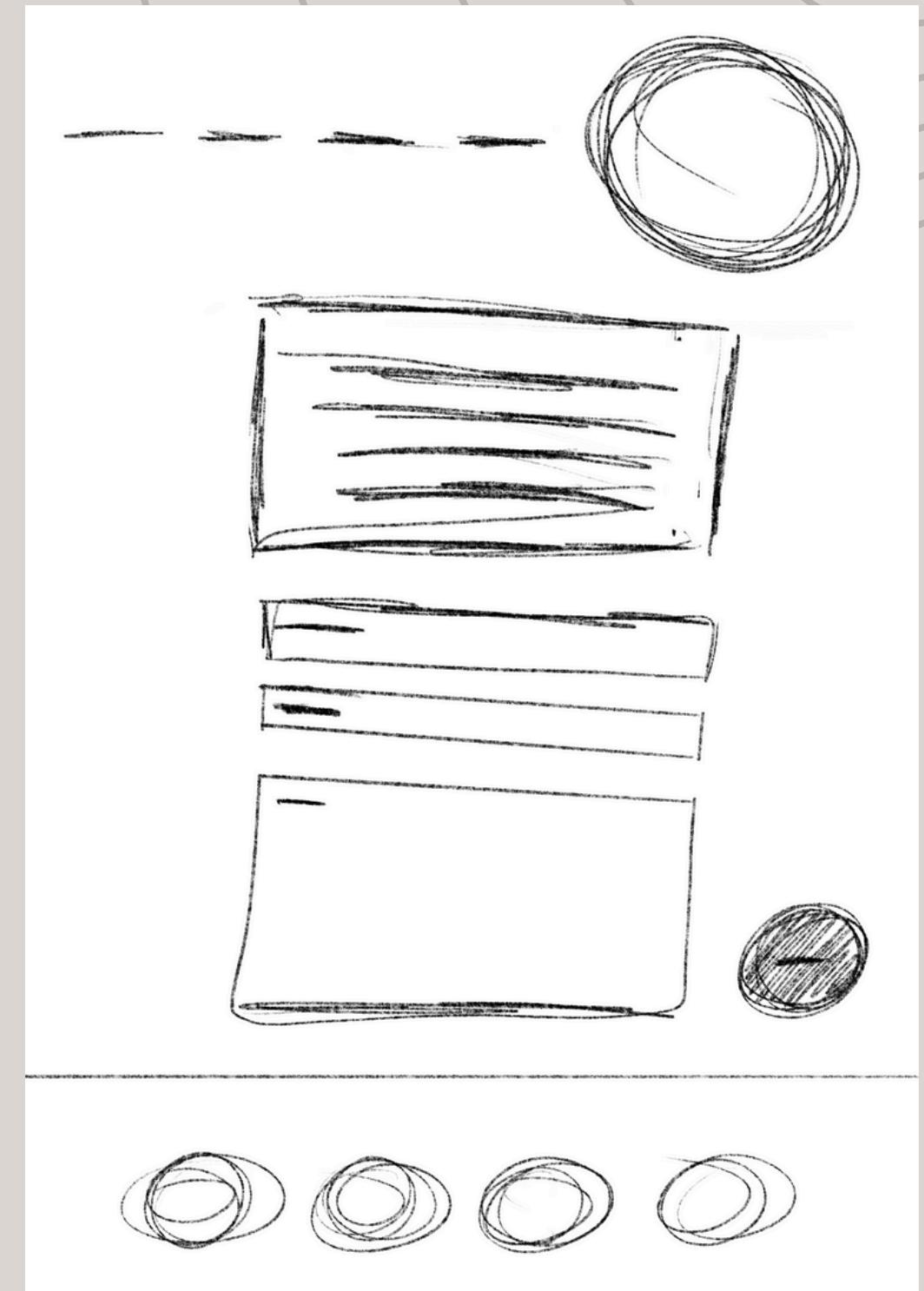
Low fidelity wireframes

1



About Page

2

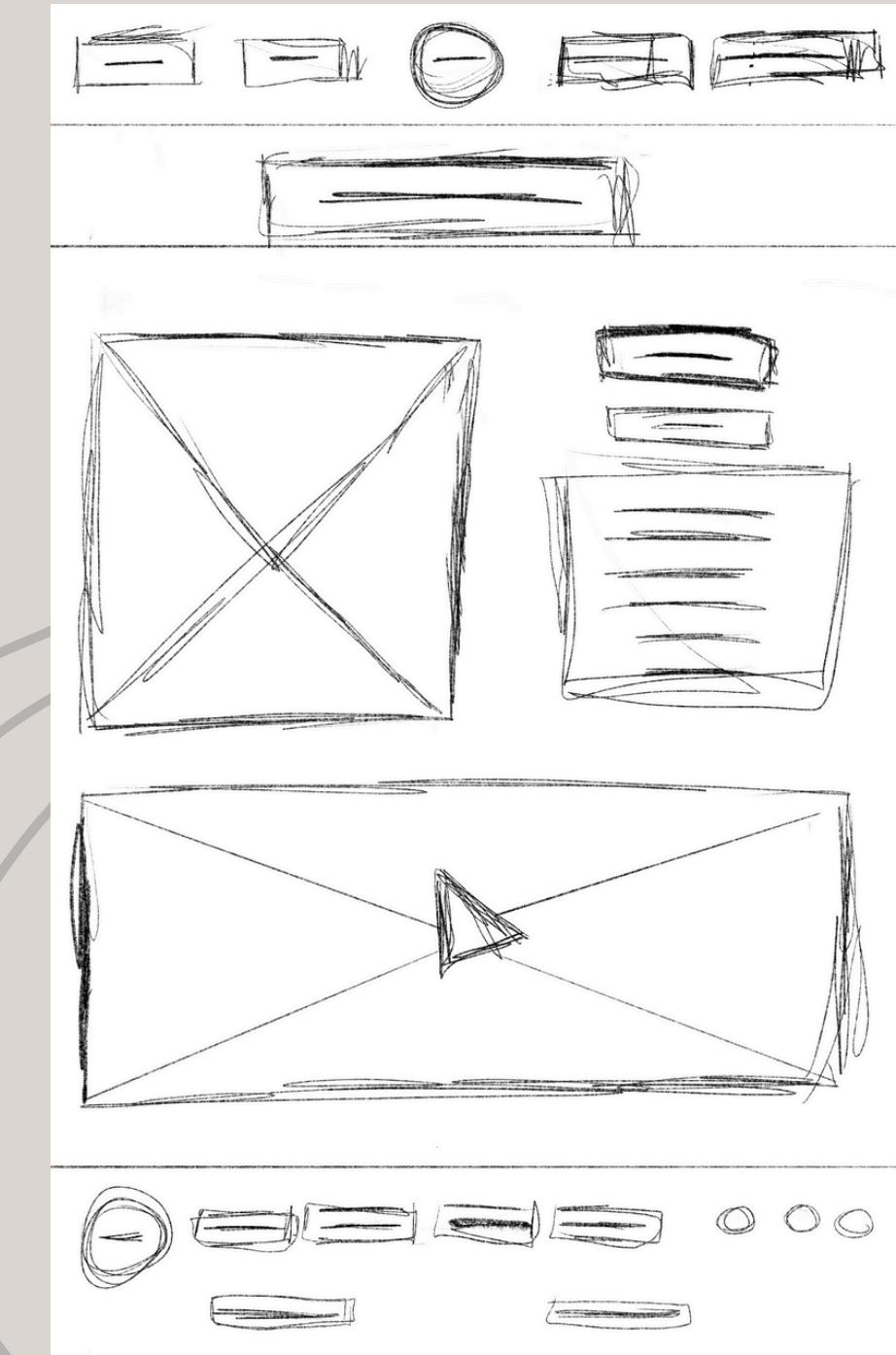


Design Planning

Low fidelity wireframes

Digital art Page

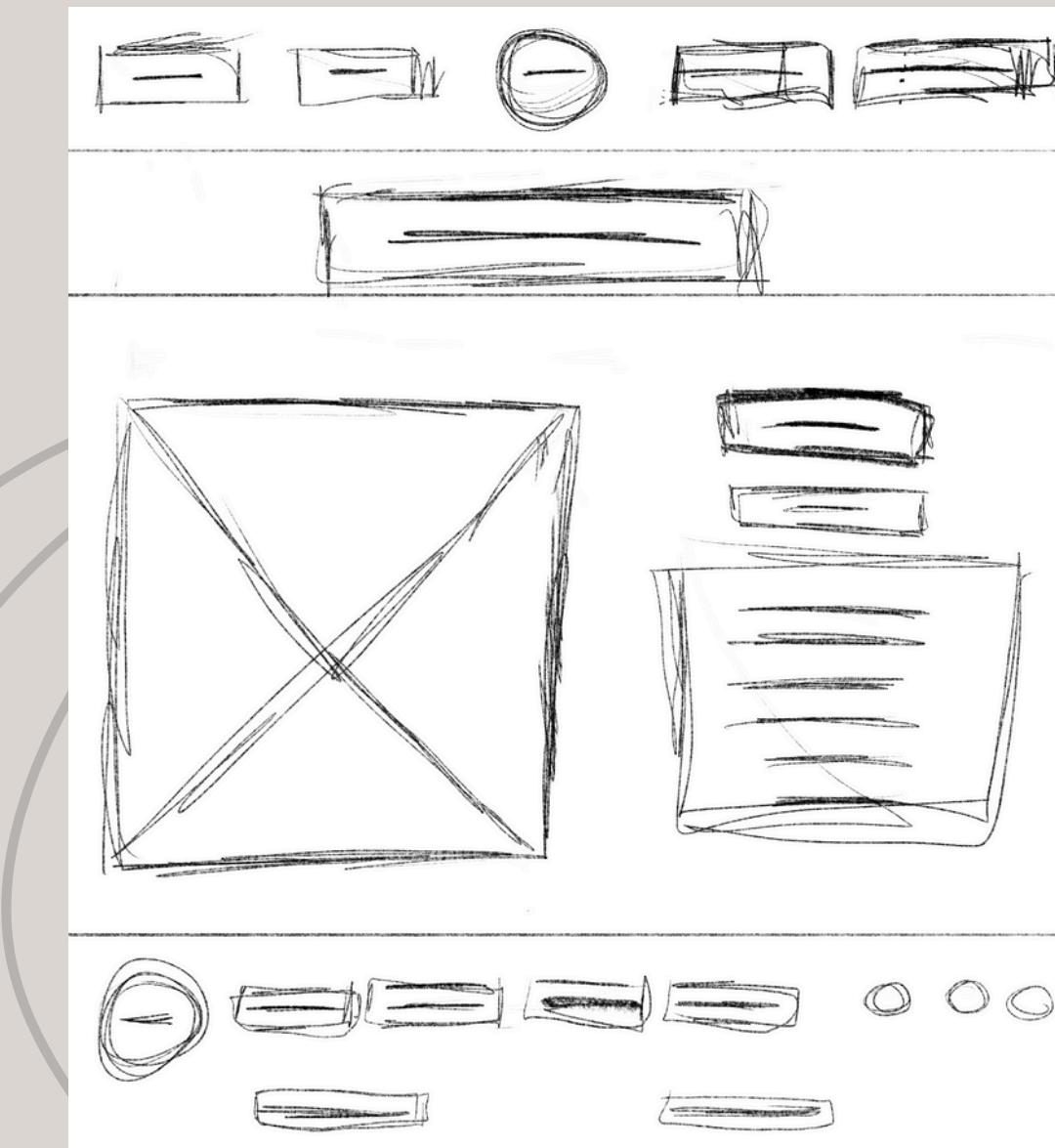
1



Design Planning

Low fidelity wireframes

Traditional art Page

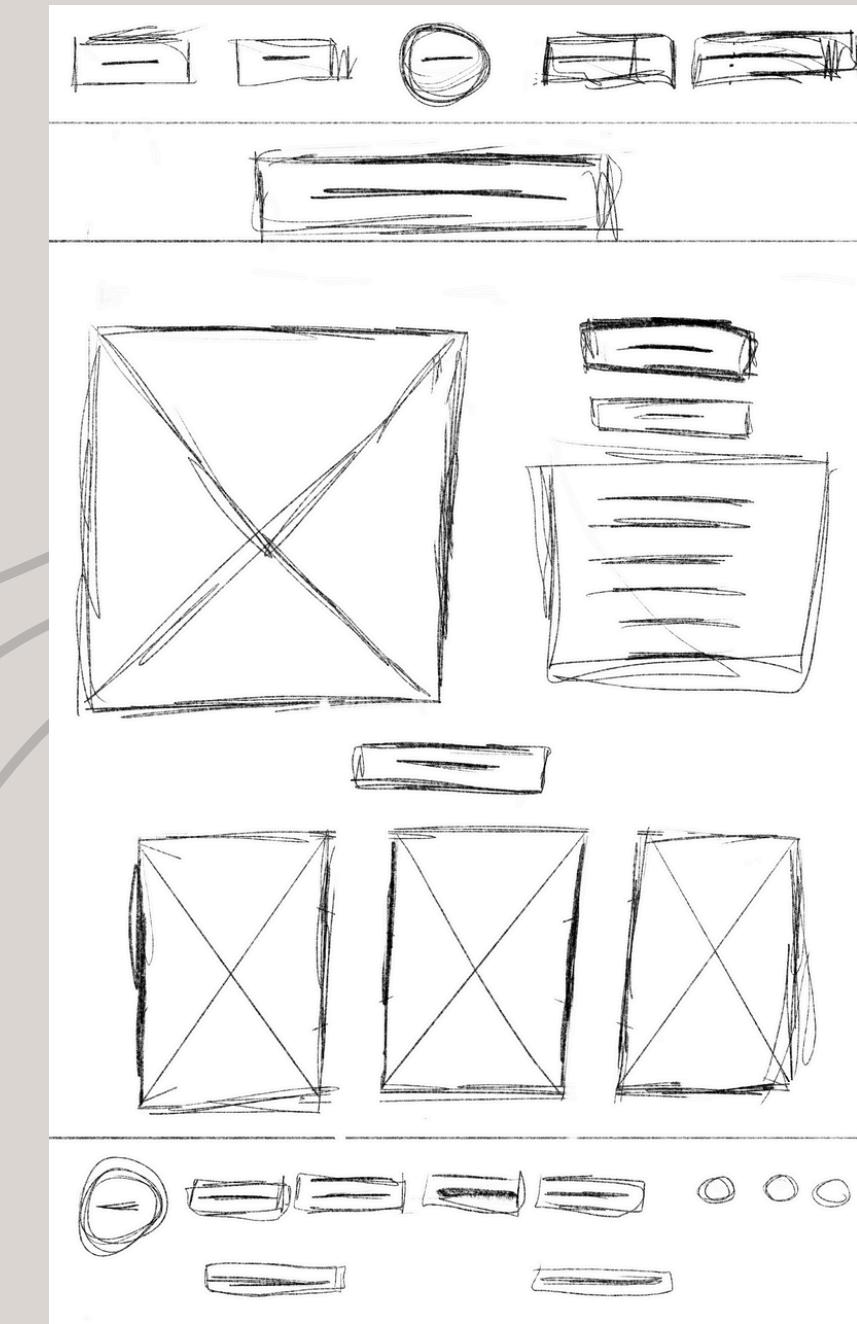


Design Planning

Low fidelity wireframes

School projects Page

1



Design Planning

Medium fidelity wireframes

Home Page

The wireframe shows a header with navigation links (About, Portfolio, Logo, Commissions, Contact). Below the header is a large "Portfolio" section with four placeholder cards. A "View Portfolio" button is below the cards. The "About me" section contains a hero heading and a paragraph of placeholder text. A "More Details" button is present. The "Commissions" section is divided into three categories: "Character Design", "Portraits", and "Custom wallpapers", each with placeholder text and a "More Details" button. The "Contact me" section includes a form with fields for Name, Email, and Message, along with a "Submit" button. The footer contains links for Logo, About, Portfolio, Commissions, Contact, and social media icons.

About

Portfolio

Logo

Commissions

Contact

Portfolio

[View Portfolio](#)

About me

Hero heading of moderate length goes here

Placeholder text for about me section.

[More Details](#)

Commissions

Character Design

Placeholder text for character design commission.

[More Details](#)

Portraits

Placeholder text for portraits commission.

[More Details](#)

Custom wallpapers

Placeholder text for custom wallpapers commission.

[More Details](#)

Contact me

Placeholder text for contact message.

Name

Email

Message

[Submit](#)

Logo

About

Portfolio

Commissions

Contact

@

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Privacy Policy

Design Planning

Medium fidelity wireframes

About Page

About Me



Medium length hero headline

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Education

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Design Planning

Medium fidelity
wireframes

Portfolio

A medium fidelity wireframe for a portfolio website. The header includes links for About, Portfolio, Logo, Commissions, and Contact. The main content area is titled "Portfolio" and contains three sections: "Digital Art" (with a 3x3 grid of placeholder boxes), "Traditional" (with a 3x3 grid of placeholder boxes), and "School Projects" (with a 2x3 grid of placeholder boxes). The footer includes links for Logo, About, Portfolio, Commissions, Contact, and social media icons for Instagram, Facebook, and Twitter, along with copyright and privacy policy information.

Design Planning

Medium fidelity wireframes

Commissions Page

About Portfolio **Logo** Commissions Contact

Commissions

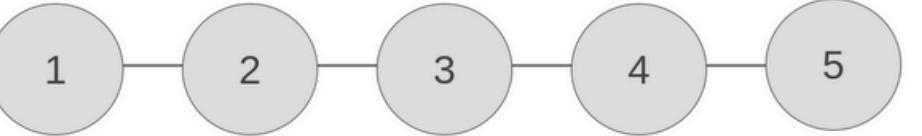
Types of Commissions

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Character Design	Portraits	Custom Wallpaper
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Process

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1	2	3	4	5
Research	Concept	Design	Review	Finalized
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[Contact me](#)

Logo About Portfolio Commissions Contact [Instagram](#) [Facebook](#) [Twitter](#)

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Privacy Policy

Design Planning

Medium fidelity
wireframes

Contact Page

Contact

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Contact me

Name

Email

Message

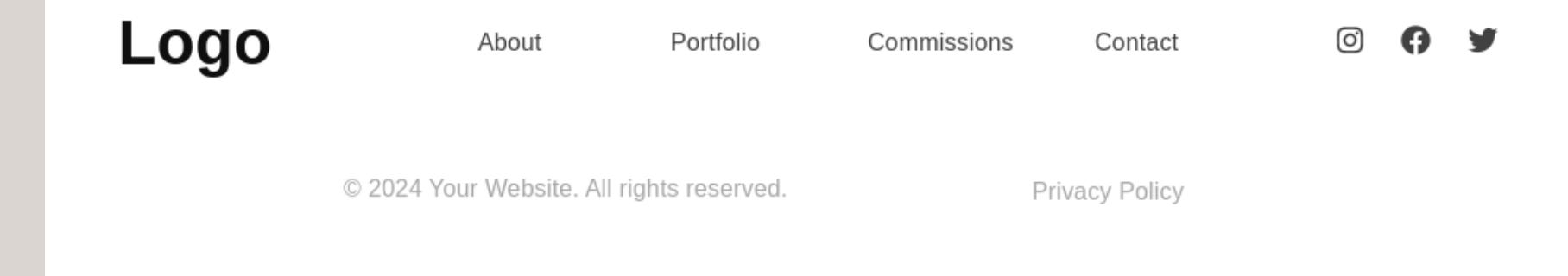
Send

Design Planning

**Medium fidelity
wireframes**

Traditional Art Page

This is when you click on the art work in the portfolio page it will tell you the title and information about the art work

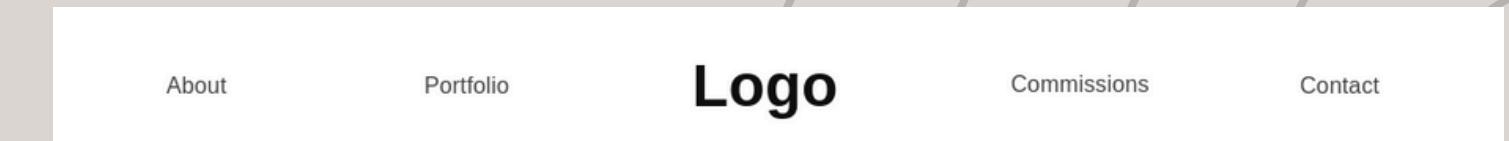


Design Planning

Medium fidelity wireframes

Digital Art Page

This is when you click on the art work in the portfolio page it will tell you the title and information about the art work and because this is the digital art work it will show you the process in the video

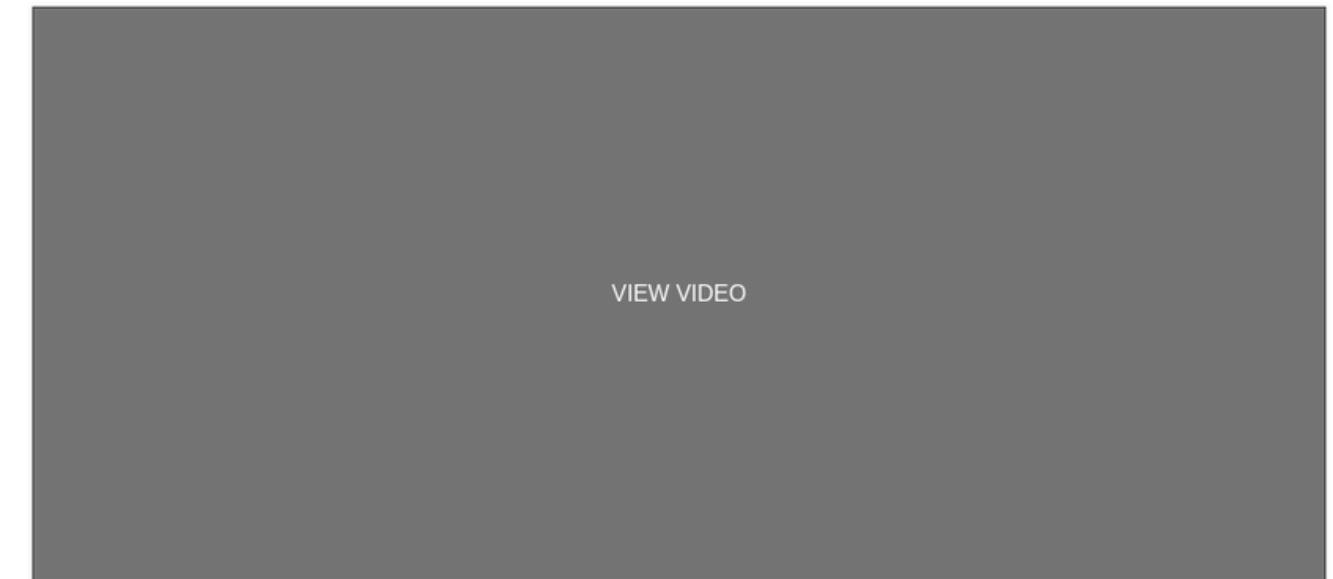


Title

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About Portfolio Commissions Contact

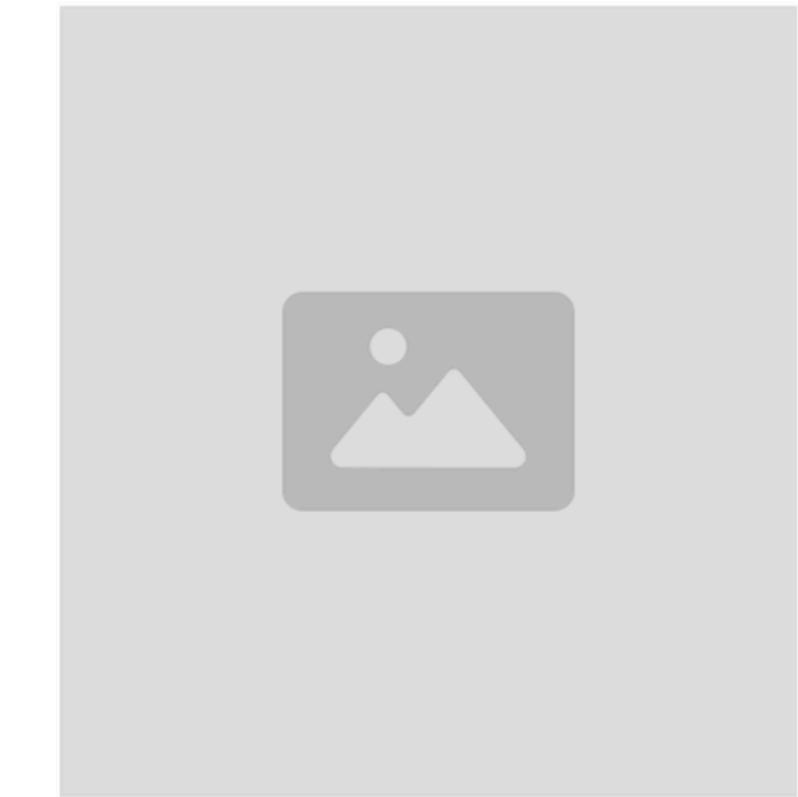


Design Planning

Medium fidelity wireframes

School Project Art Page

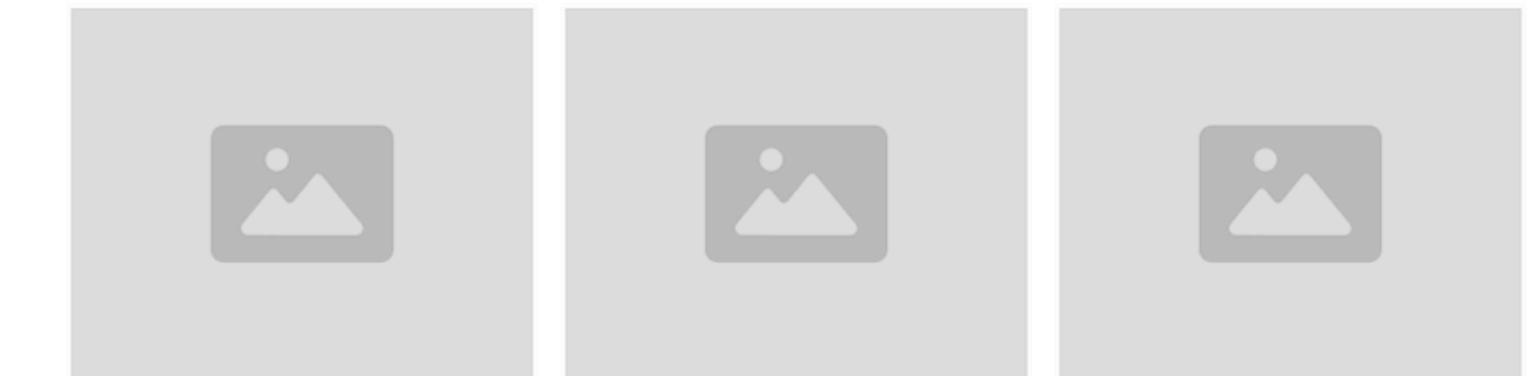
This is when you click on the art work in the portfolio page it will tell you the title and information about the art work and because this is the School Project it will show you some sketches of the work or Process



Title

Lorem ipsum

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Sketches

Test Plan

IPO chart

Home Page

Functionality

Navigation Menu

Portfolio Section

About me Section

Commission Section

Contact Section

Responsive Layout

Input

User clicks on menu items (About, Portfolio, Commissions, Contact)

Moving images thumbnails; “View Portfolio” button

N/A (text-based + "More Details" button)

N/A (text + categories: Character Design, Portraits, Wallpapers)

User input: Name, Email, Message

User resizes the browser window or accesses the website on mobile/tablet

Process

Website processes the link click to navigate to the appropriate page

Display preview images; route to full portfolio on button click

Display artist bio; link to detailed bio page

Display categories with descriptions; route to commissions page

Validate and submit form data to backend or email handler

Website adjusts the layout for the device width (Mobile, Tablet, Desktop)

Output

New page content loaded, transition to the new page

Preview gallery shown; full gallery opens on click

Brief introduction + link to full bio

Overview of commission offerings + “More Details” link

Confirmation message / error feedback

Displayed correctly on all screen sizes (responsive)

Portfolio Page

Test Plan

IPO chart

Functionality

Section Headers

Artwork Thumbnails

Image Grid Display

Input

None (Digital Art, Traditional, School Projects)

User clicks on an individual image

Static image content

Process

Organize artwork into logical sections

Detect which image was clicked → route to its detail page

Render thumbnails in responsive grid under each category

Output

Categorized sections visually displayed

Load individual artwork page with full view and description

Display of artwork thumbnails

About Page

Test Plan

IPO chart

Functionality

Personal Bio Display

Hero Section

Bio Text Area

Sectional Bio Display

Input

User navigates to the About page

None (static content: headline, bio text, and profile image)

N/A (static paragraph content)

N/A (static content with text blocks)

Process

Website loads personal information from the content management system (CMS)

Display text and image

Retrieve and display artist introduction

Retrieve and display education background content

Output

Bio section with text about the artist, displayed clearly

Rendered hero content with profile image and short bio

Display informative artist bio

Listed education history and details

Contact Page

Test Plan

IPO chart

Functionality

Contact Form Submission

Form Validation

Input

User fills out contact form
(Name, Email, Message)

User submits form with
incomplete or incorrect
data

Process

Website validates the
input fields, sends
email with form data

Website checks for
missing required fields or
incorrect email format

Output

A confirmation
message is displayed
("Thank you for
reaching out!")

Display error
messages for each
invalid field (e.g.,
"Email is required")

Test Plan

IPO chart

Commission Page

Functionality

Navigate the Website

Access Contact Options

Input

Navigate the User clicks navigation links (About, Portfolio, Contact)

User clicks "Contact me" button

Process

Route user to corresponding page

Redirect or scroll to contact form / open email link

Output

Smooth navigation to desired section

Allows user to send a message or start a commission request

Test Plan

IPO chart

**Footer
(Common Across All Pages)**

Functionality

**Social Media
Links**

Input

User clicks on social media icon

Process

Website redirects to the appropriate social media platform URL

Output

Social media page for the artist opens in a new tab