Web structure - Module II

The goal of this module is to go into the formal aspect of building a website, consisting in describing the structure of your site, such as the objectives, and purpose of it.

I'm an artist and I wanna built a online gallery, and this is my plan:

ART GALLERY
. This is a portfolio, and personal type of website, focused on displaying a series of artistic produccion of my own, and use the website as a tool to show the collection I've been working on, and share my creativity with the people.

1. Characteristics.
A. Focus on my site, Showing a display of my artistic production.
B. Simple and clean layout, easy to navigate as you experience your visit to the site.
C. Organize structure of content. Displaying, Home, category, contact, and about: -
Home page (site layout)
- Category (oil paintings, watercolor paintings, acrylics, photography)
- Contact (Email)
- About (Bio, CV)

2. Similar websites that I took as a reference.
Maryelizabethpeterson.com
Ericmarch.com
Santiagoperez.art
For this project on module 2, I look into a local artist around new England area, and this is what I like and consider about these websites:

. These sites are easy to navigate, I like the displaying of images, and how the information is being shown.
. The navigation bars are very simple.
. I really like the image features, especially how the images zoom out and show the information once you place the mouse arrow on the images.
. I like how the core website pages are easy to navigate and visually minimalistic. By looking at these different sites it'd help to have an idea on how to build my ideal website.

3. Purpose & goals.
The main purpose is to show my artistic production online, showing my work in different mediums and with that hopefully start selling my art online.
This are my goals:
. Star working on my art work full-time
. Show my artwork to my community, and globally reach potential online buyers.
. Display my artwork by category.
. Provide an easy, clear, and optimistic navigation experience.
. The most important goal is to learn how to build my site.

4. Milestones:
I look into other sites to help me have an idea how a website is being displayed, and what features they have , so I can build my side based on my references, and this are the milestones of my project:

- Build a site very minimalistic, with a few icons in the menu, with a focus on the art itself.
- Showing different artistic mediums in the category icon.
- Show the artwork in a catalog form.
- Display a comments icon, so people can provide their opinions about my work. - Ideally I'd like to display a 3D experience, but I have to explore more to make this possible. - Attract potential clients and collectors.
- Exhibit my artwork online.
- Generate sales.

5. Metrics
- See how many people reach, and visit my site.
- about how much time a navigator has seen my site.
- How people arrive at my site.
- How often people come back to my site.
- What pieces are the most seen, and purchased.
- Be able to read and respond to the comments that people can provide.

6. Analytics
For this task there's many options of tools to generate the analytic data of your site and these are some examples.

https://vwo.com/
https://clickmeter.com/
https://pagespeed.web.dev/?utm_source=psi&utm_medium=redirect
https://www.domo.com/
Google analytics
https://clicky.com/
https://www.finteza.com/en

7. Website content, text and images.
When it cames to build a website you need to consider the importance of the font you are using, as well the size of the image, the font can help you define the hierarchy of your content, not only the font is important, but the size, color, and display of your typography, and the images you chose are fundamental, and the layout of this expects help the viewer or user be guide through your site.

I did my homework, and these are the fonts that are most optimal for a website that I'll probably consider as part of the typography I'll use on my site:
Arial, Lato, Montserrat, Neue Helvetica, Roboto, Lora, Merriweather, Times New Roman, bebas neue.

The body of the site I'm working on will have a dark background, with a contrasting font on the icon navigacion, and text content. The structure of the site I'm working on is as follow:

. logo (branding my name)
. Header (artist name, logo, navigation bar)
. Category (acrylics, watercolors, oil colors, photography)
. About (biography, history of work)
. Contact (email)
. Cart (a shopping cart)
. Content table (information paragraph describing the piece being choose) .
comment table (a space where people can share their opinion about my work) .

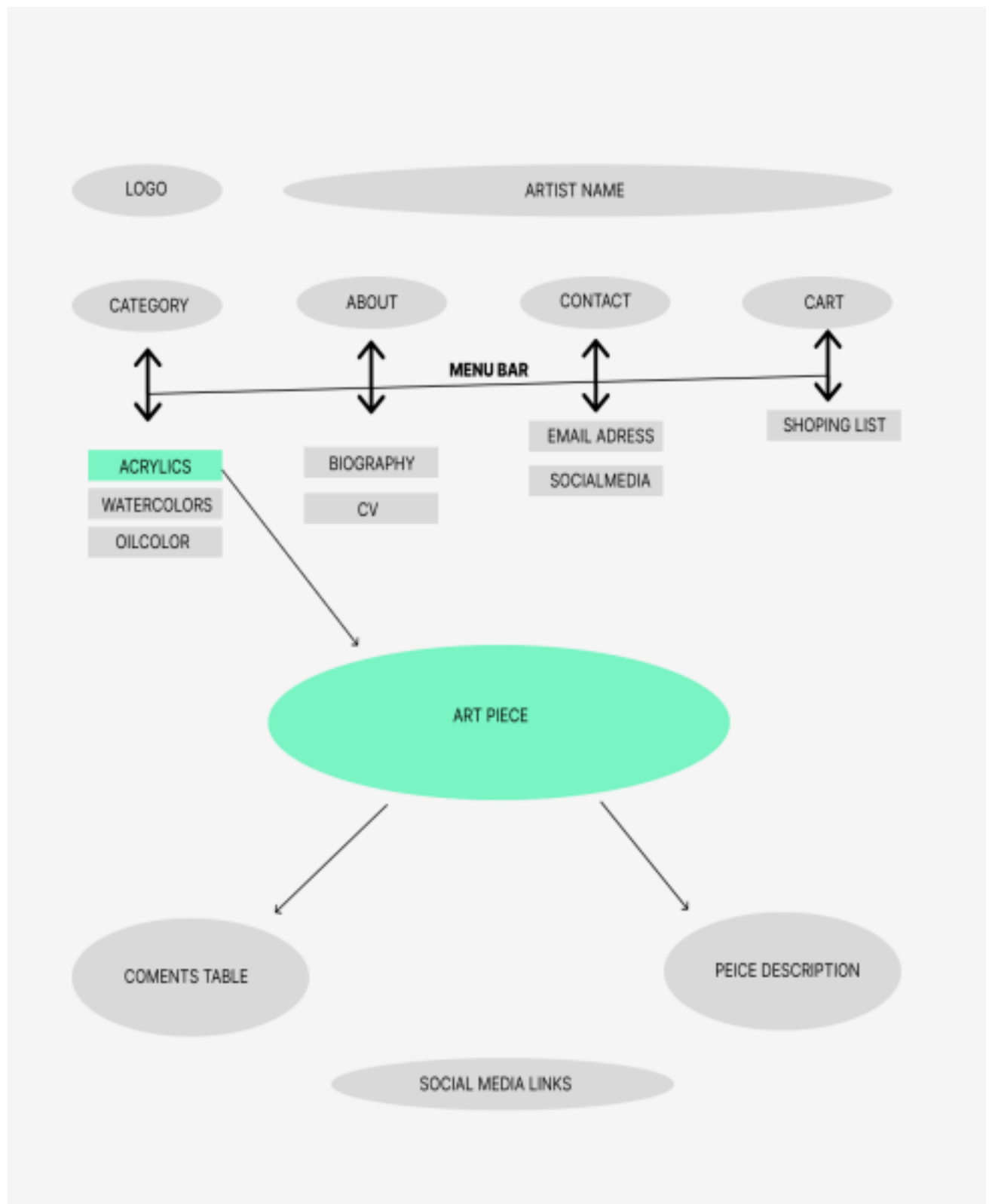Images (it will contain a photo collection of my own)

Text tools

. HTML decode-text

. Figma.com

. CSS typeset

. Fontifier

. Common fonts, and there are plenty more out there.

Image tools

. Photoshop

. pexels.com

Site map

Website mockup.

ELVER YARIN

TITLE Cultural descomposicion
MEDIUM Acrylic on canvas
DIMENTIONS 60 × 40 inches

PEICE DESCRIPTION

My work is an examination of the different forms this shield takes, and the thinking that lies behind it. I use domestic objects as the common denominators of our personal environment. Altering them is a way of questioning the attitudes, fears and unwritten rules which have formed that environment and our behavior within it

COMENTS

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Thank you