Project Branding

For my first project this semester I got the assignment to rebrand an Artists brand. The assignment was to work in a group of 4 people and our goal was to bring more exposure to her brand and art. My role in this project was more on the designing the website and documenting and doing some research.

Problem Description

Nathalie Schildert started to sell her paintings, but since it is not her full time job, she could not focus on her branding enough.
She is selling her pieces on Nationaal Atelier, and she also owns an Instagram profile where she can showcase the artworks.
However, it doesn't have a consistent brand flow, and it cannot reach a huge amount of purchaser.

Interactive Media Products

What i did:

Before initiating the design process for the website and other design products products for the branding, we needed to conduct thorough research. My teammates and I developed a set of research questions aimed at understanding our target audience better. Our target audience consisted of working-class individuals with an interest in art or purchasing art. To gather relevant insights, we conducted interviews in various locations where we were likely to encounter members of this audience, including a furniture store, a café, and Van Pier Bookstore (***See Figure 1***).

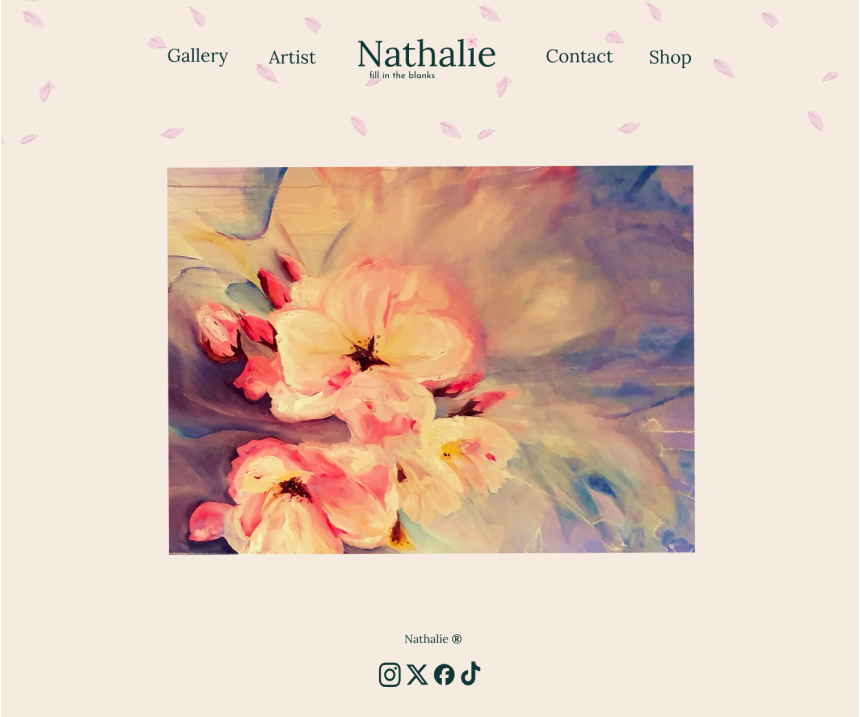
Following the interviews, my teammate analyzed the results and created detailed personas to represent our target audience segments. These personas were instrumental in guiding our design decisions. In addition

to the research, I was responsible for designing the website (***see Figure 2***), which was tailored to meet the client's specifications that were a minimalistic website. Furthermore, I created Instagram mockups (***Figure 3***) Furthermore, I conducted research on best practices for managing an Instagram account as an artist. Based on this research, I developed a comprehensive ***content strategy*** for her Instagram, providing her with valuable information and actionable tips to enhance her social media presence.

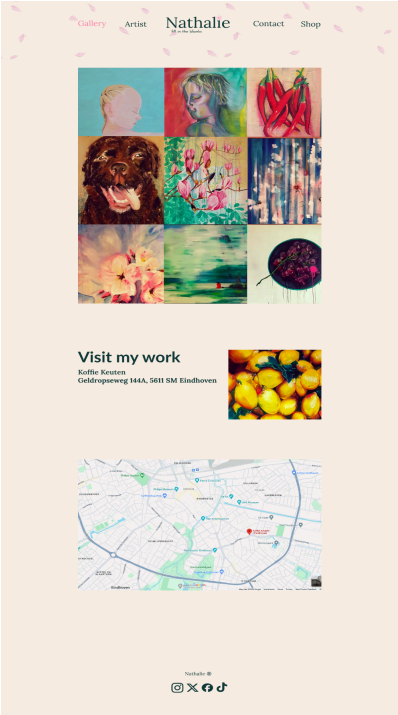
Figure 1: Interview in Van Pier Bookstore

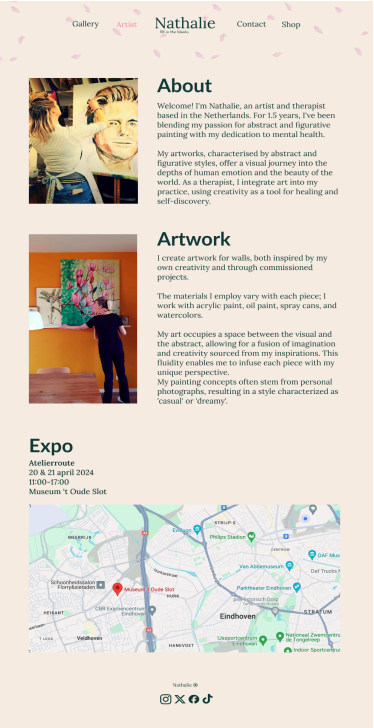
Above here you can see one of mt teammates interviewing a person in Van pierre Book Store.T he person itself is an Artits and an Art teacher.

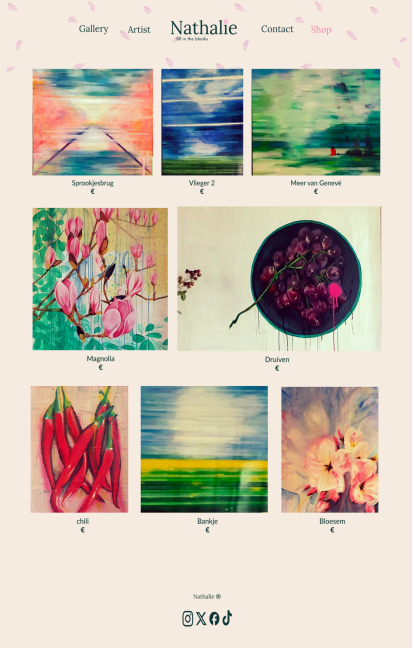
Figure 2: Website Design



For the landing page I decided to us one of her paintings of a flower, that matched with the pink blossom petals in the header. I added these because she said she liked blossoms and she liked the pink blossom in the logo that one of my teammates did. At the end you can find a footer with icons that are linked to clients social media, you can find the footer on all the pages of the website







For the Gallery page, I went with a boxstyle layout to show her paintings. Underneath of the paintings you can find a section with the address and place where you can find some of her paintings and under neath a google maps with the pin of the location.

For the About me page i went with a simple layout with description about herself and her artwork style with some pictures of her. I also added her expos date and location. Under neath you can also find a google map with the pin of the location of the expo.

For the shop page I also dif a box style layout but more inspired by pinterest, since the client told us she liked the layout of pinterest.

In the contact page i added a form where interested buyers can contact her for costum work or any questions. I Also added one of her paintings as the background of the form.

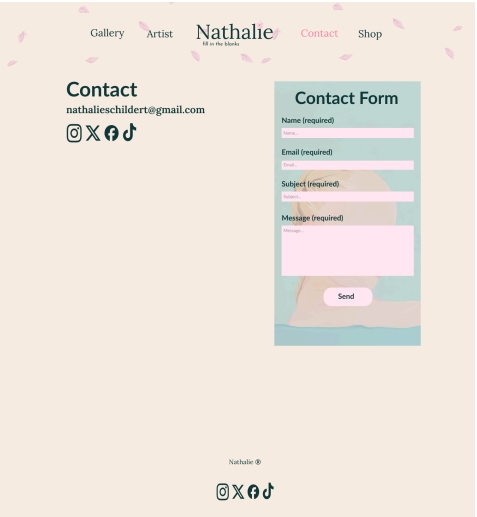
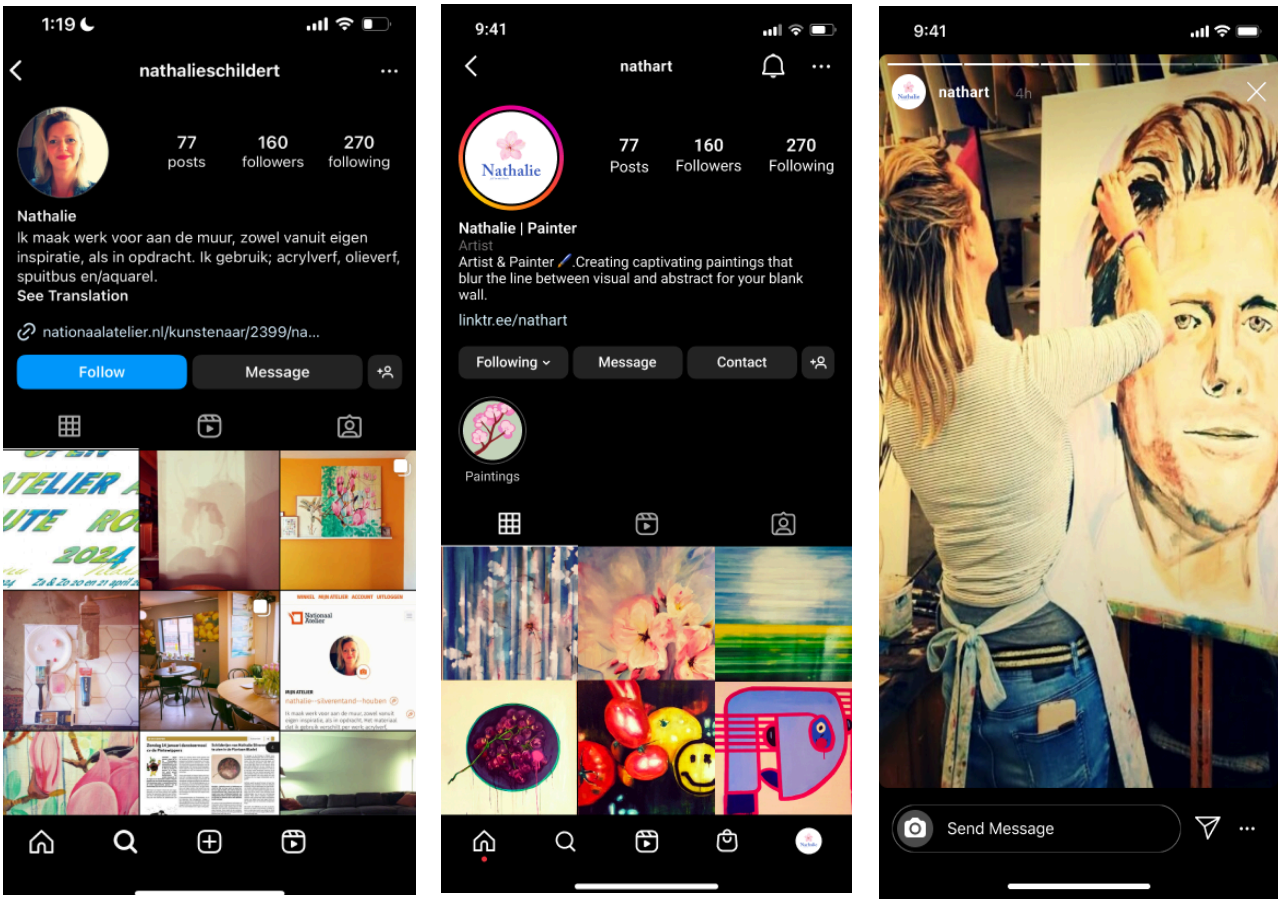


Figure 3: Instagram Mock up



On the left side you can see how her Original instagram looks like. In the middle is the instagram mock up I did. I added painter to her name and in her bio I added a description with SEO keywords that could help her gain more traffic. SEO keywords are words that users usually search such as “painter”. I also changed her instagram layout and added post of only her paintings, so it does not look messy. On the left side you can see a simple instagram story mock up that could be uses to put in her highlights.

What I learned:

In the course of conducting market research, I discovered the importance of refining the target audience. Initially, we planned to create a survey accessible via QR code to gather responses from a broad range of participants. However, after receiving feedback from one of our teachers, we realized that this approach might yield responses from diverse demographics, making it challenging to accurately pinpoint our specific target audience.

This experience underscored the need to think creatively and suggest alternative ideas to the client. For instance, the website design that the client ultimately preferred featured a different color palette and design elements than what she originally requested. Despite these deviations from her initial specifications, she appreciated the unexpected and unique approach, demonstrating that sometimes innovative solutions can exceed client expectations.

How I think it went:

I believe our project went well. We received positive feedback from the teachers regarding our approach to interviewing our target audience. They appreciated the locations we chose for conducting the interviews, such as the furniture store, café, and Van Pier Bookstore. These venues proved to be effective in reaching our intended demographic.

The interviews yielded valuable responses, which we documented in detailed transcripts. These responses were instrumental in creating accurate and insightful personas, helping us better understand and address the needs of our target audience.

Interactive design