**Site title (10 points)** – What will you name your site? Why did you name it this?

Site Title: Moon Shark Studio

Reason: I have been thinking about hosting my own website as a portfolio of my own art, maybe with a way to have potential clients reach out for custom art or even just to buy already finished pieces.

**Developer information (10 points)** – Tell us your name, your previous experience with HTML or programming, and anything else you want us to know about you.

My name is Stephanie Hampton, I have very little experience with HTML/programming. I tried learning it when I was a young teen and did not get far. A few months ago I started taking an online self-paced course, but alas did not get very far. I enjoy crafting and painting to destress and also game in my spare time. I do actually have a logo and some pieces in mind for this project. I am not a particularly successful artist but it would be cool to make a site and showcase my own stuff, even if it was just to my family! It is very rewarding making something with your own two hands.

**Site Purpose (25 points)** – What is the purpose of this website? How will people use your website? Why is it important that you create this site?

Purpose: To show potential clients my art and have a site to place on business cards.

How will people use my website: With a credit card in hand, hopefully. More than likely in a quick way to check out what the wares are or an idea of quality. Want it to be clean and draw the eye to the most important parts.

Importance: It would be nice to have something to point to for my art and to have a space to easily compare my best art from years past to of course in the future. If I do decide to sell to people then it would be a great homebase for such things if I can get it polished enough.

**Target audience (20 points)** – What is the demographic that your website is targeted at? Who do you think will utilize your website and why? Is there a certain age group, education level, or hobby that your audience may have in common?

Demographic: Mostly people who I have already spoken to and given my card. Art enthusiasts. potential buyers.

**Site Outline (10 points) – You must have at least 3 total pages in your site. List and name the pages below.**

Index/Homepage

About the Artist

Paintings

Doodles

Rates

**For each page, write at least one paragraph describing the content, layout, and purpose of the page (25 points). You may have more than 3 pages in your site if you wish.**

Explain what content will be on your homepage (index.html)

Index/Homepage/Directory - a main splash page with a few photos of art. The art will have a short blurb about it and maybe a paragraph with something artsy sounding on it. Each photo I am thinking can be a link to the other pages.

About the Artist - a brief bio, description, and studies. Maybe a photo of myself or self-portrait.

Paintings - Again nice large imagery for the start. A few different blurbs talking about art technique next to each, and price. Inspiration photos, like a vision board kind of thing for each ‘painting’ on display. Pricing structure at the bottom and maybe a link to send an email for a quote for a more complex item.

Doodles - Less fancy than the paintings page, I still want to match the aesthetic of the site, but with little fun ink doodles instead of paintings. I like the idea of a vision board inspiration for each doodle. Maybe 3 or 4 showcased. Towards the bottom a pricing structure for Doodles specifically.

Rates - another breakdown of rates for art but all collected on one page. A contact me link again for questions or to quote for something specific. Would definitely be using this page for the two forms required. Although the exact questions on the forms I am not sure of yet. Definitely a pricing structure and maybe questionnaire for a doodle to be commissioned?

