## Step 1: Define Your Audience/Tone

* **Who will visit your site?**

Artists, galleries, auction houses, distributors, and artwork collectors

* **What can make you and/or your product stand out against your competitors?**

I provide a variety of Chinese artworks that is full of oriental flavor.

* **How would you speak to your clientele if you were communicating in person?**

Professional, Trustworthy, classy- a tone of high art, yet welcoming (certain warm color)

* **How could you translate that style and tone digitally?**

Using clean, flat, minimal design to convey the tone of high art; font- serif,

* **What colors represent you or your product?**

Black, white/gold to reflect professionalism; bold colors from artwork for liveliness; yellow, brown, red to reflect the oriental artsy flavor.

* **What images illustrate your message?**

**Step 2: Define Site Structure**

* **What are the three-to-five pages titled?**

Artwork, Gallery, Artist

* **What will be the purpose for each?**

Artwork: online display of artworks that are available to purchase.

Gallery: offline exhibitions to display these artworks

Artist: introduce each artist behind these artworks

* **What should each page contain? Will there be textual content? Or just images?**

**Landing page**

*Brief intro of the company.*

**Header**

* **Navigation:** Artwork, Gallery, Artist
* **Logo**
* **Hero images**

**Body**

* Current exhibition
* Featured artworks

**Footer**

* About
  + Who we are
  + Contact us
  + ~~Offices/galleries/stores (future)~~
  + ~~Career (future)~~
  + ~~Press (future)~~
* Shop
  + Become a collector of oriental artworks
* Partners
  + Sell your artwork with us
* Support
  + FAQ
  + Shipping and return

**Artwork**

*Showcase the* artworks that are available to purchase.

* Navigation
* Details of each artwork
  + Image
  + Category (painting on paper)
  + Subject (landscape)
  + Artist (name)
  + Year (2014)
  + Size (37x50cm)
  + Price ($$)

**Gallery**

*Offline events- exhibitions*

* Current exhibitions
  + Event theme
  + Location, time
  + Detail/Paragraph

**Artist**

*Introduce each artist*

* All their artworks
* Sales history

## Step 3: Create a logo

30 minutes  
Based on the perception you want to create for your brand, design **three variations of your logo**. Your logo could be an **image, a symbol, a wordmark**, or a stylized version of your page name. Save the logo as a .png file.

## Step 4: Create a style guide

30 minutes  
Using design software, experiment with different fonts and styles you’d like to use. Keep in mind the fundamentals of typography and visual design, such as hierarchy and contrast.

You can reference [this](https://www.dropbox.com/s/l6ewgp4v52i9qyz/ga-styleguide.jpg?dl=0) as an example of what we're looking for.

## Step 5: Create/Update sketches

20-30 minutes  
Using primitives, i.e. lines and basic shapes, create or update a series of thumbnail sketches for your project. Make sure the sketches demonstrate focal point, hierarchy, and balance across different grid-based layouts.

Remember to incorporate boxes for your nav, header, footer, and body.

## Step 6: Upload and Submit all your files in a zip

The final deliverable should be a .zip file containing:

1. Doc file of steps 1 and 2
2. Images of your logo as png files
3. A Style guide, either as an image or doc file
4. Wireframe files or sketch images as pdf, jpg or gif files