



JWalterScribbles

Justin Walter's art website





Description, Audience, Purpose

- This website would be a hub for all of my art related content, and hold all the information someone would need to view or buy art, and contact me about my projects.
- The audience is anyone who is curious about me, my work, or wants to commission or buy projects
- I want to present myself in a way that is calm but reliable, similar to the feeling of many of my drawings



Archetype, Color, Fonts

- My archetype would likely be the creator, because my website will be mostly focused on art of course.
- The colors I plan to use will be lighter cream and beige colors, to give the impression of paper.
- The fonts I use will be sans serif, specifically Arial for the body of texts. For headers, I want to use “Oswald” from Google Fonts. Arial will be used as the fallback.

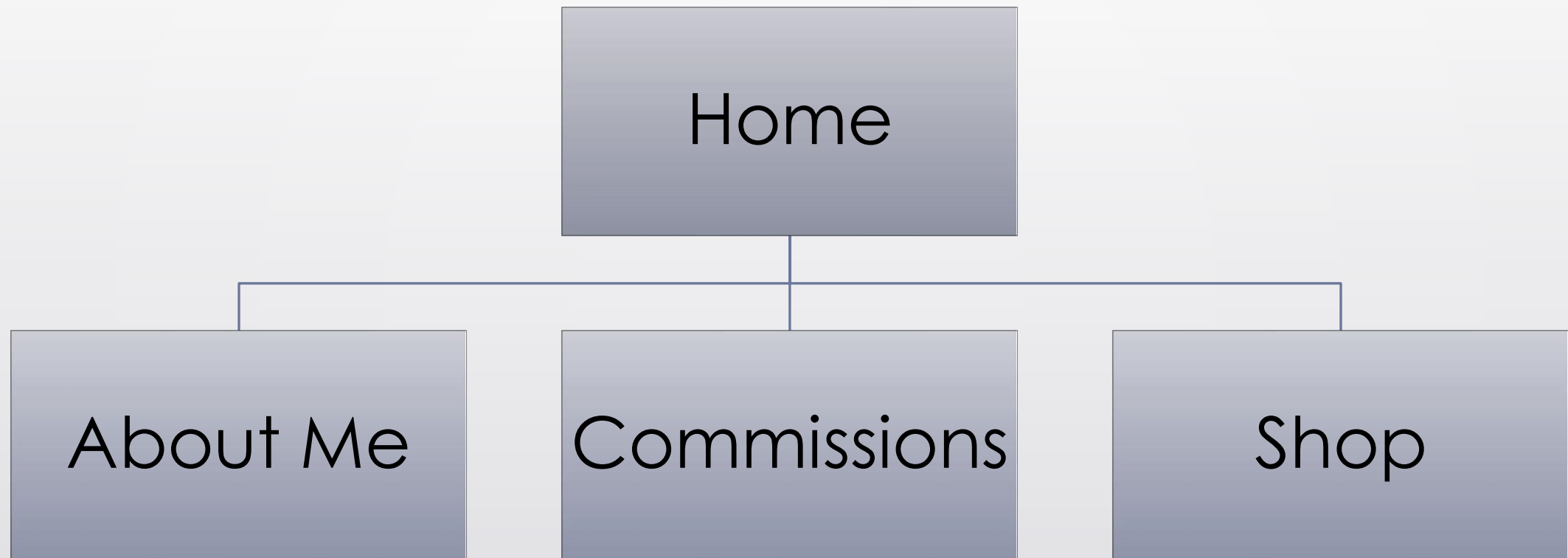
https://fonts.google.com/specimen/Oswald?preview.text=JWalterScribbles&preview.text_type=custom&category=Sans+Serif,Handwriting&sidebar.open=true&selection.family=Oswald



Similar Websites

- Mattias Adolfson's website: <https://mattiasadolfsson.com/>
- Felicia Chiao's Tumblr: <https://feliciachiao.tumblr.com/>
- Inktober website: <https://inktober.com/>

Hierarchy



Jack Anderson



Anderson is a producer of a new TV show targeted towards children and teens. His show is doing pretty poorly, but he noticed this week that it gotten an extra amount of views.

He wants to start his through a company that:

- Has experience with digital marketing
- Has created successful products that work up and down the food chain