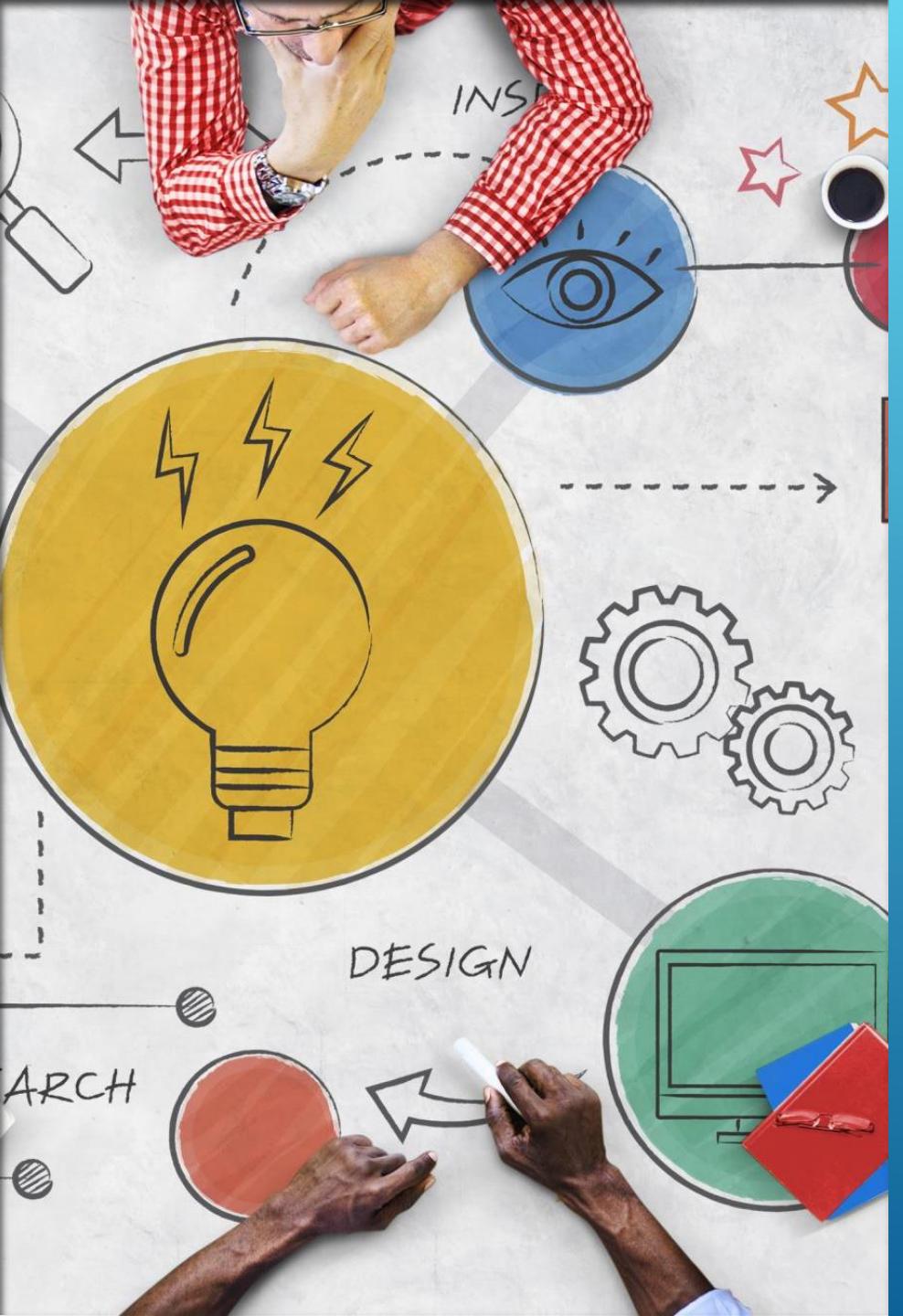


BLICK ART STORE

Information Architecture
Redesign

- JORDYN SMITH
- KISHA LIPSCOMB
- LENNA SEARCY



CONTENTS

Project Overview

- ▶ Overview
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- ▶ Personas & Use Cases
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- ▶ Wireframes

Retrospective

- ▶ Insights
- ▶ Team Contributions
- ▶ Future Directions



Overview



Objectives



Personas & Use Cases



Content Inventory

PROJECT OVERVIEW

Blink Art store is an art supply store that also provides educational materials for aspiring artists and educators. While it has physical stores located nationwide, its online store is a major source of both physical and intangible art resources. The online store serves as a catalog for a variety of art supplies where users can select from a multitude of options when shopping for a specific product. Additionally, users can read about featured artists, watch informational videos to improve their skills and review materials to educate others.

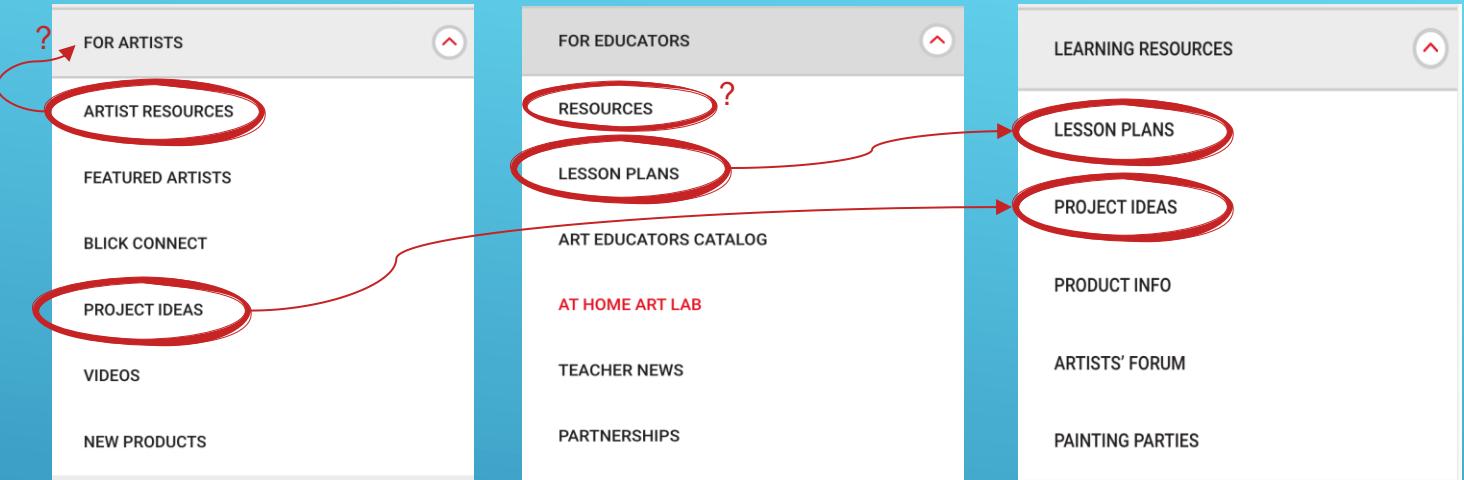
The online store has much to offer but is also very overwhelming. Upon opening the site users are met with an over-abundance of information, from products to buy to videos to watch. Because of the number of options made available to users and hidden relevant information, simple tasks, such as purchasing a product are cumbersome to complete. It becomes clear very quickly that the site is not meant for novice artists or consumers. While that may not be their target audience, even for intermediate or expert users the website is simply trying to accomplish too many goals at once and could benefit from a redesign.

OVERVIEW

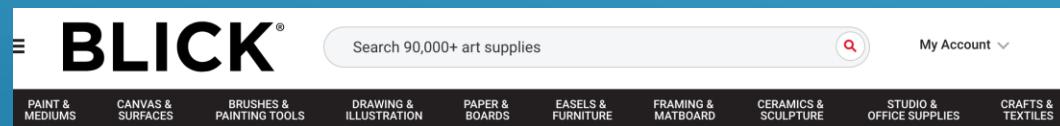


Some major pitfalls of the current Blick Art Store site include...

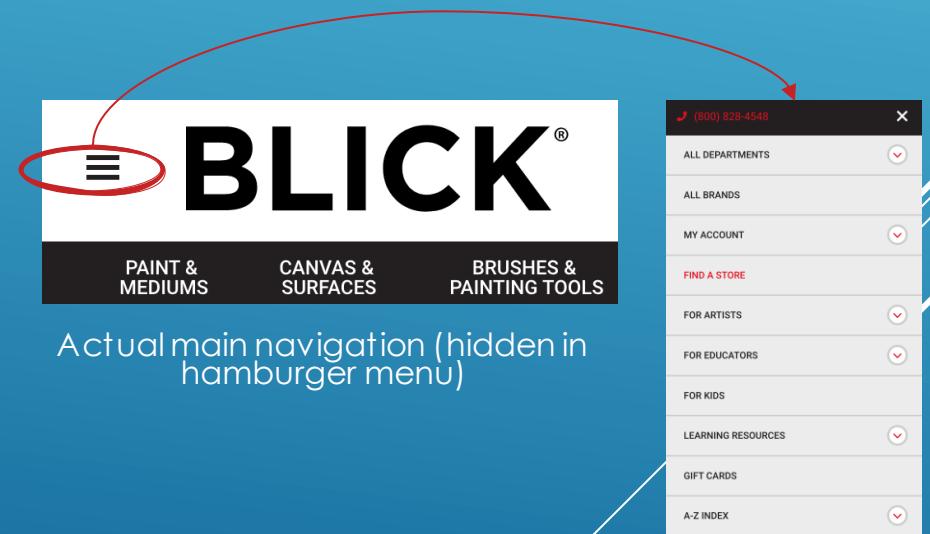
- ▶ Redundant menu items with a broad and deep amount of options



- ▶ Misleading navigation



(Not the main navigation)



Actual main navigation (hidden in hamburger menu)

OVERVIEW (CONT..)



Our goal is to assess the BLICK Art Store website to determine how it can be simplified for consumers of art supplies.



Re-design the site so that the commerce of art products is the site's major focus.



Re-design the site to still allow access to its supplemental educational and informational resources, but it would be moved to another site linked with its own architecture.



These changes will help to streamline the critical task of buying an item, remove irrelevant information and unearth hidden relevant information.

OBJECTIVE



1. Research Similar Products – Collect ideas to Improve the existing website for our proposed conceptual website and mobile application change.



2. Create content inventory of existing site.



3. Open Card Sort - Create cards and categories using our content inventory to aid in the evaluation and design of the information architecture. (1 round).



4. Closed Card Sort - Test the navigation and organization of the preset categories determined from our open cardsort (2 rounds).



5. Tree Test - Evaluating the findability of navigation through task-based tests (2 rounds)



6. Sitemap - Structure the navigation and test the information architecture



7. Wireframes – Create wireframes

PROCESS STRATEGY



- ▶ Casey is a professional cartoonist who works for a major animation studio, but often does freelance work on the side. Casey will be starting a freelance project soon and needs to purchase a new set of color pencils that is specific for this project. Casey searches the website to compare products, read reviews, chooses a product, and makes a purchase.



- ▶ Sawyer is a freshman art student at Savannah College of Art and Design and finds one of the classes to be more challenging than anticipated. Sawyer wants to find supplemental material for skill improvement and searched the Learning Resource section found on the website and located videos that did just that. The videos also listed suggested materials to use, in which Sawyer was able to search the website and purchase the materials needed to follow along with the videos.



- ▶ Nico is a professional artist and instructor who owns a private art studio and uses the studio to host events, professional projects and instruct students. Nico's student enrollment has increased, and additional easels are needed. Nico uses the website to purchase easels in bulk for the studio.

PERSONAS & USE CASES



- ▶ Dana is a daycare provider who incorporates art into the weekly schedule. Dana is not a professional artist, therefore the projects used are easy crafts children can create. Dana uses the website to shop for kids' art supplies for the center.



- ▶ George is a professional art teacher and has been teaching graduate level art classes for 5 years. He is used to graduate level classes where students are more independent and need less guidance, however, when he teaches an undergraduate course for the first time, he is tasked with creating lesson plans that teach fundamental topics. He uses the website to look for inspiration for lesson plans to teach about topics he has mastered and needs a refresher on how to explain.

PERSONAS & USE CASES (CONT...)

CONTENT INVENTORY

PURPOSE

We conducted a Content Inventory to better understand the components of the website and to evaluate the arrangement

PROCESS

We defined the scope of the content inventory to include the primary navigation as well as any clickable navigation within the pages of the site, but not exceeding three levels.

WHAT WE LEARNED

There were several repeating pages that were both in the shortcut bars located on the home page as well as the hamburger menu that housed the main navigation.

We questioned the necessity of these website features. Furthermore, we questioned the need for the number of categories and believed we could condense them or reorganize them.

#	Title	URL
1.0	ALL DEPARTMENTS	https://www.dickblick.com/
1.1	GIFTS	https://www.dickblick.com/
1.1.1	Painting Gifts	https://www.dickblick.com/categories/gifts/painting/
1.1.2	Drawing Gifts	https://www.dickblick.com/categories/gifts/drawing/
1.1.3	Calligraphy and Lettering Gifts	https://www.dickblick.com/categories/gifts/calligraphy/
1.1.4	Craft and DIY Gifts by Category	https://www.dickblick.com/categories/gifts/crafts/
1.1.5	Printmaking Gifts	https://www.dickblick.com/categories/gifts/printmaking/
1.1.6	VIEW ALL GIFTS	https://www.dickblick.com/categories/gifts/
1.2	PAINT & MEDIUMS	https://www.dickblick.com/
1.2.1	Acrylic Paint	https://www.dickblick.com/categories/painting/acrylic-paint/
1.2.2	Oil Paint	https://www.dickblick.com/categories/painting/oil/
1.2.3	Watercolor Paint	https://www.dickblick.com/categories/painting/watercolor-pa
1.2.4	Paint Mediums and Varnishes	https://www.dickblick.com/categories/painting/mediums/
1.2.5	Painting Tools	https://www.dickblick.com/categories/painting/tools/
1.2.6	VIEW ALL PAINT CATEGORIES	https://www.dickblick.com/categories/painting/
1.3	CANVAS & SURFACE	https://www.dickblick.com/

Link to Content Inventory

<https://docs.google.com/spreadsheets/d/1w6LeEhNqsg7L5FN76VkjUxwGkl7q6lcW/edit?usp=sharing&ouid=117996093418114137191&rtpof=true&sd=true>



Card Sorts



Task Analysis

TESTING PROCESS



CARD SORT & TASK ANALYSIS TESTING

- ▶ We conducted multiple round of card sort testing to understand how our users thought about certain categories and how they should be grouped and organized.
- ▶ We then conducted multiple rounds of Task Analysis – Tree Jack – testing to verify our proposed navigation scheme.

Closed Card Sort Round 1 Data



8

Participants

6

Categories

22

Cards



100 %

Highest agreement Percentage:
• Charity Partnerships



38 %

Lowest agreement Percentage:
• Storage
• School Discount
• Lesson Plans
• [Article] How To Connect with Us

What we learned Card Sort Round 1

- After we conducted an open card sort individually amongst ourselves. We Created 9 Categories and 45 Cards.
 - We analyzed our card sort results and realized we had too many similar representative cards for the same categories. We also saw a need to reduce the categories by combining similar content areas. This resulted in the 6 categories and 22 cards used for closed card sort 1.
- ▶ Art Resources and Art Products caused confusion which resulted in misplaced cards. Subsequently we changed Art Resources to Inspiration & Discovery and Art Products was changed to Art Supplies
- ▶ Get involved and News & Announcements caused confusion which resulted in misplaced cards. Subsequently we combined the two categories into Community Engagement and decided to add subcategories
- ▶ Customer Service caused confusion which resulted in misplaced cards. Subsequently we changed Customer Service to My account for the second round.
- ▶ There were multiple cards sorted into "others". We changed this category to "I don't know" to confirm if they indeed, did not know.

What we learned Card Sort Round 2

- ▶ Many of the same cards were added to the "I don't know" category confirming our need to re-arrange the category in the next round of IA testing. Subsequently we added subcategories, and the results were successful.
- ▶ The category renaming was a success!
- ▶ The category agreement % increased from 1 to 3 . We achieved 100% for the following cards in the Art Supplies category:
 - ▶ Colored Pencils
 - ▶ Construction Paper
 - ▶ Markers
- ▶ The disagreement category decreased from 4 to 2 . The two cards listed below were sorted into five different categories:
 - ▶ School Discount
 - ▶ Teacher Resources
- ▶ In the future, when conducting card sorts, we feel adding interview questions and conducting post interviews would be helpful with understanding why participants categorized as such.

Closed Card Sort Round 2 Data



18

Participants

5

Categories

23

Cards



100 %

Highest agreement Percentage:
• Colored Pencils
• Construction Paper
• Markers



33 %

Lowest agreement Percentage:
• School Discount
• Teacher Resources

TASK BASED TREE TEST

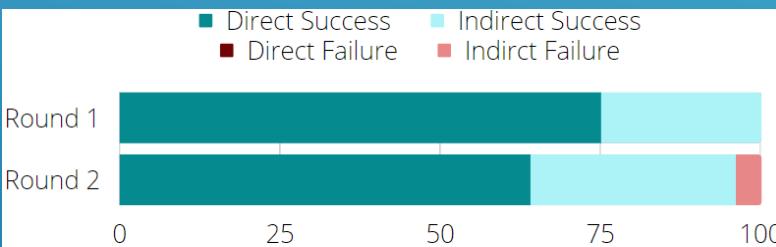
KEY Task 1: Imagine you're an art school teacher that wants to order supplies for your students using your school's discount. Where would you go to login into your educator account in order to have the discount applied?



Round 1: Participants expected to find login information under *My Account*, even if they had to search around for it some.



Round 2: Very similar to the first round with slight confusion leading to participants searching around *Customer Service*.



Changes: No changes were made between rounds.

What We Learned: The navigation as it is has been re-designed sufficient for this task. However, participants might have done better with more context on how school discounts would be applied. It's not a coupon code that may be found via the *Customer Service* menu but is applied automatically to educator accounts.

TASK BASED TREE TEST

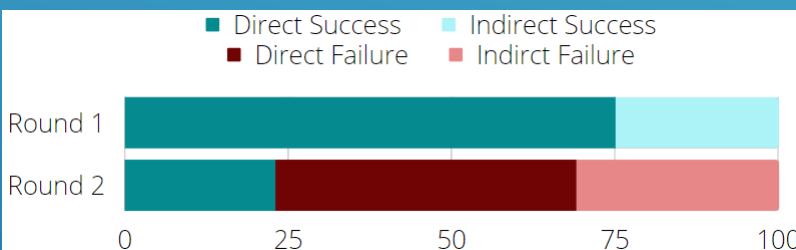
KEY Task 2: Imagine that you're a beginner artist just getting started with painting. You want to read an article on what kind of paintbrush you should use. Where would you find that kind of article?



Round 1: All participants expected to find articles related to paintbrushes under *Articles* or *Guides*.



Round 2: Participants primarily searched under *Art Supplies* and with *Paintbrush* products for the article.



Changes: In the second round, "Articles" and "Guides" subcategories were combined into one category "Articles & Guides".

What We Learned: Round 1 results revealed *Articles* and *Guides* could be combined as one category given their close relation. However, Round 2 results show that participants may have expected to find learning resources related to a product with the products themselves.

TASK BASED TREE TEST

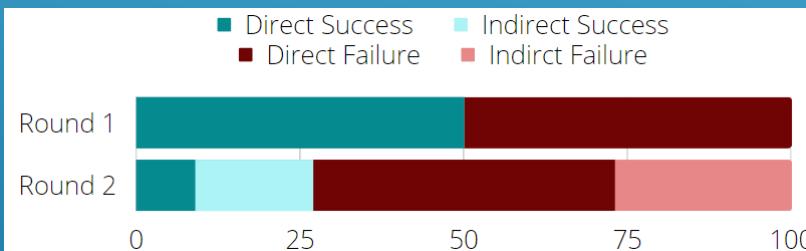
Task 3 (minor): Imagine you're an intermediate level artist that has created a new piece you'd like to share. Where would you go to submit your work to be featured on the company's Instagram?



Round 1: Participants understood this task to not be related to products but did not agree on whether it better aligned with *Community Engagement* or *Discovery & Inspiration* given the direct paths they chose.



Round 2: Participants had even more trouble determining what categories and subcategories this task best aligned with. Results didn't reveal any obvious patterns.



Changes: No changes were made between rounds.

What We Learned: Categories for this task were not intuitive and would have benefitted from extended card sorting tests

TASK BASED TREE TEST

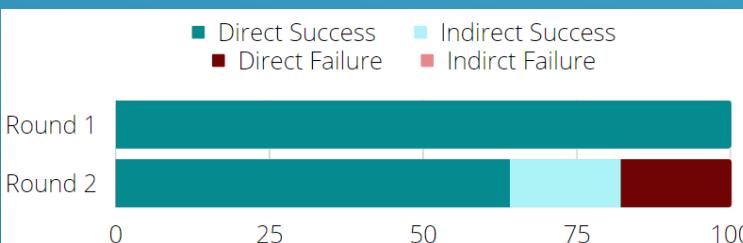
Task 4 (minor): Imagine you are grade school art teacher planning the curriculum for your class this fall. You want to look at some examples of art class lesson plans to help you. Where would you find lesson plans?



Round 1: Participants understood the task and knew exactly where to navigate in order to find the required link.



Round 2: There was some undetermined confusion regarding where *Lesson Plans* might be found within the navigation. Participants either searched around or chose completely incorrect links.



Changes: No changes were made between rounds.

What We Learned: Despite some minor errors in participants results, the navigation for this task can be verified. However, it could benefit from more card testing for further refinement.

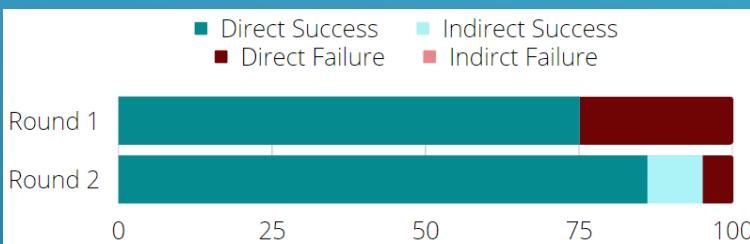
TASK BASED TREE TEST

Task 5 (minor): Imagine you are an expert artist in need of a new easel. Where would you find an easel to buy?



Round 1: Although it was clear to most, it seemed participants were confused that the intent of this task was to buy the easel on the site and that they should search for it within *Art Supplies*, rather than looking for a physical store in which to visit and buy the easel.

Round 2: There was more successful agreement about where to find the easel, with some minor outlying errored results



Changes: No changes were made between rounds.

What We Learned: Despite some minor errors in participants results, the navigation for this task can be verified. Rewording of the task might have helped avoid these errors.

TASK BASED TREE TEST

Key Take-A-Ways:

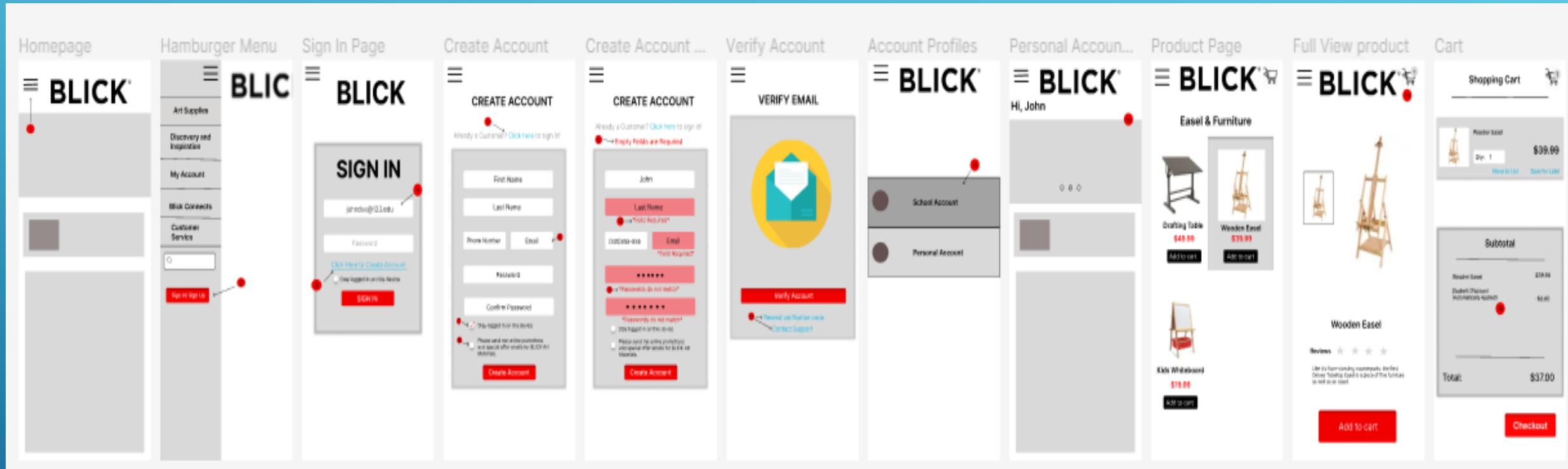
- ❑ The first round was not set up appropriately and resulted in very strange results.
 - ❑ Tasks that were reported to have a great percentage of people navigate directly or indirectly to incorrect links actually showed the opposite in many cases upon deeper inspection
- ❑ The wording of the tasks may have added to the confusion of which paths to take.
- ❑ Tasks that seemed assured in the first round were not validated in the second round, demonstrating the need for further rounds.
- ❑ Due to the above, more testing (category renaming, sorting and navigating) would be required for certain tasks

WIREFRAME & SITEMAP

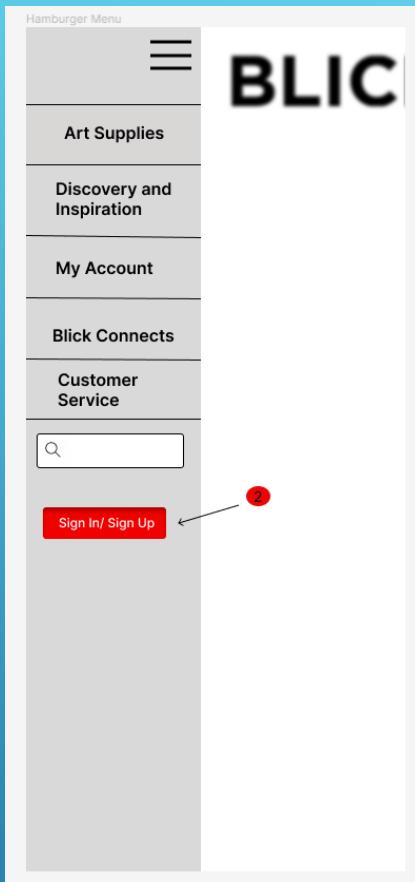
- Alongside testing, we finalized our new sitemaps over three iterations and generated wireframes to illustrate key tasks that use this new navigation
- The new sitemap attempts to delineate e-commerce from intangible resources on the site by separating the resources into their own external site with it's own sitemap defined.
- We also simplified, by removing the excessive and repetitive category and subcategory options.
- Link to Sitemap:
 - https://miro.com/app/board/uXjVPfSLoIg=/?share_link_id=252330856558
 - (Detailed view in appendix)

We created wireframes based off 2 key tasks to demonstrate how users would navigate through the website.

Task #1 Purchasing an easel with a school discount



WIREFRAMES



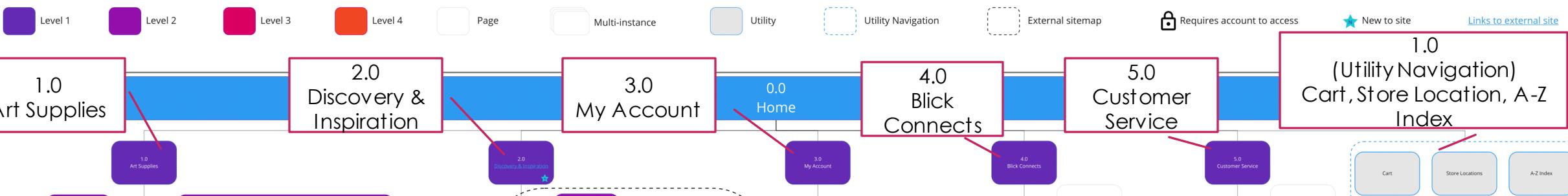
Task 1: Wireframe & Sitemap

Only One Navigation Menu

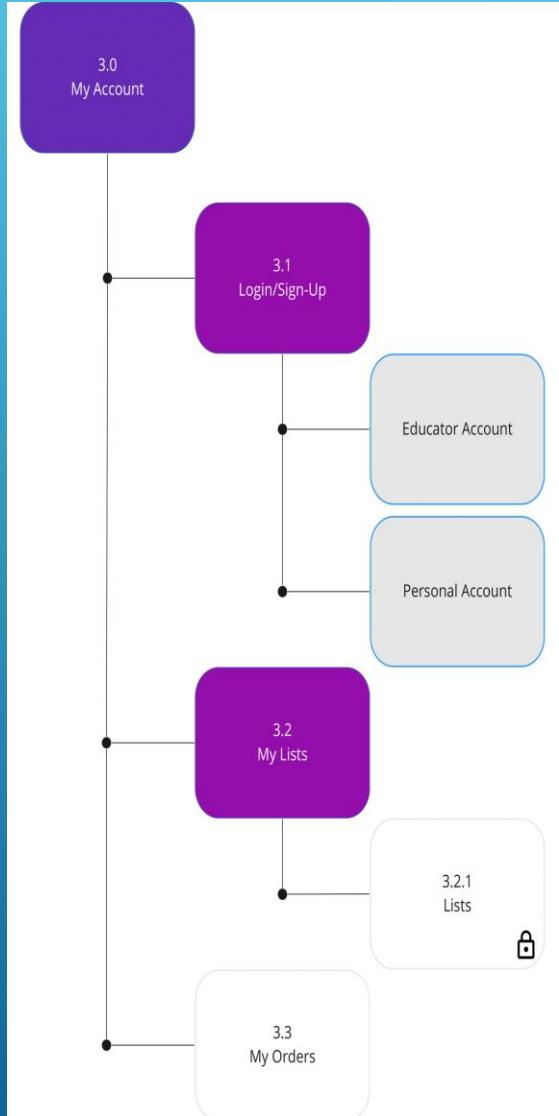
The homepage menu has been condensed to just the one Hamburger menu to alleviate repeating content and excess information.

Blick Sitemap Redesign

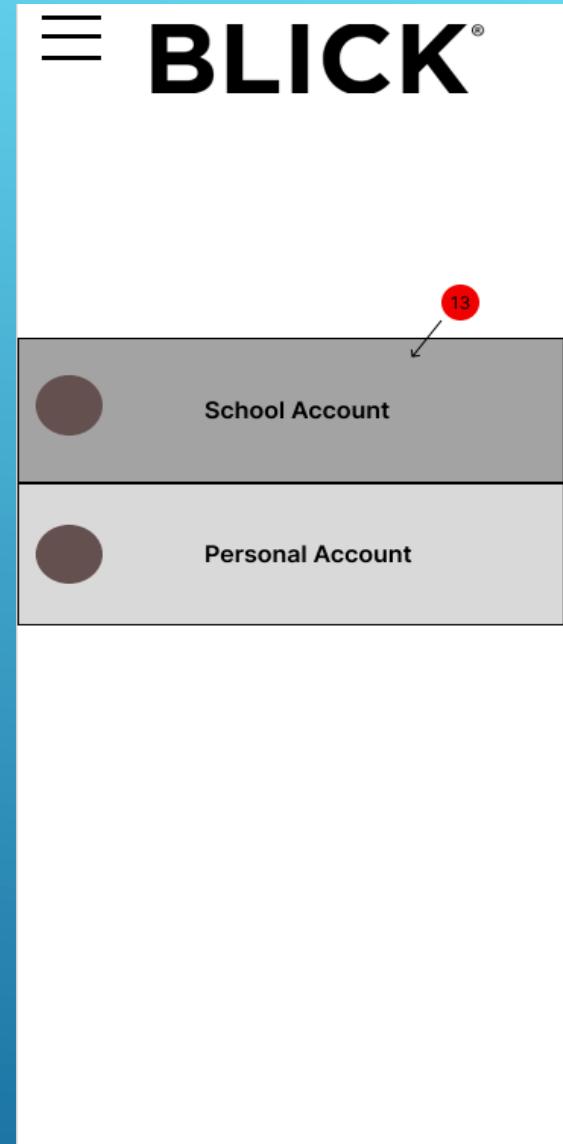
LEGEND



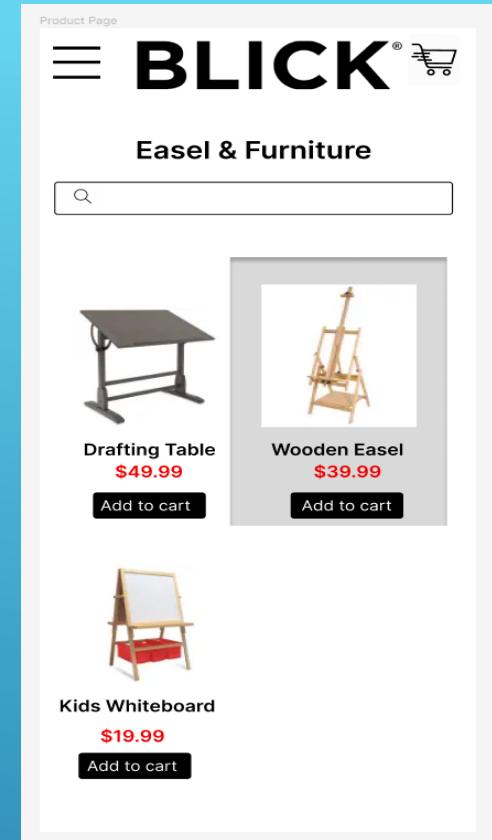
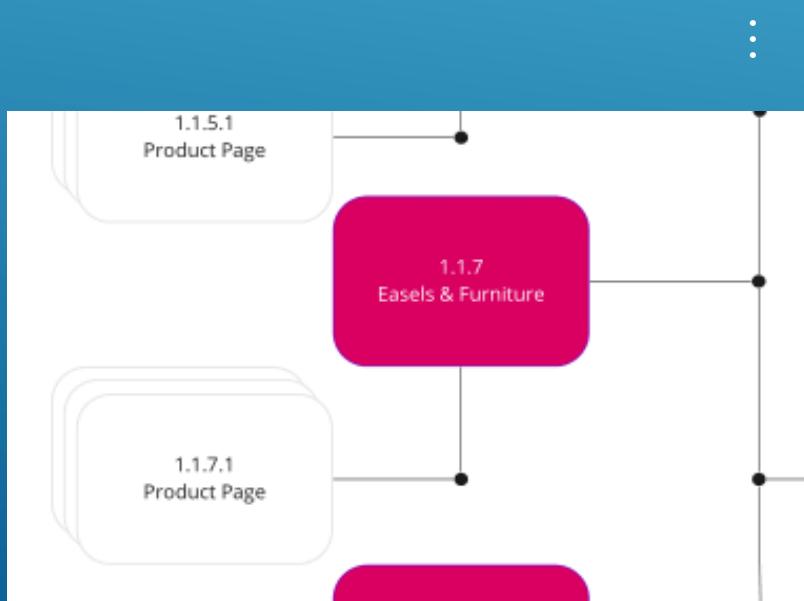
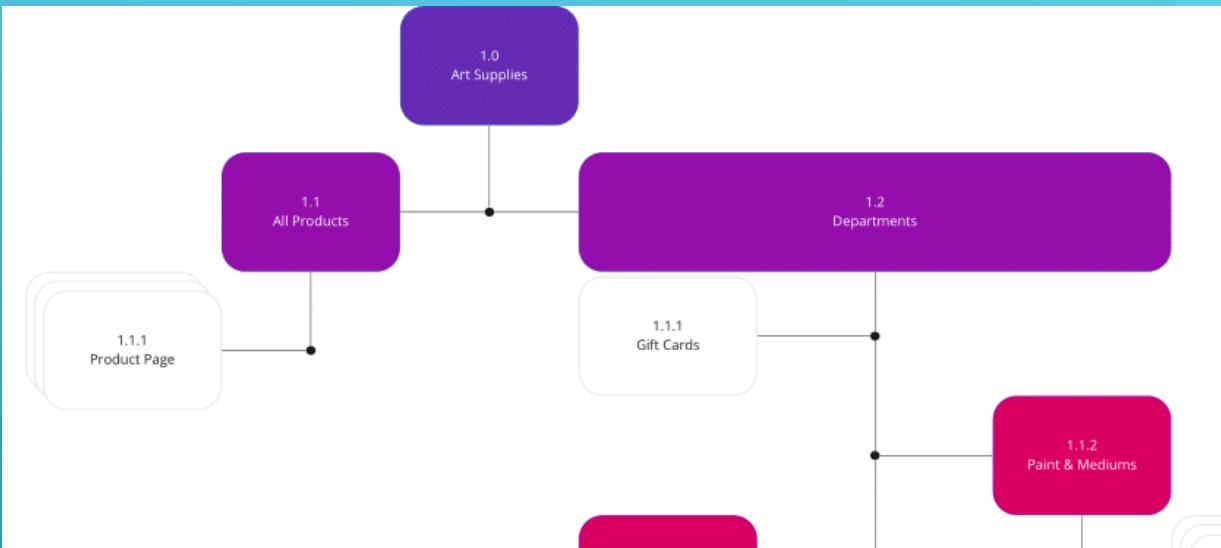
Task 1: Wireframe & Sitemap



Educator Login Portal
Streamlined access to educator discounts by simply logging in to an educator account via the educator portal. Any relevant discounts are automatically applied without any extra steps required by user.



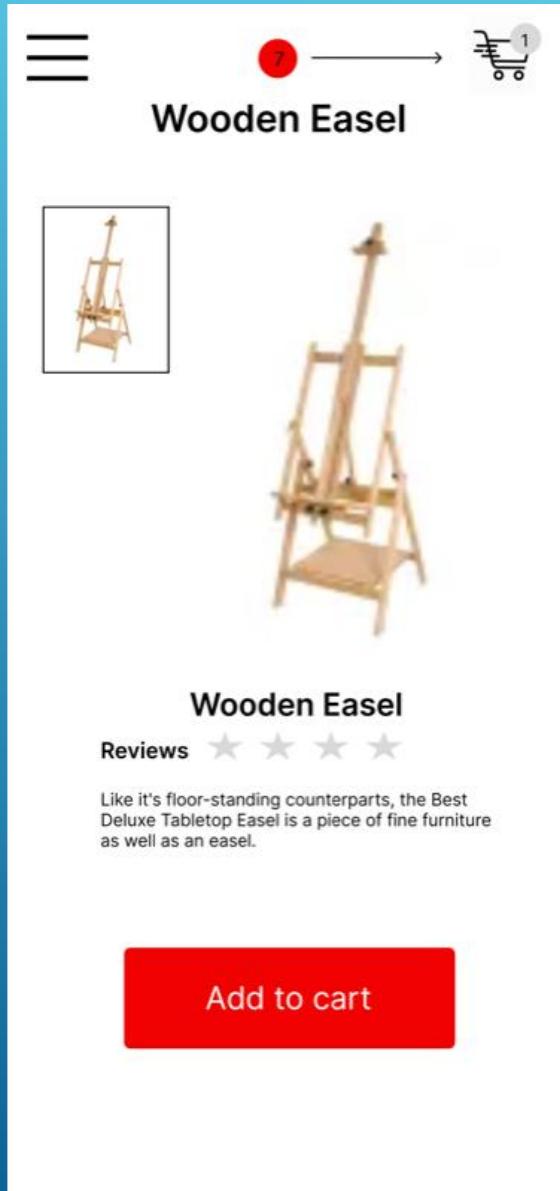
Task 1: Wireframe & Sitemap



Reduced Subcategory Menus

Subcategories under level 1 navigations were reduced to get user directly to the page they need to find the products they need without other distractors such as top product categories or brand names. We felt these would be better used a search filters on the product list page.

Task 1: Wireframe & Sitemap

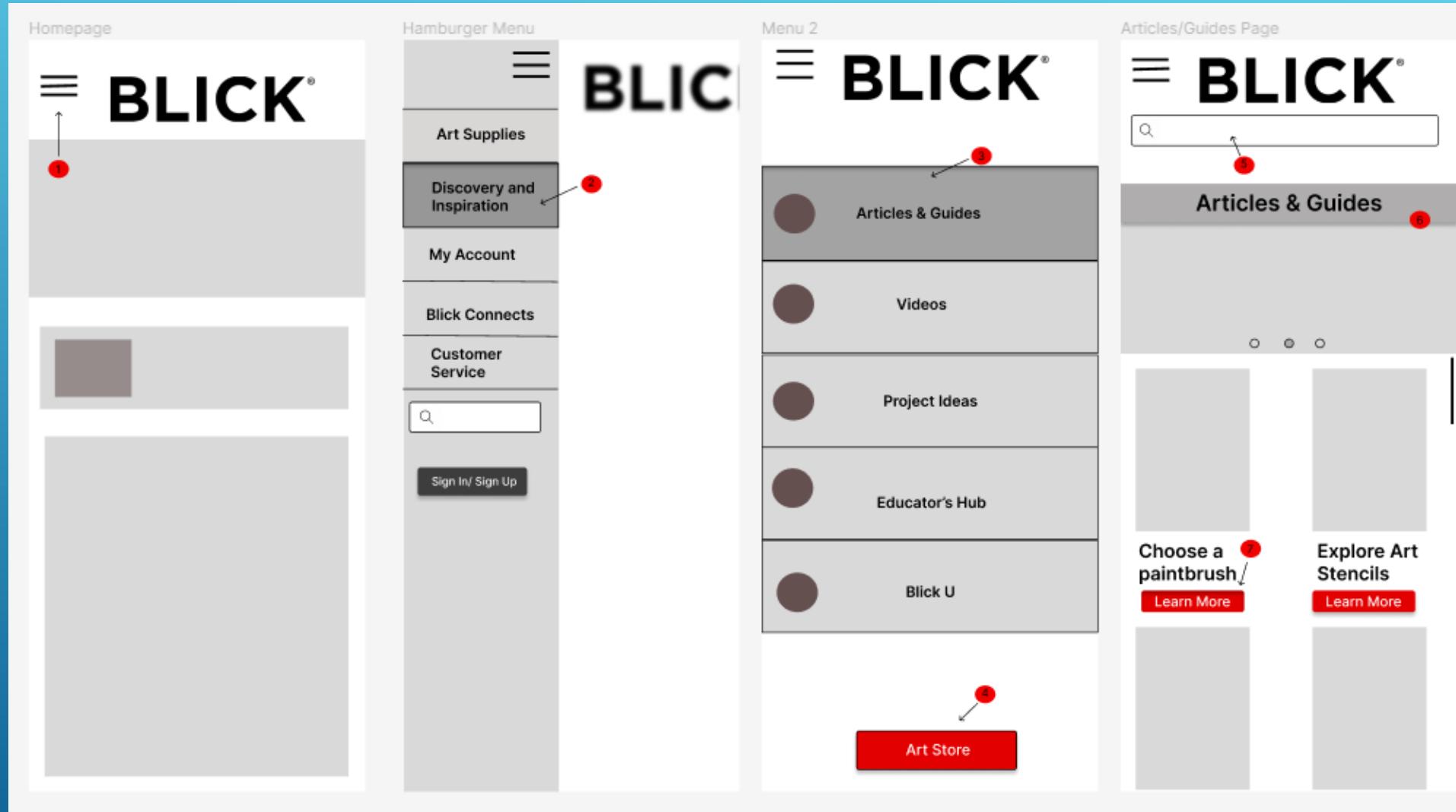


Detailed Product Page

The full detailed product page includes an add to cart as well as other details about the product such as reviews and a description. Once the user adds to cart, they can see the notification on the shopping cart icon so the add to cart function is confirmed.

We created wireframes based off 2 key tasks to demonstrate how users would navigate through the website.

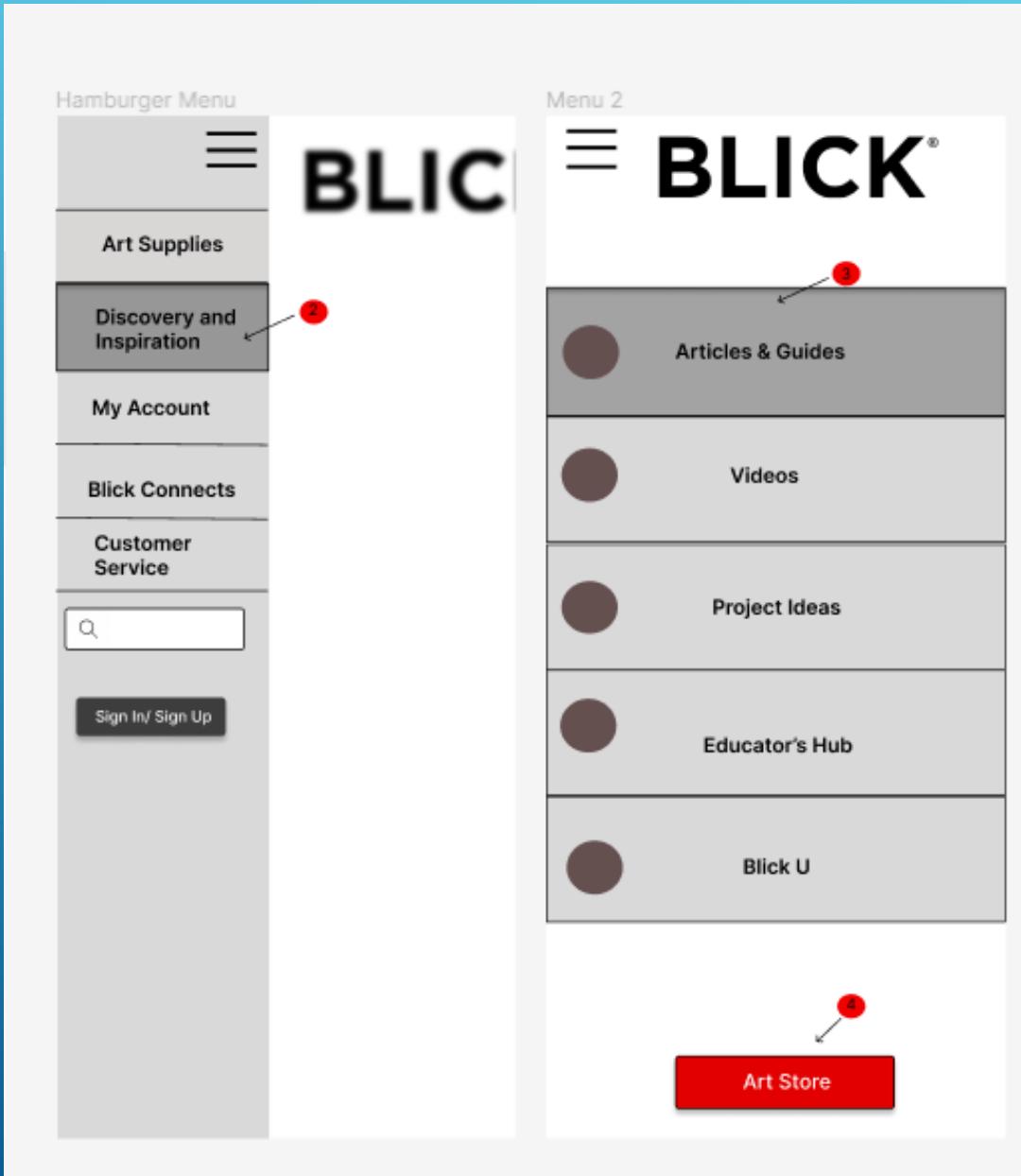
Task #2 Reading an article on choosing the right paint brushes.



Interactive Links: <https://www.figma.com/file/hfpNYsvQjJCeRhdG0ZGU1D/Blick-Wireframe-2?node-id=2%3A17>

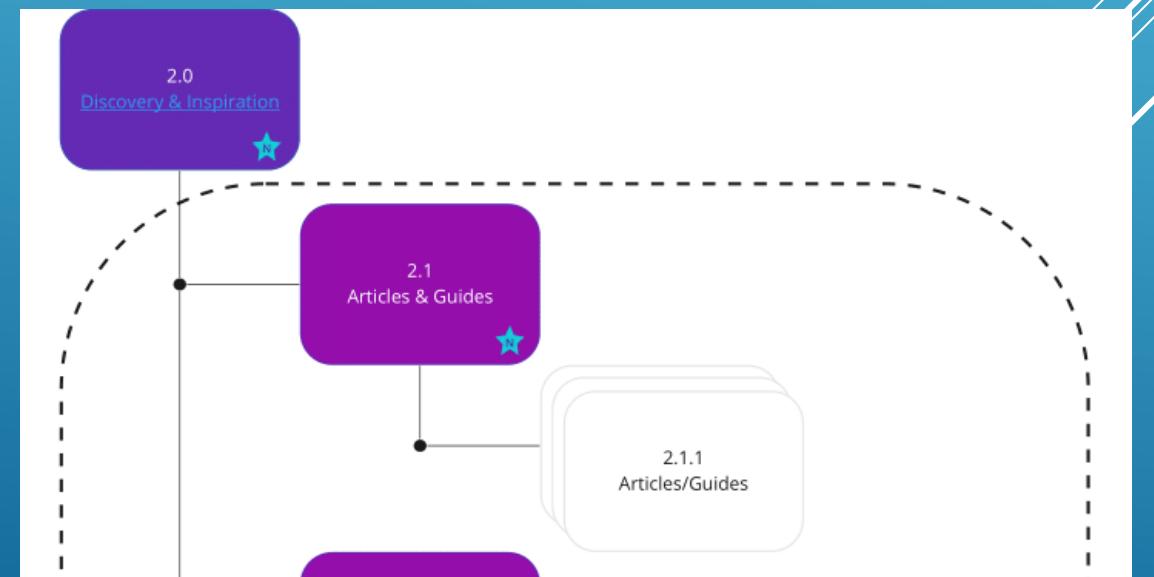
WIREFRAMES

Task 2: Wireframe & Sitemap

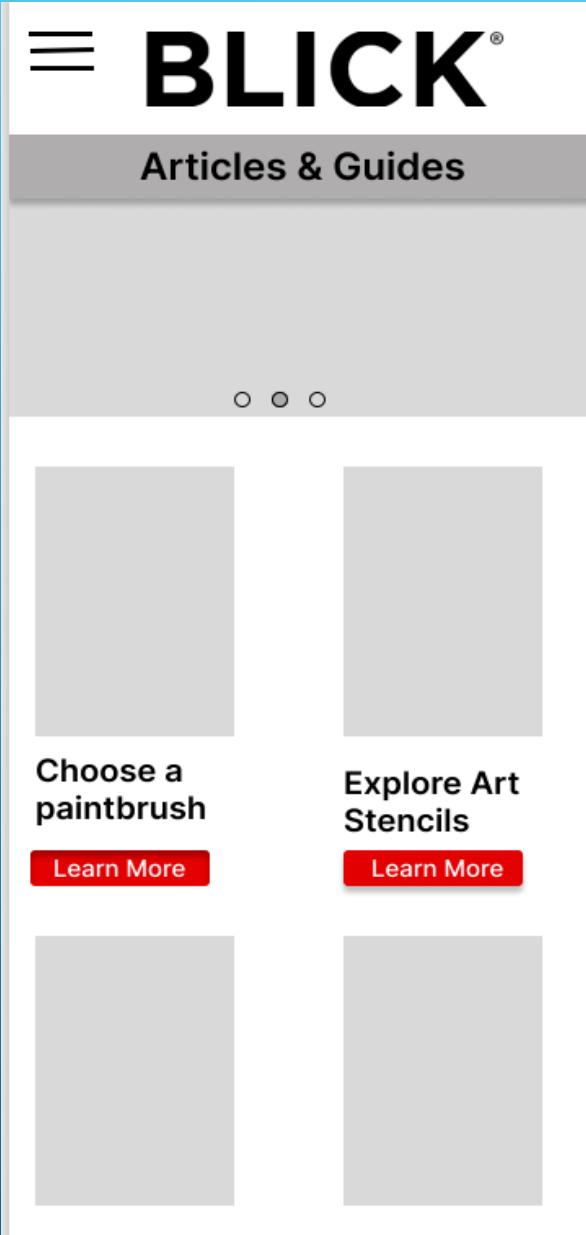


Create Separate External Site to Art Resources

All of the artist resources were consolidated under Discovery & Inspiration which would navigate to an external website separate from the main e-commerce site the users navigate to now. Return access would be made available in the resources site as well



Task 2: Wireframe & Sitemap



One Stop for All Articles & Guides

Articles and guides that may helpful to expert and aspiring artists alike will be housed in one location with the ability to search and filter for the guide that users need



Insights



Team
Contributions



Future
Directions

RETROSPECTIVE



INSIGHTS



- ▶ Blick seemed to take for granted the expertise of their audience in the information architecture of their site.
- ▶ There was enough "resources" items to fill it's own site.
- ▶ Organizing and grouping items into categories and subcategories proved unintuitive.
- ▶ The sitemap revealed more clearly where delineation should be drawn between main site and resources sites and that with products. All product related categories and pages should be on the main site and that's what we should have tested.
- ▶ Original navigation headings were not named consistently (some named by topic, others by function, etc.) and had to be changed post testing phases.
- ▶ Even with our own delineation, users still conflated resources with products when trying to find those resources. To achieve optimal results more iterations would be needed.
- ▶ Pre-screening questions before the tests would have helped us better determine our participants familiarity with art products and art stores and help us better understand the results.



TEAM CONTRIBUTIONS

Jordyn
Smith

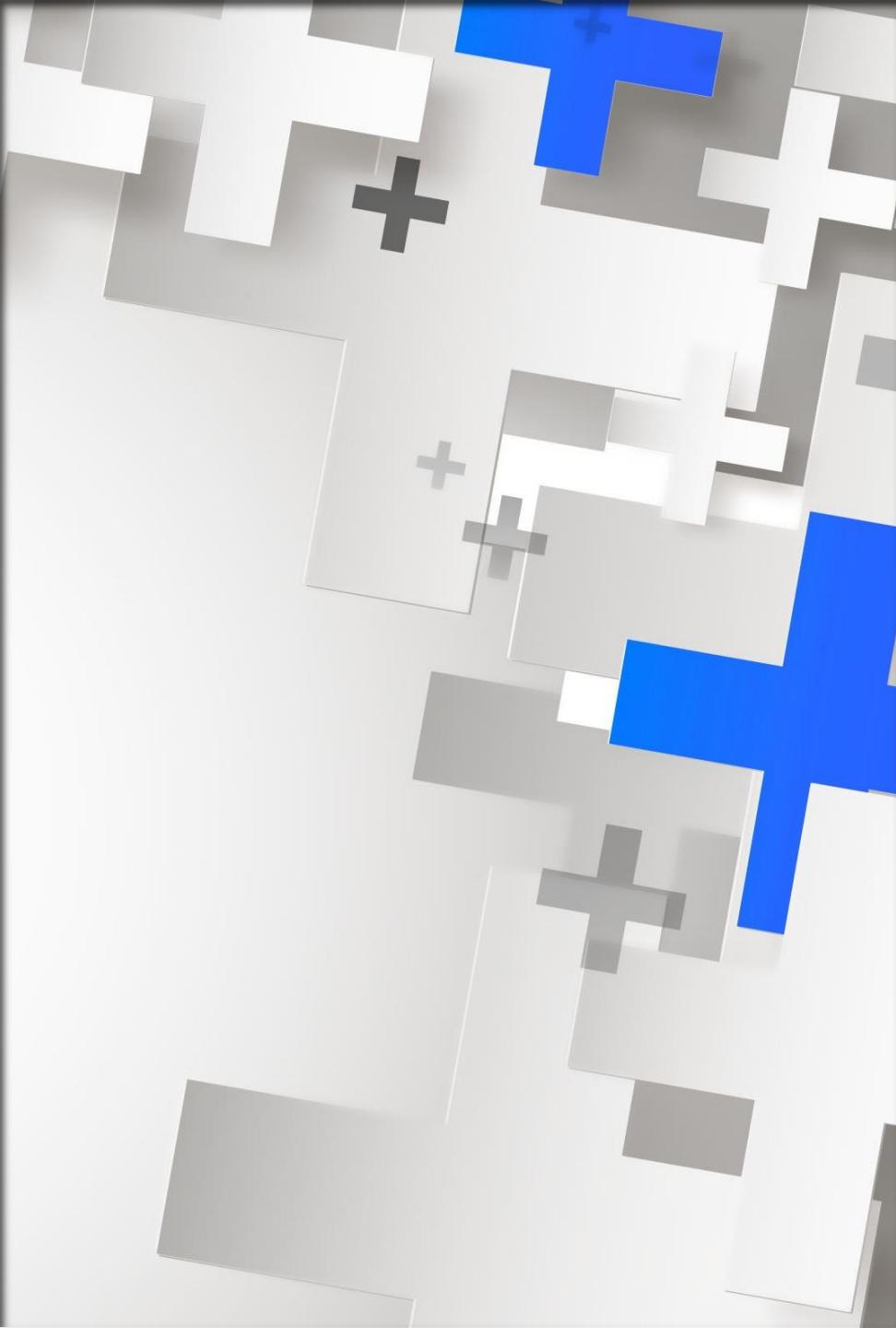
- ▶ Contributed to project proposal
- ▶ Partially completing the content inventory
- ▶ Curating and publishing card sort and tree jack test
- ▶ Drafting and completing the sitemap
- ▶ Drafting wireframes
- ▶ Providing feedback on final wireframes
- ▶ Contributed to Final Report

Kisha
Lipscomb

- ▶ Contributed to project proposal
- ▶ Completed and finalized content inventory
- ▶ Contributed to data analysis for card sorts and tree jack test
- ▶ Drafting wireframes
- ▶ Providing feedback on final sitemap and wireframes
- ▶ Created and presented final presentation.
- ▶ Contributed to Final Report

Lena
Searcy

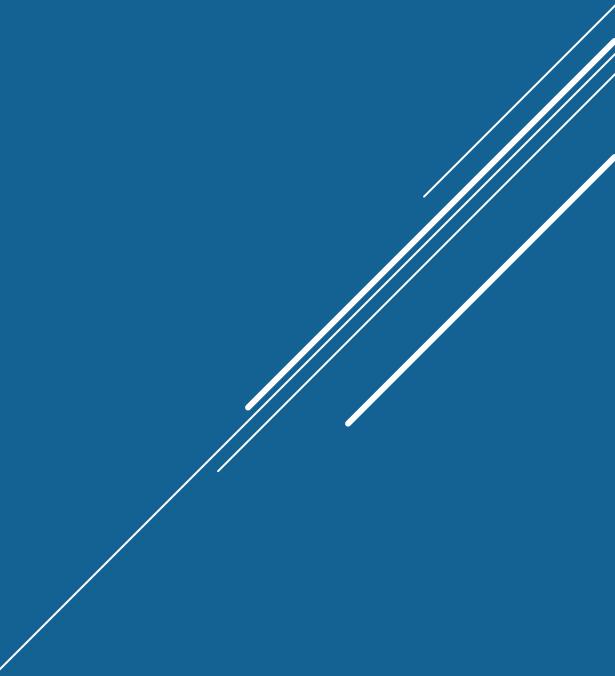
- ▶ Contributed to project proposal
- ▶ Contributed to data analysis for card sorts and tree jack test
- ▶ Provided feedback for sitemap
- ▶ Drafting wireframes
- ▶ Creating final wireframes
- ▶ Contributed to Final Report



FUTURE DIRECTIONS

- ▶ Move all product related items in the Educator's Hub category to the main commerce site from the resource site.
- ▶ Retest chosen names of untested categories.
- ▶ Further remove navigation categories that can be used a search filter instead.
- ▶ Remove the number steps users must take between finding a product and adding it to their cart.
- ▶ More iterations of testing and designing for further refinement

APPENDIX



CONTENT INVENTORY V1

[LINK TO SHORTCUT BARS \(V1\)](#)



Page Level	#	Title	URL
0	0	Blick (Home)	Art Supplies BLICK Art Materials (dickblick.com)
0	0.1	Gifts	Gifts for Artists BLICK Art Materials (dickblick.com)
0	0.2	Deals	https://www.dickblick.com/lp/deals/
0	0.2.1	Free Offers	https://www.dickblick.com/lp/deals/#FreeOffers
0	0.2.2	Drawing Deals	https://www.dickblick.com/lp/deals/#DrawingDeals
0	0.2.3	Painting Deals	https://www.dickblick.com/lp/deals/#PaintingDeals
0	0.2.4	Surfaces & Brush Deals	https://www.dickblick.com/lp/deals/#Surfaces&Brush
0	0.2.5	More Deals	https://www.dickblick.com/lp/deals/#MoreDeals
0	0.3	Clearance	https://www.dickblick.com/clearance/
0	0.4	New	https://www.dickblick.com/newproducts/
0	0.5.0	Find a Store	https://www.dickblick.com/stores/
0	0.5.1	In-Store Promotions	Blick Art Materials In-Store Promotions (dickblick.com)
0	0.5.2	Blick Preferred Customer	Preferred Customers BLICK Art Materials (dickblick.com)
0	0.5.3	Custom Printing & Framing	Custom Framing & Printing BLICK Art Materials (dickblick.com)
0	0.5.4	Store Pick up lists	Store Pickup BLICK Art Materials (dickblick.com)
0	0.5.4.1	Curbside Lists	Login BLICK art materials (dickblick.com)

0	0.6	For Educators	https://www.dickblick.com/educators/
0	0.6.1	Lesson Plans	https://www.dickblick.com/lesson-plans/
0	0.6.2	Art Educators Catalog	https://www.dickblick.com/requests/bigbook/
0	0.6.3	Quick Quote	https://www.dickblick.com/lists/quick-quote
0	0.6.4	Teacher News	https://www.dickblick.com/educators/#TeacherNews
0	0.6.4.1	Art Teacher Appreciate Drawing 2022	https://www.dickblick.com/educators/teacher-news/#ArtTeacherAppreciationDrawing
0	0.6.4.2	Diamond Sponsor of the 2022 NAEA Convention	https://www.dickblick.com/educators/teacher-news/#NAEA-convention-sponsor
0	0.6.4.3	Blick NAEA Convention Grant Winners	https://www.dickblick.com/educators/teacher-news/#NAEA-convention-grant-winners

	Blick Offers 'Future Orders' Option	https://www.dickblick.com/educators/teacher-news/#future-orders
0	0.6.4.4	
0	0.6.4.5	Blick Sponsors 2022 Celebrating Art Contests https://www.dickblick.com/educators/teacher-news/#celebrating-art-contests-sponsor
0	0.6.4.6	CFAE Recognizes 2020 Youth Art Month Award Winners https://www.dickblick.com/educators/teacher-news/#youth-art-month-winners
0	0.6.5	Business Partners https://www.dickblick.com/educators/partners/
0	0.6.6	Blick Gives Back Blick Gives Back BLICK Art Materials (dickblick.com)
0	0.6.6.1	Request a Donation Donations & Sponsorship Form BLICK Art Materials (dickblick.com)
0	0.6.6.2	National Art Education Association https://www.dickblick.com/about-blick/gives-back/#NAEA
0	0.6.6.3	Scholastic Art & Writing Awards https://www.dickblick.com/about-blick/gives-back/#ScholasticArtAndWritingAwards
0	0.6.6.4	The Jimmy Fund https://www.dickblick.com/about-blick/gives-back/#TheJimmyFund
0	0.6.6.5	Fresh Artists https://www.dickblick.com/about-blick/gives-back/#FreshArtists
0	0.6.6.6	ProjectArt https://www.dickblick.com/about-blick/gives-back/#ProjectArt
0	0.6.6.7	Colored Pencil Society of America https://www.dickblick.com/about-blick/gives-back/#CPSA
0	0.6.6.8	Pasadena Chalk Festival
0	0.6.6.9	Art ConnectED https://www.dickblick.com/about-blick/gives-back/#ArtConnectED

	At-Home Art Lab	https://www.dickblick.com/educators/#AtHomeArtLab
0	0.6.7	
0	Services	https://www.dickblick.com/educators/#Services
0	0.6.8	
0	0.7 [phone number]	tel:+18008284548
0	0.8 Live chat	Live Chat - Blick Art Materials (dickblick.com)
0	0.9 Cart	Your Cart - BLICK Art Materials (dickblick.com)
0	0.9 Register	
0	0.9.1 Sign In	
0	0.9.2	
0	0.9.3 Shop as guest	Art Supplies BLICK Art Materials (dickblick.com)

	Orders Status/Past Orders	https://www.dickblick.com/orders/lookup
0	0.9.4	
0	0.9.5	Promo Codes, Free Shipping & Exclusions, Gift Coupons https://www.dickblick.com/landing/special-offer/
0	0.9.6	Sales Tax/Tax Exemption https://www.dickblick.com/customerservice/taxes/
0	0.9.7	Quote Requests https://www.dickblick.com/customerservice/onaccount/
0	0.9.8	Shipping Information https://www.dickblick.com/customerservice/shipping/
0	0.9.9	International Shipping https://www.dickblick.com/customerservice/international/
0	0.9.10	Backorders https://www.dickblick.com/customerservice/backorders/
0	0.9.11	Return Information https://www.dickblick.com/customerservice/returns/
0	0.10.0a	My Account/Account Summary https://www.dickblick.com/myaccount/
0	0.10.1a	My Orders/View Orders https://www.dickblick.com/myaccount/orders/
0	0.10.2a	Buy Again https://www.dickblick.com/myaccount/orders/history/allitems/
0	0.10.3a	My Lists https://www.dickblick.com/myaccount/lists/
0	0.10.3a.1	Add A New Wish List https://www.dickblick.com/lists/wishlist/create/
0	0.10.3a.2	Create Store Pickup List https://www.dickblick.com/lists/store-pickup/list/
0	0.10.3a.3	Add a New Blck U List https://www.dickblick.com/lists/blicku/create/
0	0.10.3a.4	Find a Wish List https://www.dickblick.com/lists/find-wishlist/

	Find a Blick U List	https://www.dickblick.com/lists/find-blicku/
0	0.10.3a.4.1	
0	0.10.3a.4.2	Create a List https://www.dickblick.com/lists/find-wishlist/
0	0.10.4a	Account Information Account Information BLICK art materials (dickblick.com)
0	0.10.5a	Sign Out https://www.dickblick.com/logout/
0	0.10.1b	Sign In https://www.dickblick.com/userlogin/
0	0.10.1b.1	Create Account Create an Account BLICK art materials (dickblick.com)
0	0.10.2b	View Orders
0	0.10.3b	My Lists https://www.dickblick.com/faq-lists/
0	0.11.0	Orders
1st	1.0	Paint & Mediums https://www.dickblick.com/categories/painting/
2nd	1.1	Top Categories & Products
3rd	1.1.1	ACRYLIC PAINT https://www.dickblick.com/categories/painting/acrylic-paint/
4th	1.1.1.1	Utrecht Artists' Acrylic Colors and Sets https://www.dickblick.com/products/utrecht-artists-acrylic-colors/
4th	1.1.1.2	Golden Heavy Body Artist Acrylics https://www.dickblick.com/products/golden-heavy-body-artist-acrylics/
4th	1.1.1.3	Liquitex Acrylic Mediums https://www.dickblick.com/products/liquitex-fluids-acrylic-mediums/
4th	1.1.1.4	Blick Studio Acrylics and Sets https://www.dickblick.com/products/blick-studio-acrylics/
4th	1.1.1.5	Acrylic Open Stock https://www.dickblick.com/categories/painting/acrylic-paint/
4th	1.1.1.6	Acrylic Paint Sets https://www.dickblick.com/categories/painting/acrylics/paint-sets/
4th	1.1.1.7	Acrylic Open Stock Mediums https://www.dickblick.com/categories/painting/mediums/acrylic/
4th	1.1.1.8	Pouring Paint and Mediums https://www.dickblick.com/categories/painting/mediums/acrylic-pouring/
3rd	1.1.2	OIL PAINT https://www.dickblick.com/categories/painting/oil-paint/
4th	1.1.2.1	Gamblin Artist's Oil Colors https://www.dickblick.com/products/gamblin-artists-oil-colors/

4th	1.1.2.2	Utrecht Artists' Oil Colors and Sets	https://www.dickblick.com/products/utrecht-artists-oil-colors/
4th	1.1.2.3	Oil Paint Open Stock	https://www.dickblick.com/categories/painting/oil-paint/
4th	1.1.2.4	Oil Paint Sets	https://www.dickblick.com/categories/painting/oil/paint-sets/
4th	1.1.2.5	Oil Mediums	https://www.dickblick.com/categories/painting/mediums/oil/
3rd	1.1.3	WATERCOLOR PAINT	https://www.dickblick.com/categories/painting/watercolor-paint/
4th	1.1.3.1	Blick Artists' Watercolors	https://www.dickblick.com/products/blick-artists-watercolors/
	1.1.3.2	Daniel Smith Extra Fine Watercolors	https://www.dickblick.com/products/daniel-smith-extra-fine-watercolors/
4th	1.1.3.3	Winsor & Newton Professional Watercolor Tubes	https://www.dickblick.com/products/winsor-newton-professional-watercolor-tubes/
4th	1.1.3.4	Watercolor Open Stock	https://www.dickblick.com/categories/painting/watercolor-paint/
4th	1.1.3.5	Watercolor Paint Sets	https://www.dickblick.com/categories/painting/watercolor/paint-sets/
4th	1.1.3.6	Watercolor Mediums	https://www.dickblick.com/categories/painting/mediums/watercolor/
4th	1.1.3.7	Watercolor Palettes	https://www.dickblick.com/categories/painting/palettes/watercolor/
4th	1.1.3.8	Masking Fluids and Liquid Friskets	https://www.dickblick.com/categories/painting/watercolor/masking-fluid/
	GOUACHE		https://www.dickblick.com/categories/painting/gouache/
3rd	1.1.4	TEMPERA PAINT	https://www.dickblick.com/categories/painting/tempera/
3rd	1.1.5		
3rd	1.1.6	AIRBRUSHING	https://www.dickblick.com/categories/painting/airbrushing/
4th	1.1.6.1	Airbrushes and Replacement Part	https://www.dickblick.com/categories/painting/airbrushing/airbrushes/
4th	1.1.6.2	Airbrush Compressors and Accessories	https://www.dickblick.com/categories/painting/airbrushing/compressors/
4th	1.1.6.3	Spray Paint and Accessories	https://www.dickblick.com/categories/painting/spray-painting/
3rd	1.1.7	PAINTING TOOLS AND ACCESSORIES	https://www.dickblick.com/categories/painting/tools/
4th	1.1.7.1	Painting and Palette Knives	https://www.dickblick.com/categories/painting/tools/palette-knives/
4th	1.1.7.2	Palettes and Mixing Trays	https://www.dickblick.com/categories/painting/palettes/
3rd	1.1.8	KIDS' AND CLASSROOM PAINTING	https://www.dickblick.com/categories/painting/kids/
4th	1.1.8.1	Kids' Acrylic Paint	https://www.dickblick.com/categories/painting/kids/acrylic-paint/
4th	1.1.8.2	Kids' Watercolor Paint	https://www.dickblick.com/categories/painting/kids/watercolor/
3rd	1.1.9	CRAFT PAINT	https://www.dickblick.com/categories/crafts/paint/
3rd	1.1.10	FACE AND BODY PAINT	https://www.dickblick.com/categories/crafts/paint/

3rd	1.1.11	MEDIUMS AND VARNISHES	https://www.dickblick.com/categories/painting/mediums/
3rd	1.1.12	PRIMERS AND GESSOES	https://www.dickblick.com/categories/canvas/primers/
3rd	1.1.13	SIGN PAINTING	https://www.dickblick.com/categories/painting/sign-painting/
3rd	1.1.14	SPRAY PAINT AND ACCESSORIES	https://www.dickblick.com/categories/painting/spray-painting/
3rd	1.1.15	SUMI PAINTING	https://www.dickblick.com/categories/drawing/sumi-painting/
		VIEW ALL PAINT & MEDIUMS CATEGORIES >>	https://www.dickblick.com/categories/painting/
3rd	1.1.16		
2nd	1.2	Top Brands	
3rd	1.2.1	Blick	https://www.dickblick.com/brands/blick/
3rd	1.2.2	Golden	https://www.dickblick.com/brands/golden/
3rd	1.2.3	Winsor & Newton	https://www.dickblick.com/brands/winsor-newton/
3rd	1.2.4	Utrecht	https://www.dickblick.com/brands/utrecht/
3rd	1.2.5	Liquitex	https://www.dickblick.com/brands/liquitex/
		Winsor & Newton Cotman Watercolor Paint Tubes and Sets	https://www.dickblick.com/products/winsor-newton-cotman-watercolor-tubes/
3rd	2.0	Canvas & Surfaces	https://www.dickblick.com/categories/canvas/
2nd	2.1	TOP CATEGORIES & PRODUCTS	
3rd	2.1.1	STRETCHED CANVAS	https://www.dickblick.com/categories/canvas/stretched-canvas/
4th	2.1.1.1	Blick Premier Cotton Canvas	https://www.dickblick.com/products/blick-premier-cotton-canvas/
4th	2.1.1.2	Blick Studio Cotton Canvas	https://www.dickblick.com/products/blick-studio-cotton-canvas/
4th	2.1.1.3	Blick Super Value Canvas Packs	https://www.dickblick.com/products/blick-super-value-canvas-packs/
4th	2.1.1.4	Canvas Bulk Pack	https://www.dickblick.com/products/canvas-bulk-pack/
4th	2.1.1.5	Blick Academic Cotton Canvas	https://www.dickblick.com/products/blick-academic-cotton-canvas/
		HARDBOARD AND WOOD PAINTING PANELS	https://www.dickblick.com/categories/canvas/hardboard-panels/
3rd	2.1.2		
4th	2.1.2.1	Blick Studio Wood Panels	https://www.dickblick.com/products/blick-studio-wood-panels/
4th	2.1.2.2	Blick Premier Wood Panels	https://www.dickblick.com/products/blick-premier-wood-panels/
4th	2.1.2.3	Ampersand Gessobord	https://www.dickblick.com/products/ampersand-gessobord/
4th	2.1.2.4	Ampersand Claybord	https://www.dickblick.com/products/ampersand-claybord/
		CANVAS PANELS	https://www.dickblick.com/products/blick-economy-cotton-canvas-panel-classroom-packs/
3rd	2.1.3		
4th	2.1.3.1	Blick Economy Canvas Panel Packs	https://www.dickblick.com/products/blick-economy-canvas-panel-classroom-packs/

4th	2.1.3.2	Blick Studio Canvas Panels	https://www.dickblick.com/products/blick-studio-canvas-panels/
3rd	2.1.4	CANVAS ROLLS	https://www.dickblick.com/categories/canvas/canvas-rolls/
4th	2.1.4.1	Blick Unprimed Cotton Canvas	https://www.dickblick.com/products/blick-unprimed-cotton-canvas/
4th	2.1.4.2	Blick Cotton Canvas By the Yard	https://www.dickblick.com/products/blick-cotton-canvas-by-the-yard/
		Blick Medium-Weight Cotton Canvas	https://www.dickblick.com/products/blick-medium-weight-cotton-canvas-rolls/
4th	2.1.4.3		
3rd	2.1.5	PAINTING PAPERS AND PADS	https://www.dickblick.com/categories/canvas/painting-papers/
		Arches Natural White Watercolor Paper	https://www.dickblick.com/products/arches-natural-white-watercolor-paper/
4th	2.1.5.1	Blick Watercolor Paper	https://www.dickblick.com/products/blick-watercolor-paper/
4th	2.1.5.2	Blick Student Watercolor Paper	https://www.dickblick.com/products/blick-student-watercolor-paper/
4th	2.1.5.3	Watercolor Paper and Pads	https://www.dickblick.com/categories/paper/watercolor-paper/
4th	2.1.5.4	Acrylic Painting Paper and Pads	https://www.dickblick.com/categories/canvas/painting-papers/acrylic/
		Canvas Pads	https://www.dickblick.com/categories/canvas/painting-papers/canvas-pads/
4th	2.1.5.5		
4th	2.1.5.6	Kids' Painting Paper	Kids' Painting Paper
4th	2.1.5.7	Mixed Media Papers and Boards	https://www.dickblick.com/categories/paper/kids/painting-paper/
4th	2.1.5.8	Oil Painting Paper and Pads	https://www.dickblick.com/categories/canvas/painting-papers/oil/
3rd	2.1.6	PRIMERS AND GESSOES	https://www.dickblick.com/categories/canvas/primers/
4th	2.1.6.1	Blick Artists' Acrylic Gesso	https://www.dickblick.com/products/blick-artists-acrylic-gesso/
4th	2.1.6.2	Utrecht Artists' Acrylic Gesso	https://www.dickblick.com/products/utrecht-artists-acrylic-gesso/
4th	2.1.6.3	Liquitex Acrylic Gessos	https://www.dickblick.com/products/liquitex-acrylic-gessos/
4th	2.1.6.4	Golden Acrylic Gesso	https://www.dickblick.com/products/golden-acrylic-gesso/
4th	2.1.6.5	Acrylic Gessoes and Primers	https://www.dickblick.com/categories/canvas/primers/acrylic-gessoes/
		Oil Priming Materials	https://www.dickblick.com/categories/canvas/primers/oil-priming-materials/
4th	2.1.6.6		
4th	2.1.6.7	Varnish, Gesso, and Utility Brushes	https://www.dickblick.com/categories/brushes/specialty/varnish-gesso/
3rd	2.1.7	CANVAS STRETCHING TOOLS	https://www.dickblick.com/categories/canvas/stretching-tools/
3rd	2.1.8	STRETCHER BARS AND BRACES	https://www.dickblick.com/categories/canvas/stretcher-bars/
4th	2.1.8.1	Blick Standard Stretcher Bars	https://www.dickblick.com/products/blick-standard-stretcher-bars/
4th	2.1.8.2	Best Heavy Duty Stretcher Bars	https://www.dickblick.com/products/best-heavy-duty-stretcher-bars/
		Utrecht Heavy-Duty Stretcher Bars	https://www.dickblick.com/products/utrecht-heavy-duty-canvas-stretcher-bars/
4th	2.1.8.3		

	VIEW ALL CANVAS & SURFACES CATEGORIES >>	https://www.dickblick.com/categories/canvas/
3rd	2.9.1	
2nd	2.2	TOP BRANDS
3rd	2.2.1	Blick
		https://www.dickblick.com/landing/blick/
3rd	2.2.2	Utrecht
		https://www.dickblick.com/landing/utrecht/
3rd	2.2.3	Best
		https://www.dickblick.com/brands/best/
3rd	2.2.4	Ampersand
		https://www.dickblick.com/brands/ampersand/
3rd	2.2.5	Fredrix
		https://www.dickblick.com/brands/fredrix/
		Masterpiece Tahoe Cotton Canvas Shapes
3rd	2.2.6	
1st	3.0	BRUSHES & PAINTING TOOLS
2nd	3.1	TOP CATEGORIES & PRODUCTS
3rd	3.1.1	BRUSHES BY SHAPE
		https://www.dickblick.com/categories/brushes/shapes/
4th	3.1.1.1	Round Brushes
		https://www.dickblick.com/categories/brushes/shapes/round/
4th	3.1.1.2	Flat Brushes
		https://www.dickblick.com/categories/brushes/shapes/flat/
4th	3.1.1.3	Bright Brushes
		https://www.dickblick.com/categories/brushes/shapes/bright/
4th	3.1.1.4	Filbert Brushes
		https://www.dickblick.com/categories/brushes/shapes/filbert/
4th	3.1.1.5	Fan Brushes
		https://www.dickblick.com/categories/brushes/shapes/fan/
4th	3.1.1.6	Liner Brushes
		https://www.dickblick.com/categories/brushes/shapes/liner/
3rd	3.1.2	SYNTHETIC BRUSHES
		https://www.dickblick.com/categories/brushes/synthetic/
4th	3.1.2.1	Synthetic Watercolor Brushes
		https://www.dickblick.com/categories/brushes/watercolor/synthetic/
4th	3.1.2.2	Synthetic Acrylic Brushes
		https://www.dickblick.com/categories/brushes/acrylic/synthetic/
4th	3.1.2.3	Synthetic Oil Brushes
		https://www.dickblick.com/categories/brushes/oil/synthetic/
3rd	3.1.3	SPECIALTY BRUSHES
		https://www.dickblick.com/categories/brushes/specialty/
4th	3.1.3.1	Decorative and Miniature Brushes
		https://www.dickblick.com/categories/brushes/specialty/decorative/
4th	3.1.3.2	Lettering Brushes
		https://www.dickblick.com/categories/brushes/specialty/lettering/
4th	3.1.3.3	Mixed Media Brushes
		https://www.dickblick.com/categories/brushes/specialty/mixed-media/
3rd	3.1.4	WATERCOLOR BRUSHES
		https://www.dickblick.com/categories/brushes/watercolor/
4th	3.1.4.1	Natural Watercolor Brushes
		https://www.dickblick.com/categories/brushes/watercolor/natural/
4th	3.1.4.2	Synthetic Watercolor Brushes
		https://www.dickblick.com/categories/brushes/watercolor/synthetic/
4th	3.1.4.3	Watercolor Brush Sets
		https://www.dickblick.com/categories/brushes/watercolor/sets/
3rd	3.1.5	ACRYLIC BRUSHES
		https://www.dickblick.com/categories/brushes/acrylic/

4th	3.1.5.1	Natural Acrylic Brushes	https://www.dickblick.com/categories/brushes/acrylic/natural/
4th	3.1.5.2	Synthetic Acrylic Brushes	https://www.dickblick.com/categories/brushes/acrylic/synthetic/
4th	3.1.5.3	Acrylic Brush Sets	https://www.dickblick.com/categories/brushes/acrylic/sets/
3rd	3.1.6	OIL BRUSHES	https://www.dickblick.com/categories/brushes/oil/
4th	3.1.6.1	Natural Oil Brushes	https://www.dickblick.com/categories/brushes/oil/natural/
4th	3.1.6.2	Synthetic Oil Brushes	https://www.dickblick.com/categories/brushes/oil/synthetic/
4th	3.1.6.3	Oil Brush Sets	https://www.dickblick.com/categories/brushes/oil/sets/
3rd	3.1.7	NATURAL HAIR BRUSHES	https://www.dickblick.com/categories/brushes/natural/
4th	3.1.7.1	Bristle Brushes	https://www.dickblick.com/categories/brushes/natural/bristle/
4th	3.1.7.2	Kolinsky and Sable Brushes	https://www.dickblick.com/categories/brushes/natural/sable/
3rd	3.1.8	PAINTING TOOLS AND ACCESSORIES	https://www.dickblick.com/categories/painting/tools/
4th	3.1.8.1	Painting and Palette Knives	https://www.dickblick.com/categories/painting/tools/palette-knives/
4th	3.1.8.2	Painting Palettes	https://www.dickblick.com/categories/painting/palettes/
4th	3.1.8.3	Watercolor Palettes	https://www.dickblick.com/categories/painting/palettes/watercolor/
		Clay and Color Shapers	https://www.dickblick.com/categories/ceramics-sculpture/tools/color-shapers/
4th	3.1.8.4		https://www.dickblick.com/categories/painting/tools/paint-rollers/
4th	3.1.8.5	Paint Rollers	https://www.dickblick.com/categories/painting/tools/paint-rollers/
3rd	3.1.9	KIDS' AND CLASSROOM BRUSHES	https://www.dickblick.com/categories/brushes/kids/
4th	3.1.9.1	Kids' and Classroom Acrylic Brushes	https://www.dickblick.com/categories/brushes/acrylic/classroom/
		Kids' and Classroom Watercolor Brushes	https://www.dickblick.com/categories/brushes/watercolor/classroom/
4th	3.1.9.2		https://www.dickblick.com/categories/brushes/sets/classroom/
4th	3.1.9.3	Kids' and Classroom Brush Sets	https://www.dickblick.com/categories/brushes/sets/classroom/
3rd	3.1.10	BRUSH CLEANERS AND WASHERS	https://www.dickblick.com/categories/brushes/cleaners/
		BRUSH HOLDERS AND ORGANIZERS	https://www.dickblick.com/categories/brushes/cleaners-storage/holders/
3rd	3.1.11		https://www.dickblick.com/categories/brushes/cleaners-storage/holders/
3rd	3.1.12	BRUSH SETS AND PACKS	https://www.dickblick.com/categories/brushes/sets/
		VIEW ALL BRUSHES & PAINTING TOOLS CATEGORIES >>	https://www.dickblick.com/categories/brushes/
3rd	3.2	TOP BRANDS	
3rd	3.2.1	Blick	https://www.dickblick.com/landing/blick/
3rd	3.2.2	Princeton	https://www.dickblick.com/brands/princeton/
3rd	3.2.3	Utrecht	https://www.dickblick.com/landing/utrecht/
3rd	3.2.4	Royal & Langnickel	https://www.dickblick.com/brands/royal-langnickel/

3rd	3.2.5	Winsor & Newton	https://www.dickblick.com/brands/winsornewton/
3rd	3.2.6	Silver Brush Silverwhite Soft Synthetic Brushes and Sets	https://www.dickblick.com/products/silver-brush-silverwhite-soft-synthetic-brushes/
1st	4.0	Drawing & Illustration	https://www.dickblick.com/categories/brushes/
2nd	4.1	TOP CATEGORIES & PRODUCTS	
3rd	4.1.1	COLORED PENCILS	https://www.dickblick.com/categories/drawing/colored-pencils/
4th	4.1.1.1	Prismacolor Premier Colored Pencils	https://www.dickblick.com/products/prismacolor-premier-colored-pencils-
4th	4.1.1.2	Blick Studio Artists' Colored Pencils	https://www.dickblick.com/products/blick-studio-artists-colored-pencils-ai
3rd	4.1.2	PENCILS	https://www.dickblick.com/categories/pencils/
4th	4.1.2.1	Blick Studio Drawing Pencils	https://www.dickblick.com/products/blick-studio-drawing-pencils/
4th	4.1.2.2	Drawing and Sketching Pencils	https://www.dickblick.com/categories/drawing/pencils/sketching/
4th	4.1.2.3	Colored Pencils	https://www.dickblick.com/categories/drawing/colored-pencils/
4th	4.1.2.4	Watercolor Pencils	https://www.dickblick.com/categories/watercolor/pencils/
3rd	4.1.3	MARKERS	https://www.dickblick.com/categories/drawing/markers/
4th	4.1.3.1	Blick Studio Brush Markers and Sets	https://www.dickblick.com/products/blick-studio-brush-markers-and-sets/
4th	4.1.3.2	Blick Studio Markers and Sets	https://www.dickblick.com/products/blick-studio-markers/
4th	4.1.3.3	Copic Sketch Marker Sets	https://www.dickblick.com/products/copic-sketch-marker-sets/
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Specialty Brushes <https://www.dickblick.com/categories/brushes/specialty/>

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14.4.6

<i>Description</i>	<i>Notes</i>
<i>Home page</i>	<i>Includes naviagtion links to featured products, product categories, art challenges, featured videos, and press releases. Site map at the bottom</i>
<i>Lists and describes current deals on products and services</i>	<i>includes links to listed product for purchase</i>
<i>BOGO deals</i>	
<i>Deals on drawing supplies</i>	
<i>Deals on paint supplies</i>	
<i>Deals on surfaces and brushes</i>	
<i>Other uncategorized delas</i>	
<i>Lists items currently on clearance for purchase</i>	<i>User can click item to be taken to it's product description and purchasing page</i>
<i>Lists all store locations by state</i>	<i>Heading becomes "Retail Store" upon navigation</i>
<i>Lists currently running promotions</i>	
<i>describes customer loyalty program</i>	
<i>Describes custom printing and framing services</i>	
<i>Describes how to create a list for curbside pickup</i>	
	<i>Requires an account to access</i>

<i>Resources for Art Educators</i>	<i>Has a top navigation that has anchors to a section on the page for each of it's sub categories. Each sub-category section has a description and link to their own pages (listed below)</i>
<i>Lists of lesson plans for various art projects/concepts</i>	<i>Each lesson plan has link to it's own page that contains a link to a pdf of the plan a catalog of requisite materials (EX https://www.dickblick.com/lesson-plans/artfully-altered-fabric-design/)</i>
<i>List and description of catalogs and flyers PDFs that can be download. Also includes a form for having materials shipped to an address or an alternative link for having catalog shipped outside the US</i>	
<i>Outlines steps for schools and orgs to get an instant quote on products</i>	<i>Includes contact information (email and number) for assistance</i>
<i>Features latest news for educators</i>	<i>Top nav of page anchors for each news category (listed below). Each sub-category section has a description and relevant outside links</i>

	<i>The word 'option' carries over to next line in nav appearing as it's on link option</i>
<i>List of national partners Blick partners with ordered by state. Includes number and email address to Contract & Bid department</i>	
	<i>Top nav of page anchors for each partner/contribution (listed below). Each section contains description and relevant links to 3P pages</i>
<i>Description and form to request donation to user's organization</i>	
	<i>The word 'America' carries over to next line in nav appearing as it's on link option</i>

<i>Product purchase page for a childs art kit</i>	<i>Separate product items are bundled in to an "Art Lab". Users can add items to cart individually on same page or add everything to cart at once. Pre-chosen quantities are set. Provides links to similar kits for different age groups</i>
<i>Section includes collapsible menu of services. Expanding each service provides description of services. Relevant links included</i>	
	<i>makes call from users device if applicable</i>
<i>Portal for instant messaging customer service</i>	<i>opens a new tab</i>
<i>Users current shopping cart. Users can add items directly by item number with quantity</i>	
<i>Opens modal to form for creating an account</i>	<i>Cancelling opens modal with form for signing in with option to go back to account creation modal. Have to use close button at top of modal to return to cart</i>
<i>Opens modal to form for signing in to account</i>	<i>Have to use close button at top of modal to return to cart. 'Forgot Password' opens modal to submit email information for password retrieval</i>
<i>Home page</i>	

<i>Forms to look up current order status by order number, order history by customer number, or to sign in</i>	Reroutes to Orders page
<i>Outlines terms for free shipping</i>	
<i>Table of sales tax by state</i>	Reroutes to customer service page
<i>Outlines steps for making a purchases a business</i>	Reroutes to customer service page
<i>Lays out all shipping-related information</i>	Reroutes to customer service page
<i>Describes terms for international shipping</i>	Reroutes to customer service page
<i>Describes backorder policy</i>	Reroutes to customer service page
<i>Describes return and cancellation policy</i>	Reroutes to customer service page
<i>Dashboard including recent orders and relevant links</i>	Requires account to access. Can hover over carat to open drop down menu in home page.
<i>List of past orders</i>	Requires account to access
<i>Full list of users has ever purchased with options to re-order</i>	Requires account to access
<i>Dashboard containing summary of created lists</i>	Requires account to access
<i>Form for creating a product wish list</i>	Requires account to access
<i>Form for a creating a store pick up list</i>	Requires account to access
<i>Form for creating Blick U Course Supply list</i>	Requires account to access
<i>Form for finding a wish list</i>	Requires account to access.

[-and-sets/](#)

[nd-sets/](#)

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[art-markers/](#)

yers/

No link, just dropdown menu

Page with categories of painting suprlies and types of pains.

Different categories from painting/mediums on toolbar on homepage

Unlike other links, this just as the products with no categories of products

Categoies for gifts by price and product. Also includes the painting, drawing, craft/diy gifts that were included under gifts dropdown menu

Dropdown menu, no link

Acrylic pain products

Page of categories of varnish by paint type and related categories below. categories of paint tools and related categories below.

Categories of paint supplies with related categories below

Dropdown menu, no link

Canvas

products/packs/tools/kits

Products

Categories for Primers and Gessoes with related categories below as well as brands, a brief explanation, and lesson plans

Products

Art canvases and painting surface categories with a brief explanation with popular sizes, featured plans, FAQs, and featured videos below

Dropdown menu, no link

Acrylic brushes categories with related categories, a brief

explanation/breakdown of acrylic brushes,

FAQs/featured

videos/lesson plans below

Watercolor brushes

categories with related categories, a brief

explanation/breakdown of brushes/brands/

FAQs/featured

videos/lesson plans below

*brushes categories with
related categories, a brief
explanation/breakdown
of brushes/brands/
FAQs/featured
videos/lesson plans below
brushes categories with
related categories, a brief
explanation/breakdown
of brushes/brands/
FAQs/featured
videos/lesson plans below*

Opens tabs to products page

*categories with related
categories, a brief
explanation/breakdown
of brushes/brands/
FAQs/featured
videos/lesson plans below*

CONTENT INVENTORY FINAL

[LINK TO SHORTCUT BARS \(V1\)](#)



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3rd	1.15.5	Painting Books	https://www.dickblick.com/categories/books/painting/
3rd	1.15.6	VIEW ALL BOOKS CATEGORIES	https://www.dickblick.com/categories/books/
2nd	1.16	NEW! LIFESTYLE	https://www.dickblick.com/
3rd	1.16.1	Rainbow	https://www.dickblick.com/categories/lifestyle/rainbow/
3rd	1.16.2	Celestial and Space	https://www.dickblick.com/categories/lifestyle/celestial-space/
3rd	1.16.3	Plants and Nature	https://www.dickblick.com/categories/lifestyle/plants-nature/
3rd	1.16.4	Animals	https://www.dickblick.com/categories/lifestyle/animals/
3rd	1.16.5	Travel and National Parks	https://www.dickblick.com/categories/lifestyle/travel/
3rd	1.16.6	VIEW ALL LIFESTYLE CATEGORIES	https://www.dickblick.com/categories/lifestyle/
2nd	1.17	MORE SUPPLIES	https://www.dickblick.com/
3rd	1.17.1	Deals & Free Offers	https://www.dickblick.com/lp/deals/
3rd	1.17.2	New Products	https://www.dickblick.com/newproducts/
3rd	1.17.3	Gift Cards	https://www.dickblick.com/products/blick-gift-cards/
3rd	1.17.4	Clearance	https://www.dickblick.com/clearance/
3rd	1.17.5	VIEW ALL DEPARTMENTS	https://www.dickblick.com/categories/
1st	2.0	ALL BRANDS	https://www.dickblick.com/brands/
1st	3.0	MY ACCOUNT	https://www.dickblick.com/
2nd	3.1	SIGN IN	https://www.dickblick.com/secure/userlogin/
2nd	3.2	CREATE ACCOUNT	https://www.dickblick.com/register/
2nd	3.3	VIEW ORDERS	https://www.dickblick.com/myaccount/orders/

2nd	3.4	MY LISTS	https://www.dickblick.com/faq-lists/
1st	4.0	FIND A STORE	https://www.dickblick.com/stores/
1st	5.0	FOR ARTISTS	https://www.dickblick.com/
2nd	5.1	ARTISTS RESOURCES	https://www.dickblick.com/learning-resources/
2nd	5.2	FEATURED ARTISTS	https://www.dickblick.com/learning-resources/featured-artists/
2nd	5.3	BLINK CONNECT	https://www.dickblick.com/learning-resources/blick-connects/
2nd	5.4	PROJECT IDEAS	https://www.dickblick.com/project-ideas/
2nd	5.5	VIDEOS	https://www.youtube.com/user/BlickVideos
2nd	5.6	NEW PROJECTS	https://www.dickblick.com/newproducts/
1st	6.0	FOR EDUCATORS	https://www.dickblick.com/
2nd	6.1	RESOURCES	https://www.dickblick.com/educators/
2nd	6.2	LESSON PLANS	https://www.dickblick.com/lesson-plans/
2nd	6.3	ART EDUCATORS CATALOG	https://www.dickblick.com/requests/bigbook/
2nd	6.4	AT HOME ART LAB	https://www.dickblick.com/bundles/at-home-art-lab-grade-k-2/
2nd	6.5	TEACHER NEWS	https://www.dickblick.com/landing/teachernews/
2nd	6.6	PARTNERSHIPS	https://www.dickblick.com/educators/partners/
2nd	6.7	SCHOOL DISCOUNTS	https://www.dickblick.com/customerservice/onaccount/#schoolDiscounts
2nd	6.8	BLINK U	https://www.dickblick.com/blicku/
2nd	6.9	QUICK QUOTE	https://www.dickblick.com/lists/quick-quote/
1st	7.0	FOR KIDS	https://www.dickblick.com/categories/kids/
1st	8.0	LEARNING RESOURCES	https://www.dickblick.com/
2nd	8.1	LESSON PLANS	https://www.dickblick.com/lesson-plans/
2nd	8.2	PROJECT IDEAS	https://www.dickblick.com/project-ideas/
2nd	8.3	PROJECT INFO	https://www.dickblick.com/learning-resources/#ProductInfo
2nd	8.4	ARTISTS' FORUM	https://www.wetcanvas.com/forums/
2nd	8.5	PAINTING PARTIES	https://www.dickblick.com/learning-resources/how-to/painting-parties
1st	9.0	GIFT CARDS	https://www.dickblick.com/products/blick-gift-cards/
1st	10.0	A-Z INDEX	https://www.dickblick.com/categories/

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Found in left hamburger menu & does not link	Category title							
Found in left hamburger menu & does not link	Category title							

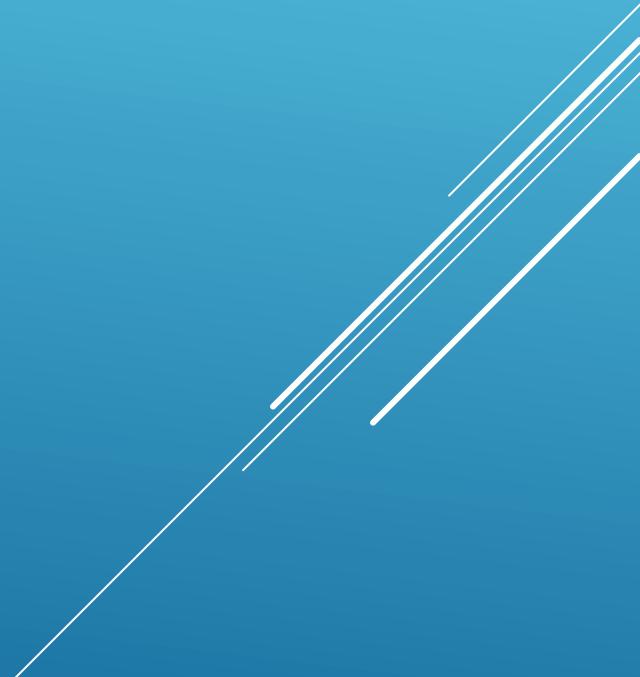
Found in left hamburger menu & does not link	Category title							
Found in left hamburger menu & does not link	Category title							
Found in left hamburger menu, links to various bran	Category title							
Found in left hamburger menu & does not link	Category title							

LINKS TO TEST REPORTS

- ▶ Open Card Sort:
https://uxmetrics.com/card_sort_reports/7TbIJm
- ▶ Closed Card Sort Round 1:
https://uxmetrics.com/card_sort_reports/laaScI
- ▶ Closed Card Sort Round 2:
https://uxmetrics.com/card_sort_reports/Yetsjl
- ▶ Tree Jack Test Round 1:
https://uxmetrics.com/tree_test_reports/b9ZQLW
- ▶ Tree jack Test Round 2:
https://uxmetrics.com/tree_test_reports/tbdIV6

SITEMAP V1

[LINK TO SITEMAP V1](#)



Jordyn Smith

Kisha Lipscomb

Lena Searcy

Blick Redesign Site Map [Draft]

- 0. Home (Pre-Login)
- 1. Art Products Supplies
 - 1.1. PAINT & MEDIUMS
 - 1.1.1. TOP CATEGORIES & PRODUCTS [Heading]
 - 1.1.1.1. Utrecht Artists' Acrylic Colors and Sets
 - 1.1.1.2. Golden Heavy Body Artist Acrylics
 - 1.1.1.3. Liquitex Acrylic Mediums
 - 1.1.1.4. Blick Studio Acrylics and Sets
 - 1.1.1.5. Acrylic Open Stock
 - 1.1.1.6. Acrylic Paint Sets
 - 1.1.1.6.1. Product page
 - 1.1.1.7. Acrylic Mediums
 - 1.1.1.8. Pouring Paint and Mediums
 - 1.1.1.2. OIL PAINT
 - 1.1.1.2.1. Gamblin Artist's Oil Colors
 - 1.1.1.2.2. Utrecht Artists' Oil Colors and Sets
 - 1.1.1.2.3. Oil Paint Open Stock
 - 1.1.1.2.4. Oil Paint Sets
 - 1.1.1.2.5. Oil Mediums
- 1.1.1.3. WATERCOLOR PAINT
 - 1.1.1.3.1. Watercolor Paint Sets
 - 1.1.1.3.2. Watercolor Mediums
 - 1.1.1.3.3. Watercolor Palettes
 - 1.1.1.3.4. Masking Fluids and Liquid Friskets
- 1.1.1.4. GOUACHE
- 1.1.1.5. TEMPURA PAINT
- 1.1.1.6. AIRBRUSHING
 - 1.1.1.6.1. Airbrushes and Replacement Parts
 - 1.1.1.6.2. Airbrush Compressors and Accessories
 - 1.1.1.6.3. Spray Paint and Accessories
- 1.1.1.7. PAINTING TOOLS AND ACCESSORIES
 - 1.1.1.7.1. Painting and Palette Knives
 - 1.1.1.7.2. Palettes and Mixing Trays
- 1.1.1.8. KIDS AND CLASSROOM PAINTING
 - 1.1.1.8.1. Kids' Acrylic Paint
 - 1.1.1.8.2. Kids' Watercolor Paint

Commented [SJ1]: [Yellow] May consider removing - they'd be better as search filters (applied to all product categories and subcategories)

Commented [SJ2]: [Pink] Redundant w/ top level link

- 1.1.1.9. CRAFT PAINT
- 1.1.1.10. FACE AND BODY PAINT
- 1.1.1.11. MEDIUMS AND VARNISHES
- 1.1.1.12. PRIMERS AND GESSOES
- 1.1.1.13. SIGN PAINTING
- 1.1.1.14. SPRAYPAINT AND ACCESSORIES
- 1.1.1.15. SUMI PAINTING
- 1.1.1.16. [VIEW ALL PAINT AND MEDIUM CATEGORIES](#)

- 1.1.1.16.1. Acrylic Paint
- 1.1.1.16.2. Oil Paint
- 1.1.1.16.3. Watercolor Paint
- 1.1.1.16.4. Paint Mediums and Varnishes
- 1.1.1.16.5. Gouache
- 1.1.1.16.6. Paint Sets
- 1.1.1.16.7. Paint Palettes
- 1.1.1.16.8. Primers and Gessoes
- 1.1.1.16.9. Spray Paint Supplies
- 1.1.1.16.10. Oil Painting Solvents
- 1.1.1.16.11. Tempera Paint
- 1.1.1.16.12. Craft Paint
- 1.1.1.16.13. Fabric Painting and Decorating
- 1.1.1.16.14. Kids' and Classroom Painting
- 1.1.1.16.15. Airbrush Supplies
- 1.1.1.16.16. Paint Classroom Packs
- 1.1.1.16.17. Masking Fluids and Liquid Friskets
- 1.1.1.16.18. Mural & Street Art Supplies
- 1.1.1.16.19. Encaustic Painting
- 1.1.1.16.20. Sumi-e Painting
- 1.1.1.16.21. Sign Painting Supplies
- 1.1.1.16.22. Home Décor Paint
- 1.1.1.16.23. Body Paint and Makeup
- 1.1.1.16.24. Caseins and Egg Tempera

[1.1.2. Top Brands \[Heading\]](#)

- [1.1.2.1. Blick](#)
- [1.1.2.2. Golden](#)
- [1.1.2.3. Windsor & Newton](#)
- [1.1.2.4. Utrecht](#)
- [1.1.2.5. Liquitex](#)

1.2. CANVAS & SURFACES

[1.2.1. TOP CATEGORIES & PRODUCTS \[Heading\]](#)

- 1.2.1.1. STRETCHED CANVAS
 - [1.2.1.1.1. Blick Premier Cotton Canvas](#)
 - [1.2.1.1.2. Blick Studio Cotton Canvas](#)
 - [1.2.1.1.3. Blick Super Value Canvas Packs](#)

Commented [SJ3]: We may consider switching the nav to show the subcategories listed in "view all" as the main view and list the "top products and categories" as a subcategory

- 1.2.1.1.4. Canvas Bulk Pack
- 1.2.1.1.5. Blick Academic Cotton Canvas
- 1.2.1.2. HARDBOARD AND WOOD PAINTING PANELS
 - 1.2.1.2.1. Blick Studio Wood Panels**
 - 1.2.1.2.2. Blick Premier Wood Panels**
 - 1.2.1.2.3. Ampersand Gessobord**
 - 1.2.1.2.4. Ampersand Claybord**
- 1.2.1.3. CANVAS PANELS
 - 1.2.1.3.1. Blick Economy Canvas Panel Packs
 - 1.2.1.3.2. Blick Studio Canvas Panels
- 1.2.1.4. CANVAS ROLLS
 - 1.2.1.4.1. Blick Unprimed Cotton Canvas
 - 1.2.1.4.2. Blick Cotton Canvas By the Yard
 - 1.2.1.4.3. Blick Medium-Weight Cotton Canvas
- 1.2.1.5. PAINTING PAPERS AND PADS
 - 1.2.1.5.1. Arches Natural White Watercolor Paper
 - 1.2.1.5.2. Blick Watercolor Paper
 - 1.2.1.5.3. Blick Student Watercolor Paper
 - 1.2.1.5.4. Watercolor Paper and Pads
 - 1.2.1.5.5. Acrylic Painting Paper and Pads
 - 1.2.1.5.6. Canvas Pads
 - 1.2.1.5.7. Kids' Painting Paper
 - 1.2.1.5.8. Mixed Media Papers and Boards
 - 1.2.1.5.9. Oil Painting Paper and Pads
- 1.2.1.6. PRIMERS AND GESSOES
 - 1.2.1.6.1. Blick Artists' Acrylic Gesso
 - 1.2.1.6.2. Utrecht Artists' Acrylic Gesso
 - 1.2.1.6.3. Liquitex Acrylic Gessos
 - 1.2.1.6.4. Golden Acrylic Gesso
 - 1.2.1.6.5. Acrylic Gessoes and Primers
 - 1.2.1.6.6. Oil Priming Materials
 - 1.2.1.6.7. Varnish, Gesso, and Utility Brushes
- 1.2.1.7. CANVAS STRETCHING TOOLS
- 1.2.1.8. STRETCHER BARS AND BRACES
 - 1.2.1.8.1. Blick Standard Stretcher Bars
 - 1.2.1.8.2. Best Heavy Duty Stretcher Bars
 - 1.2.1.8.3. Utrecht Heavy-Duty Stretcher Bars
- 1.2.1.9. VIEW ALL CANVAS & SURFACES CATEGORIES
 - 1.2.1.9.1. Stretched Canvas
 - 1.2.1.9.2. Canvas Boards and Panels
 - 1.2.1.9.3. Hardboard and Wood Painting Panels
 - 1.2.1.9.4. Canvas Rolls
 - 1.2.1.9.5. Canvas and Panels Classroom Packs
 - 1.2.1.9.6. Stretcher Bars and Braces

- 1.2.1.9.7. Painting Papers and Pads
- 1.2.1.9.8. Watercolor Paper and Pads
- 1.2.1.9.9. Primers and Gessoes
- 1.2.1.9.10. Canvas Stretching Tools

1.2.2. TOP BRANDS [Heading]

- 1.2.2.1. Blick**
- 1.2.2.2. Utrecht**
- 1.2.2.3. Best**
- 1.2.2.4. Ampersand**
- 1.2.2.5. Fredrix**

1.3. BRUSHES & PAINTING TOOLS

1.3.1. TOP CATEGORIES & PRODUCTS [Heading]

- 1.3.1.1. BRUSHES BY SHAPE**
 - 1.3.1.1.1. Round Brushes
 - 1.3.1.1.2. Flat Brushes
 - 1.3.1.1.3. Bright Brushes
 - 1.3.1.1.4. Filbert Brushes
 - 1.3.1.1.5. Fan Brushes
 - 1.3.1.1.6. Liner Brushes
- 1.3.1.2. SYNTHETIC BRUSHES**
 - 1.3.1.2.1. Synthetic Watercolor Brushes
 - 1.3.1.2.2. Synthetic Acrylic Brushes
 - 1.3.1.2.3. Synthetic Oil Brushes
- 1.3.1.3. SPECIALTY BRUSHES**
 - 1.3.1.3.1. Decorative and Miniature Brushes
 - 1.3.1.3.2. Lettering Brushes
 - 1.3.1.3.3. Mixed Media Brushes
- 1.3.1.4. WATERCOLOR BRUSHES**
 - 1.3.1.4.1. Natural Watercolor Brushes
 - 1.3.1.4.2. Synthetic Watercolor Brushes
 - 1.3.1.4.3. Watercolor Brush Sets
- 1.3.1.5. ACRYLIC BRUSHES**
 - 1.3.1.5.1. Natural Acrylic Brushes
 - 1.3.1.5.2. Synthetic Acrylic Brushes
 - 1.3.1.5.3. Acrylic Brush Sets
- 1.3.1.6. OIL BRUSHES**
 - 1.3.1.6.1. Natural Oil Brushes
 - 1.3.1.6.2. Synthetic Oil Brushes
 - 1.3.1.6.3. Oil Brush Sets
- 1.3.1.7. NATURAL HAIR BRUSHES**
 - 1.3.1.7.1. Bristle Brushes
 - 1.3.1.7.2. Kolinsky and Sable Brushes
- 1.3.1.8. PAINTING TOOLS AND ACCESSORIES**
 - 1.3.1.8.1. Painting and Palette Knives

- 1.3.1.8.2. Painting Palettes
- 1.3.1.8.3. Watercolor Palettes
- 1.3.1.8.4. Clay and Color Shapers
- 1.3.1.8.5. Paint Rollers
- 1.3.1.9. KIDS' AND CLASSROOM BRUSHES
 - 1.3.1.9.1. Kids' and Classroom Acrylic Brushes
 - 1.3.1.9.2. Kids' and Classroom Watercolor Brushes
 - 1.3.1.9.3. Kids' and Classroom Brush Sets
- 1.3.1.10. BRUSH CLEANERS AND WASHERS
- 1.3.1.11. BRUSH HOLDERS AND ORGANIZERS
- 1.3.1.12. BRUSH SETS AND PACKS
- 1.3.1.13. VIEW ALL BRUSHES & PAINTING TOOLS CATEGORIES
 - 1.3.1.13.1. Acrylic Brushes
 - 1.3.1.13.2. Watercolor Brushes
 - 1.3.1.13.3. Oil Paint Brushes
 - 1.3.1.13.4. Brush Sets and Packs
 - 1.3.1.13.5. Brushes by Shape
 - 1.3.1.13.6. Natural Hair Brushes
 - 1.3.1.13.7. Synthetic Brushes
 - 1.3.1.13.8. Painting Tools and Accessories
 - 1.3.1.13.9. Paint Brush Cleaners and Washers
 - 1.3.1.13.10. Craft and Specialty Brushes
 - 1.3.1.13.11. Paint Brushes and Painting Tools Classroom Packs
 - 1.3.1.13.12. Kids' and Classroom Brushes
 - 1.3.1.13.13. Paint Brush Holders and Organizers

1.3.2. TOP BRANDS [Heading]

- 1.3.2.1. [Blick](#)
- 1.3.2.2. [Princeton](#)
- 1.3.2.3. [Utrecht](#)
- 1.3.2.4. [Royal & Langnickel](#)
- 1.3.2.5. [Winsor & Newton](#)

1.4. DRAWING & ILLUSTRATION

1.4.1. TOP CATEGORIES & PRODUCTS [Heading]

- 1.4.1.1. COLORED PENCILS
 - 1.4.1.1.1. [Prismacolor Premier Colored Pencils](#)
 - 1.4.1.1.2. [Blick Studio Artists' Colored Pencils](#)
- 1.4.1.2. PENCILS
 - 1.4.1.2.1. [Blick Studio Drawing Pencils](#)
 - 1.4.1.2.2. Drawing and Sketching Pencils
 - 1.4.1.2.3. Colored Pencils
 - 1.4.1.2.4. Watercolor Pencils
- 1.4.1.3. MARKERS
 - 1.4.1.3.1. [Blick Studio Brush Markers and Sets](#)
 - 1.4.1.3.2. [Blick Studio Markers and Sets](#)

1.4.1.3.3. Copic Sketch Marker Sets

1.4.1.3.4. Prismacolor Premier Double-Ended Art Markers

1.4.1.3.5. Brush Pens and Markers

1.4.1.3.6. Illustration Markers

1.4.1.4. PENS

1.4.1.4.1. Calligraphy and Lettering Pens

1.4.1.4.2. Drawing Pens

1.4.1.4.3. Paint Pens and Markers

1.4.1.5. PASTELS

1.4.1.5.1. Oil Pastels

1.4.1.5.2. Soft Pastels

1.4.1.5.3. Medium and Hard Pastels

1.4.1.6. CHARCOAL AND GRAPHITE

1.4.1.7. DRAWING PAPER, PADS, AND BOARDS

1.4.1.7.1. Art and Illustration Boards

1.4.1.7.2. Drawing Boards

1.4.1.7.3. Mixed Media Paper

1.4.1.7.4. Sketch Pads

1.4.1.7.5. Sketchbooks

1.4.1.8. DRAWING TOOLS AND ACCESSORIES

1.4.1.9. Art Manikins and Anatomical Models

1.4.1.9.1. Reference Tools

1.4.1.9.2. Pencil Sharpeners

1.4.1.10. CALLIGRAPHY

1.4.1.11. CHALK

1.4.1.12. CRAYONS

1.4.1.13. DRAFTING SUPPLIES

1.4.1.14. ERASERS

1.4.1.15. INKS

1.4.1.16. KIDS' AND CLASSROOM DRAWING

1.4.1.17. SUMI PAINTING

1.4.1.18. VIEW ALL DRAWING & ILLUSTRATION CATEGORIES

1.4.1.18.1. Pencils

1.4.1.18.2. Art Markers

1.4.1.18.3. Colored Pencils

1.4.1.18.4. Drawing Paper and Boards

1.4.1.18.5. Pens

1.4.1.18.6. Pastels

1.4.1.18.7. Drawing Tools and Accessories

1.4.1.18.8. Drafting Supplies

1.4.1.18.9. Drawing Charcoal and Graphite

1.4.1.18.10. Erasers

1.4.1.18.11. Drawing Books

1.4.1.18.12. Digital Art

- 1.4.1.18.13. Artist Inks
- 1.4.1.18.14. Calligraphy
- 1.4.1.18.15. Sumi-e Painting
- 1.4.1.18.16. Drawing Classroom Packs
- 1.4.1.18.17. Coloring Books and Activity Books
- 1.4.1.18.18. Scratchboard Art
- 1.4.1.18.19. Crayons
- 1.4.1.18.20. Kids' and Classroom Drawing
- 1.4.1.18.21. Chalk

1.4.2. TOP BRANDS [Heading]

- 1.4.2.1. Prismacolor**
- 1.4.2.2. Copic**
- 1.4.2.3. Blick**
- 1.4.2.4. Faber-Castell**
- 1.4.2.5. Sharpie**

1.5. PAPER & BOARDS

1.5.1. TOP CATEGORIES & PRODUCTS [Heading]

- 1.5.1.1. DRAWING PAPER, PADS, AND BOARDS**
 - 1.5.1.1.1. Drawing and Sketching Sheets
 - 1.5.1.1.2. Blick White Sulphite Drawing Paper**
 - 1.5.1.1.3. Drawing and Sketch Pads
 - 1.5.1.1.4. Blick Studio Drawing Pads**
 - 1.5.1.1.5. Strathmore 400 Series Drawing Pads**
 - 1.5.1.1.6. Sketchbooks
 - 1.5.1.1.7. Pastel Paper and Boards
 - 1.5.1.1.8. Charcoal Papers and Pads
 - 1.5.1.1.9. Pen and Marker Pads
 - 1.5.1.1.10. Journals and Notebooks
 - 1.5.1.1.11. Tracing Paper
- 1.5.1.2. COLORED AND DECORATIVE PAPER**
 - 1.5.1.2.1. Construction Paper
 - 1.5.1.2.2. Decorative and Handmade Paper
- 1.5.1.3. PAINTING PAPER AND PADS**
 - 1.5.1.3.1. Arches Natural White Watercolor Paper
 - 1.5.1.3.2. Blick Watercolor Paper**
 - 1.5.1.3.3. Watercolor Paper and Pads
 - 1.5.1.3.4. Acrylic Painting Papers and Pads
 - 1.5.1.3.5. Canvas Pads
 - 1.5.1.3.6. Mixed Media Papers and Boards
 - 1.5.1.3.7. Oil Painting Paper and Pads
- 1.5.1.4. BOARDS**
 - 1.5.1.4.1. Art and Illustration Boards
 - 1.5.1.4.2. Foam Board
 - 1.5.1.4.3. Poster Board

1.5.1.4.4. Bristol Boards and Pads

1.5.1.4.5. Scratchboard Art

1.5.1.4.6. Chipboard

1.5.1.5. PAPER ROLLS

1.5.1.5.1. Banner and Background Paper Rolls

1.5.1.5.2. Colored Paper Rolls

1.5.1.5.3. Drawing and Sketching Paper Rolls

1.5.1.5.4. Utility and Kraft Paper Rolls

1.5.1.6. PAPER CRAFTS

1.5.1.6.1. Bookmaking and Bookbinding

1.5.1.6.2. Origami and Kirigami Paper

1.5.1.6.3. Paper Mache

1.5.1.7. KIDS' AND CLASSROOM PAPER

1.5.1.8. FILMS AND BARRIER PAPER

1.5.1.9. PAPER CUTTERS AND TRIMMERS

1.5.1.10. PRINTMAKING PAPER

1.5.1.11. VIEW ALL PAPER & BOARDS CATEGORIES

1.5.1.11.1. Drawing Paper and Boards

1.5.1.11.2. Boards

1.5.1.11.3. Watercolor Paper and Pads

1.5.1.11.4. Colored and Decorative Paper

1.5.1.11.5. Drawing Pads and Sketch Pads

1.5.1.11.6. Sketchbooks

1.5.1.11.7. Painting Papers and Pads

1.5.1.11.8. Printmaking Paper

1.5.1.11.9. Paper and Boards Classroom Packs

1.5.1.11.10. Paper Rolls

1.5.1.11.11. Paper Crafts

1.5.1.11.12. Journals and Notebooks

1.5.1.11.13. Kids' and Classroom Paper

1.5.1.11.14. Inkjet Paper and Film

1.5.1.11.15. Films and Barrier Paper

1.5.2. TOP BRANDS [Heading]

1.5.2.1. Blick

1.5.2.2. Canson

1.5.2.3. Strathmore

1.5.2.4. Arches

1.5.2.5. Pacon

1.6. EASEL & FURNITURE

1.6.1. TOP CATEGORIES & PRODUCTS [Heading]

1.6.1.1. EASELS

1.6.1.1.1. Studio Easels

1.6.1.1.2. Wooden Easels

1.6.1.1.3. Metal Easels

- 1.6.1.1.4. Tabletop Easels
- 1.6.1.1.5. Plein Air Easels**
- 1.6.1.1.6. Display Easels
- 1.6.1.1.7. H-Frame Easels
- 1.6.1.1.8. Kids' Easels
- 1.6.1.2. OUTDOOR STUDIO AND PLEIN AIR
 - 1.6.1.2.1. Canopies and Umbrellas
 - 1.6.1.2.2. Plein Air Accessories**
 - 1.6.1.2.3. Plein Air Easels**
- 1.6.1.3. ART STUDIO FURNITURE
 - 1.6.1.3.1. Chairs and Stools
 - 1.6.1.3.2. Drafting Tables
 - 1.6.1.3.3. Drying Racks
 - 1.6.1.3.4. Photography Equipment
 - 1.6.1.3.5. Print Racks
 - 1.6.1.3.6. Rolling and Utility Carts
 - 1.6.1.3.7. Room Dividers
 - 1.6.1.3.8. Storage Cabinets
 - 1.6.1.3.9. Tables and Work Surfaces
 - 1.6.1.3.10. Taborets
 - 1.6.1.3.11. Vertical and Flat Files
- 1.6.1.4. PROJECTORS AND ACCESSORIES
- 1.6.1.5. CLASSROOM FURNITURE
 - 1.6.1.5.1. Classroom Chairs and Stools
 - 1.6.1.5.2. Classroom Tables and Desks
 - 1.6.1.5.3. Classroom Storage
 - 1.6.1.5.4. Chalkboards and Whiteboards
 - 1.6.1.5.5. Display Cases
- 1.6.1.6. LAMPS AND LIGHTING
 - 1.6.1.6.1. Artist Lamps
- 1.6.1.7. Light Tables and Light Boxes
- 1.6.1.8. HOME AND OFFICE FURNITURE
- 1.6.1.9. KIDS' EASELS AND FURNITURE
- 1.6.1.10. VIEW ALL EASELS & FURNITURE CATEGORIES
 - 1.6.1.10.1. Art Easels
 - 1.6.1.10.2. Art Studio Furniture
 - 1.6.1.10.3. Storage Carts and Cabinets
 - 1.6.1.10.4. Outdoor Studio and Plein Air
 - 1.6.1.10.5. Home and Office Furniture
 - 1.6.1.10.6. Lamps and Lighting
 - 1.6.1.10.7. Classroom Furniture
 - 1.6.1.10.8. Projectors and Accessories
 - 1.6.1.10.9. Kids' Easels and Furniture
 - 1.6.1.10.10. Light Tables and Light Boxes

1.6.2. TOP BRANDS [Heading]

- 1.6.2.1. Blick**
- 1.6.2.2. Daylight**
- 1.6.2.3. Studio Designs**
- 1.6.2.4. BEST**
- 1.6.2.5. AWT**

1.7. FRAMING & MAT BOARDS

1.7.1. TOP CATEGORIES & PRODUCTS [Heading]

1.7.1.1. FRAMES

- 1.7.1.1.1. Blick Simplicity Plein Air Frames**
- 1.7.1.1.2. Blick Metal Gallery Frames**
- 1.7.1.1.3. Blick Wood Gallery Frames**
- 1.7.1.1.4. Blick Wood Floater Frames**
- 1.7.1.1.5. Ampersand Floater Frames**
- 1.7.1.1.6. Nielsen Bainbridge Metal Frame Kits**
- 1.7.1.1.7. Canvas Frames
- 1.7.1.1.8. Float Frames
- 1.7.1.1.9. Wall Frames
- 1.7.1.1.10. Gallery Frames
- 1.7.1.1.11. Tabletop Frames
- 1.7.1.1.12. Poster Frames
- 1.7.1.1.13. Sectional Frames
- 1.7.1.1.14. Picture Ledges
- 1.7.1.1.15. Modern Frames
- 1.7.1.1.16. Traditional Frames
- 1.7.1.1.17. Rustic Frames
- 1.7.1.1.18. Kids' and Classroom Frames

1.7.1.2. MATBOARD AND MOUNTING BOARD

- 1.7.1.2.1. Blick White Core Pre-Cut Mats**
- 1.7.1.2.2. Crescent Decorative Matboard**
- 1.7.1.2.3. Crescent Ultra Black Mounting Boards**
- 1.7.1.2.4. Strathmore Museum Mounting Board**
- 1.7.1.2.5. Matboard
- 1.7.1.2.6. Pre-Cut Mats
- 1.7.1.2.7. Foam Board
- 1.7.1.2.8. Mounting Board
- 1.7.1.2.9. Mounting Systems
- 1.7.1.2.10. Adhesive Sheets

1.7.1.3. FRAMING TOOLS AND ACCESSORIES

- 1.7.1.3.1. X-Acto #1 Knife**
- 1.7.1.3.2. X-Acto Blades**
- 1.7.1.3.3. Blick Self Healing Cutting Mats**
- 1.7.1.3.4. Art Knives and Blades**
- 1.7.1.3.5. Cutting Mats

- 1.7.1.3.6. Foam Board Cutters
 - 1.7.1.3.7. Framing Glue and Adhesive
 - 1.7.1.3.8. Glazing Materials and Tools
 - 1.7.1.3.9. Gold Leaf and Metal Leaf
 - 1.7.1.3.10. Mat Cutters
 - 1.7.1.3.11. Mitre Boxes and Mitre Saws
 - 1.7.1.3.12. Point Drivers
- 1.7.1.4. VIEW ALL FRAMING & MATBOARD CATEGORIES
- 1.7.1.4.1. Picture and Art Frames
 - 1.7.1.4.2. Matboard and Mounting Board
 - 1.7.1.4.3. Framing Tools and Accessories
 - 1.7.1.4.4. Picture Hanging Hardware

1.7.2. TOP BRANDS [Heading]

- 1.7.2.1. Blick
- 1.7.2.2. Nielsen Bainbridge
- 1.7.2.3. Crescent
- 1.7.2.4. Logan
- 1.7.2.5. MCS

1.8. CERAMICS & SCULPTURE

1.8.1. TOP CATEGORIES [Heading]

- 1.8.1.1. CLAY AND MODELING MATERIALS
 - 1.8.1.1.1. Air Dry Clay
 - 1.8.1.1.2. Pottery Clay
 - 1.8.1.1.3. Modeling Clay
 - 1.8.1.1.4. Polymer and Oven Bake Clay
- 1.8.1.2. CERAMICS GLAZES
 - 1.8.1.2.1. Low Fire Glazes
 - 1.8.1.2.2. Mid to High Fire Glazes
 - 1.8.1.2.3. Ceramic Glaze Classroom Packs
 - 1.8.1.2.4. Ceramic and Glazing Brushes
 - 1.8.1.2.5. Underglazes
- 1.8.1.3. CERAMIC BISQUE
- 1.8.1.4. KILNS AND FIRING ACCESSORIES
 - 1.8.1.4.1. Ceramic Kilns
 - 1.8.1.4.2. Kiln Furniture and Parts
- 1.8.1.5. MODELING AND POTTERY TOOLS
 - 1.8.1.5.1. Clay and Color Shapers
 - 1.8.1.5.2. Clay Cutters and Trimming Tools
 - 1.8.1.5.3. Clay Molds and Texture Tools
 - 1.8.1.5.4. Loop and Ribbon Tools
 - 1.8.1.5.5. Needle and Sgraffito Tools
 - 1.8.1.5.6. Pottery Ribs and Scrapers
 - 1.8.1.5.7. Pottery Tool Sets
 - 1.8.1.5.8. Slab Rollers and Rolling Pins

- 1.8.1.5.9. Sponges
- 1.8.1.5.10. Wood and Plastic Modeling Tools
- 1.8.1.6. POTTERY WHEELS AND EQUIPMENT
 - 1.8.1.6.1. Pottery Wheels
 - 1.8.1.6.2. Banding and Decorating Wheels
 - 1.8.1.6.3. Pottery Bats and Wheel Accessories
- 1.8.1.7. MOLD MAKING AND CASTING
 - 1.8.1.7.1. Casting Materials
 - 1.8.1.7.2. Mold Making Materials
 - 1.8.1.7.3. Pre-Made Molds
 - 1.8.1.7.4. Silicone and Rubber
 - 1.8.1.7.5. Resin
- 1.8.1.8. CARVING
 - 1.8.1.8.1. Carving Materials
 - 1.8.1.8.2. Sculpture and Carving Tools
- 1.8.1.9. GLASS ART
- 1.8.1.10. PAPER MACHE
- 1.8.1.11. SCALE MODEL BUILDING
- 1.8.1.12. WIRE SCULPTURE
- 1.8.1.13. VIEW ALL CERAMICS & SCULPTURE CATEGORIES
 - 1.8.1.13.1. Ceramic and Pottery Glazes
 - 1.8.1.13.2. Modeling and Pottery Tools
 - 1.8.1.13.3. Clay and Modeling Materials
 - 1.8.1.13.4. Pottery Wheels and Equipment
 - 1.8.1.13.5. Kilns and Firing Accessories
 - 1.8.1.13.6. Carving
 - 1.8.1.13.7. Mold Making and Casting
 - 1.8.1.13.8. Ceramic Bisque
 - 1.8.1.13.9. Scale Model Building Supplies
 - 1.8.1.13.10. Wire Sculpture Supplies
 - 1.8.1.13.11. Hardware
 - 1.8.1.13.12. Glass Art
 - 1.8.1.13.13. Paper Mache
 - 1.8.1.13.14. Model Building Kits
 - 1.8.1.13.15. Digital 3D Printing

1.8.2. TOP BRANDS [Heading]

- 1.8.2.1. Blick
- 1.8.2.2. Kemper
- 1.8.2.3. Crayola
- 1.8.2.4. Van Aken
- 1.8.2.5. Amaco

1.9. STUDIO & OFFICE SUPPLIES

1.9.1. TOP CATEGORIES [Heading]

- 1.9.1.1. ART STORAGE AND ORGANIZATION

- 1.9.1.1.1. Art Portfolios
- 1.9.1.1.2. Brush Holders and Organizers
- 1.9.1.1.3. Desk Organizers
- 1.9.1.1.4. Drying Racks
- 1.9.1.1.5. Flat Files and Vertical Files
- 1.9.1.1.6. Marker Cases
- 1.9.1.1.7. Paint Storage
- 1.9.1.1.8. Paper Dispensers and Racks
- 1.9.1.1.9. Pencil Cases and Pouches
- 1.9.1.1.10. Rolling and Utility Carts
- 1.9.1.1.11. Storage Bins and Trays
- 1.9.1.1.12. Storage Boxes and Containers
- 1.9.1.1.13. Storage Cabinets
- 1.9.1.1.14. Taborets
- 1.9.1.2. TRANSPORTING AND CARRYING
 - 1.9.1.2.1. Art and Poster Tubes
 - 1.9.1.2.2. Canvas Carriers, Totes, and Backpacks
 - 1.9.1.2.3. Rolling and Utility Carts
- 1.9.1.3. CUTTING TOOLS
 - 1.9.1.3.1. Art Knives and Blades
 - 1.9.1.3.2. Cutting Mats
 - 1.9.1.3.3. Die Cutting and Digital Cutting Machines
 - 1.9.1.3.4. Linoleum Cutters
 - 1.9.1.3.5. Mat Cutters
 - 1.9.1.3.6. Paper Cutters and Trimmers
 - 1.9.1.3.7. Scissors and Shears
 - 1.9.1.3.8. Stencil Cutters and Burners
 - 1.9.1.3.9. Utility Cutters
- 1.9.1.4. RULERS
- 1.9.1.5. OFFICE SUPPLIES
- 1.9.1.6. GLUE
 - 1.9.1.6.1. Glue Sticks
 - 1.9.1.6.2. White Glue
 - 1.9.1.6.3. Glue Guns and Hot Melt Glue
- 1.9.1.7. TAPE
 - 1.9.1.7.1. Archival Tape and Adhesives**
 - 1.9.1.7.2. Artist and Drafting Tape
 - 1.9.1.7.3. Masking Tape
- 1.9.1.8. ADAPTIVE ART SUPPLIES
- 1.9.1.9. ARCHIVAL SUPPLIES
- 1.9.1.10. CLEANING SUPPLIES AND MATERIALS
- 1.9.1.11. SAFETY AND PROTECTIVE GEAR
- 1.9.1.12. AT-HOME LEARNING
- 1.9.1.13. VIEW ALL STUDIO & OFFICE SUPPLIES CATEGORIES

1.9.2. TOP BRANDS [Heading]

- 1.9.2.1. Blick
- 1.9.2.2. Elmer's
- 1.9.2.3. Fiskars
- 1.9.2.4. Artbin
- 1.9.2.5. Arrow

1.10. CRAFTS & TEXTILES

1.10.1. TOP CATEGORIES [Heading]

1.10.1.1. PAPER CRAFTS

- 1.10.1.1.1. Bookmaking and Bookbinding
- 1.10.1.1.2. Decorative and Handmade Paper
- 1.10.1.1.3. Marbling
- 1.10.1.1.4. Origami and Kirigami Paper
- 1.10.1.1.5. Paper Craft Tools
- 1.10.1.1.6. Paper Mache
- 1.10.1.1.7. Scrapbook Paper
- 1.10.1.1.8. Scratchboard Art

1.10.1.2. FIBER AND TEXTILE ARTS

- 1.10.1.2.1. Yarn
- 1.10.1.2.2. Needlework, Stitchery, and Embroidery
- 1.10.1.2.3. Weaving
- 1.10.1.2.4. Looms
- 1.10.1.2.5. Fabrics and Materials

1.10.1.3. CRAFT BASICS

- 1.10.1.3.1. Beads
- 1.10.1.3.2. Craft Canvas
- 1.10.1.3.3. Felt Sheets and Shapes
- 1.10.1.3.4. Glitter and Sequins
- 1.10.1.3.5. Styrofoam and Foam Shapes
- 1.10.1.3.6. Unfinished Surfaces to Decorate

1.10.1.4. WOOD CRAFTS

- 1.10.1.4.1. Craft Sticks
- 1.10.1.4.2. Unfinished Wood Shapes
- 1.10.1.4.3. Wood Blocks, Boxes, and Crates
- 1.10.1.4.4. Wood Planks and Surfaces

1.10.1.5. COLLAGE

1.10.1.6. COSPLAY SUPPLIES

1.10.1.7. CRAFT CUTTING TOOLS

1.10.1.8. CRAFT GLUE AND ADHESIVES

1.10.1.9. CRAFT KITS

1.10.1.10. CRAFT PAINT

1.10.1.11. FABRIC PAINTING AND DECORATING

1.10.1.12. GLASS ART

1.10.1.13. HOME DECOR

- 1.10.1.14. JEWELRY MAKING
- 1.10.1.15. KIDS' CRAFTS
- 1.10.1.16. LEATHER CRAFTS
- 1.10.1.17. METAL CRAFTS
- 1.10.1.18. MOSAICS
- 1.10.1.19. PARTY SUPPLIES
- 1.10.1.20. STENCILS AND STENCILING
- 1.10.1.21. SIGN MAKING
- 1.10.1.22. VIEW ALL CRAFTS & TEXTILES CATEGORIES
 - 1.10.1.22.1. Fiber and Textile Arts
 - 1.10.1.22.2. Beads and Jewelry Making
 - 1.10.1.22.3. Thread and Sewing Supplies
 - 1.10.1.22.4. Paper Crafts
 - 1.10.1.22.5. Wood Craft Supplies
 - 1.10.1.22.6. Craft Basics
 - 1.10.1.22.7. Art Stencils and Stenciling Supplies
 - 1.10.1.22.8. Craft Kits
 - 1.10.1.22.9. Fabric Painting and Decorating
 - 1.10.1.22.10. Kids' Crafts
 - 1.10.1.22.11. Collage
 - 1.10.1.22.12. Mosaics
 - 1.10.1.22.13. Home Décor
 - 1.10.1.22.14. Cosplay Supplies
 - 1.10.1.22.15. Metal Crafts
 - 1.10.1.22.16. Glass Art
 - 1.10.1.22.17. Leather Crafts
 - 1.10.1.22.18. Craft Cutting Tools
 - 1.10.1.22.19. Craft Glue and Adhesives
 - 1.10.1.22.20. Resin Art Supplies
 - 1.10.1.22.21. Paint by Number Kits
 - 1.10.1.22.22. Soap Making
 - 1.10.1.22.23. Gift Wrapping Supplies
 - 1.10.1.22.24. Sign Making
 - 1.10.1.22.25. Alcohol Inks and Surfaces
 - 1.10.1.22.26. Craft Paint
 - 1.10.1.22.27. Body Paint and Makeup
 - 1.10.1.22.28. Party Supplies
 - 1.10.1.22.29. Candle Making and Candles

1.10.2. TOP BRANDS [Heading]

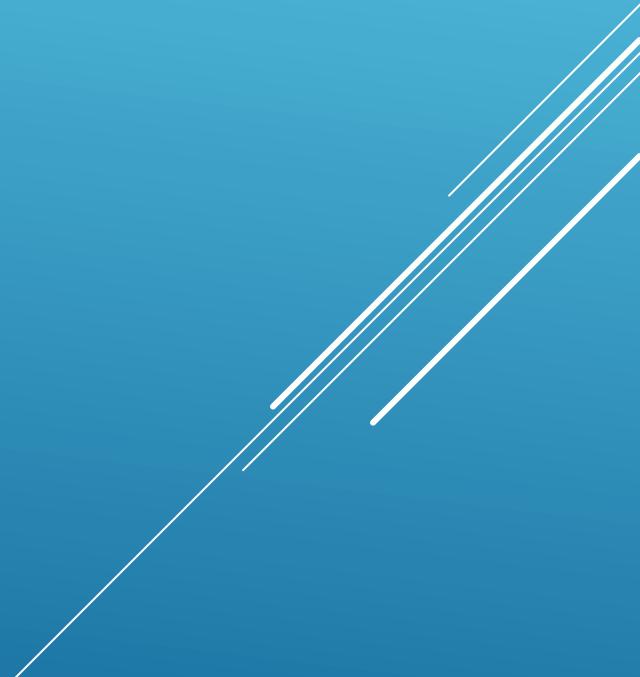
- 1.10.2.1. Blick**
- 1.10.2.2. Creativity Street**
- 1.10.2.3. Jacquard**
- 1.10.2.4. Pebeo**
- 1.10.2.5. Roylco**

- 1.11. Product Search [Function]
 - 1.12. My Account
 - 1.12.1. Sign-in [Function]
 - 1.12.2. Create Account
 - 1.12.3. View Orders
 - 1.12.4. Wish Lists
 - 1.12.4.1. About Lists
 - 1.13. Orders
 - 1.14. Gifts
 - 1.15. Deals
 - 1.16. Clearance
 - 1.17. New
 - 1.18. Find a Store
 - 1.19. (800)-828-4243 [Function]
 - 1.20. Live Chat
2. Resources Discovery & Inspiration
- 2.1. Articles
 - 2.2. Videos
 - 2.3. Social Media
 - 2.3.1. Artist Forum
 - 2.3.2. Art submissions
 - 2.4. Teacher Resources
 - 2.4.1. Lesson plans
 - 2.4.2. Educator Catalogs
 - 2.4.3. Project Ideas
3. Community Engagement
- 3.1. Charity Partnerships
 - 3.2. Corporate Partnerships

Commented [SJ4]: This redirects to new site and is where we fill in all of the resource info

SITEMAP V2

[LINK TO SITEMAP V2](#)



1. Home

1.1. Art Supplies

1.1.1. All Departments

1.1.1.1. View All Departments

1.1.1.2. Gifts Cards

1.1.1.3. Paint & Mediums

1.1.1.3.1. [Top 5 categories]

1.1.1.3.2. View all paint categories

1.1.1.4. Canvas & Surfaces

1.1.1.4.1. [Top 5 categories]

1.1.1.4.2. View all canvas categories

1.1.1.5. Brushes

1.1.1.5.1. [Top 5 categories]

1.1.1.5.2. View all brushes categories

1.1.1.6. Drawing

1.1.1.6.1. [Top 5 categories]

1.1.1.6.2. View all drawing categories

1.1.1.7. Paper & Boards

1.1.1.7.1. [Top 5 categories]

1.1.1.7.2. View all paper categories

1.1.1.8. Easels & Furniture

1.1.1.8.1. [Top 5 categories]

1.1.1.8.2. View all furniture categories

1.1.1.9. Framing & Matboard

1.1.1.9.1. [Top 5 categories]

1.1.1.9.2. View all framing categories

1.1.1.10. Ceramics Sculpture

1.1.1.10.1. [Top 5 categories]

1.1.1.10.2. View all ceramics categories

1.1.1.11. Studio & Office

1.1.1.11.1. [Top 5 categories]

1.1.1.11.2. View all studio categories

1.1.1.12. Crafts & Textiles

1.1.1.12.1. [Top 5 categories]

1.1.1.12.2. View all crafts categories

1.1.1.13. Kids Art Supplies

1.1.1.13.1. [Top 5 categories]

1.1.1.13.2. View all kids' art supplies

1.1.1.14. Printmaking

1.1.1.14.1. [Top 5 categories]

1.1.1.14.2. View all printmaking categories

1.1.1.15. Presentation & Display

1.1.1.15.1. [Top 5 categories]

1.1.1.15.2. View all presentation categories

- 1.1.1.16. Books for Artists
 - 1.1.1.16.1. [Top 5 categories]
 - 1.1.1.16.2. View all books categories
- 1.1.1.17. Lifestyle
 - 1.1.1.17.1. [Top 5 categories]
 - 1.1.1.17.2. View all lifestyle categories
- 1.1.1.18. **[More]**
 - 1.1.1.18.1. Deals & Free Offers
 - 1.1.1.18.2. New Products
 - 1.1.1.18.3. Clearance
- 1.1.2. All Brands
 - 1.1.2.1.1. [Brand name]
- 1.2. Discovery and Inspiration
 - 1.2.1. Articles
 - 1.2.2. Videos
 - 1.2.2.1. YouTube Channel
 - 1.2.3. Guides
 - 1.2.4. Project ideas
 - 1.2.5. Artists' forum
 - 1.2.6. **[For Educators]**
 - 1.2.6.1. Lesson plans
 - 1.2.6.2. Product catalogs
 - 1.2.6.3. Teacher news
 - 1.2.6.4. Blick U
 - 1.2.6.5. Quick Quote
- 1.3. Cart
- 1.4. My Account
 - 1.4.1. Login/Sign Up
 - 1.4.1.1. Educator account
 - 1.4.1.2. Personal account
 - 1.4.2. My Lists
 - 1.4.3. View Orders
- 1.5. Find a Store
- 1.6. Community Engagement
 - 1.6.1. Partnerships
 - 1.6.1.1. Company Partnerships
 - 1.6.1.2. Charity Partnerships
 - 1.6.1.3. Educator Partnerships
 - 1.6.2. Social
 - 1.6.2.1. Featured artists
 - 1.6.2.2. Instagram
 - 1.6.2.3. Blog
- 1.7. Customer Service
 - 1.7.1. Contact Us

Commented [SJ1]: Moved "view all" and "gift cards" higher up in hierarchy so it's easier to access/find

Commented [SJ2]: Removed "resources" because it's redundant

Commented [SJ3R2]: Removed "school discounts" to make it a functionality of the site

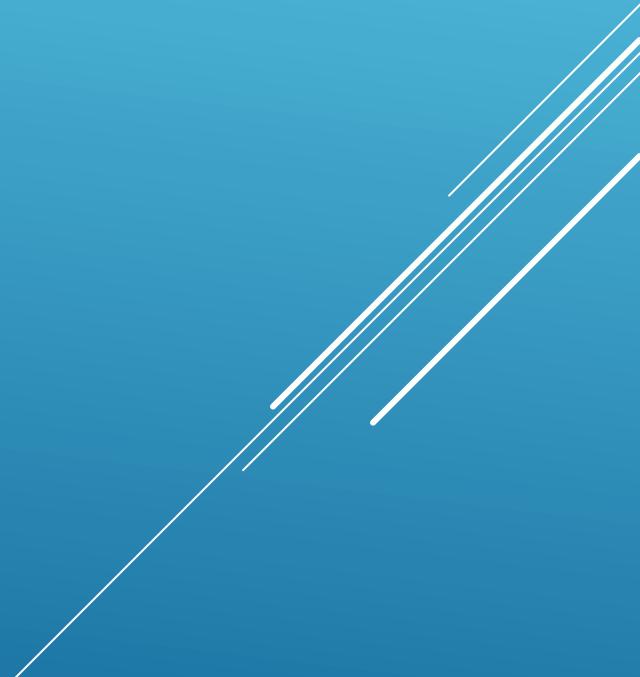
- 1.7.2. General Help
- 1.7.3. Request A Catalog
- 1.7.4. Take Our Survey
- 1.7.5. Pricing Policy/FAQs
- 1.7.6. Shipping Information
- 1.7.7. On-Account Ordering
- 1.7.8. Sales Tax
- 1.7.9. Return Policy
- 1.7.10. Live Chat

1.8. A-Z Index

- 1.8.1. [Letter]

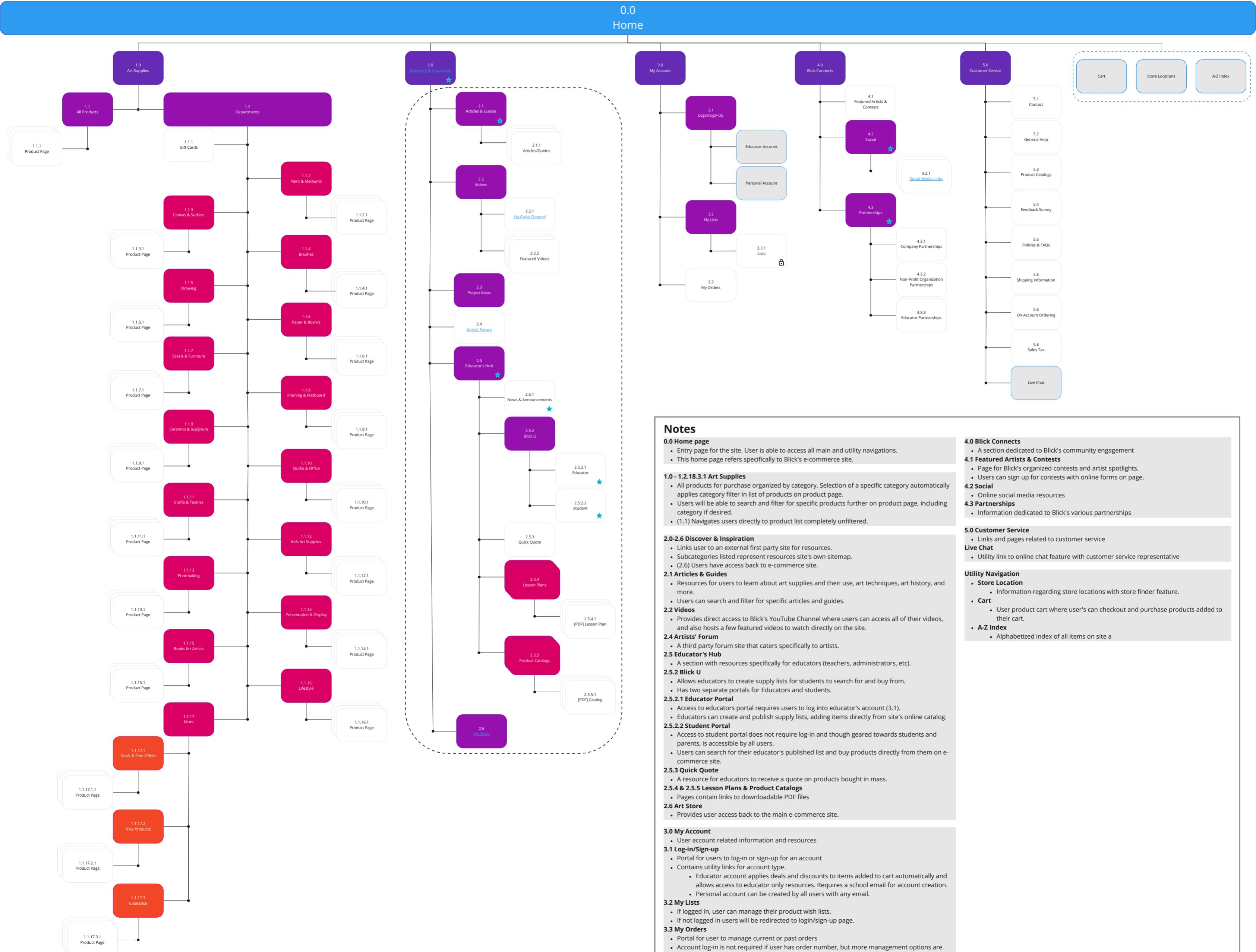
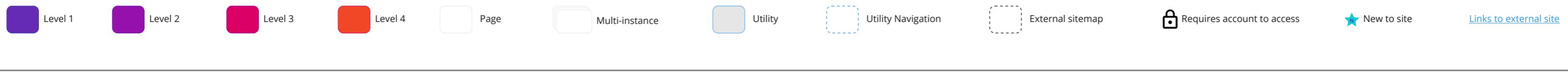
FINAL SITEMAP

[LINK TO FINAL SITEMAP](#)

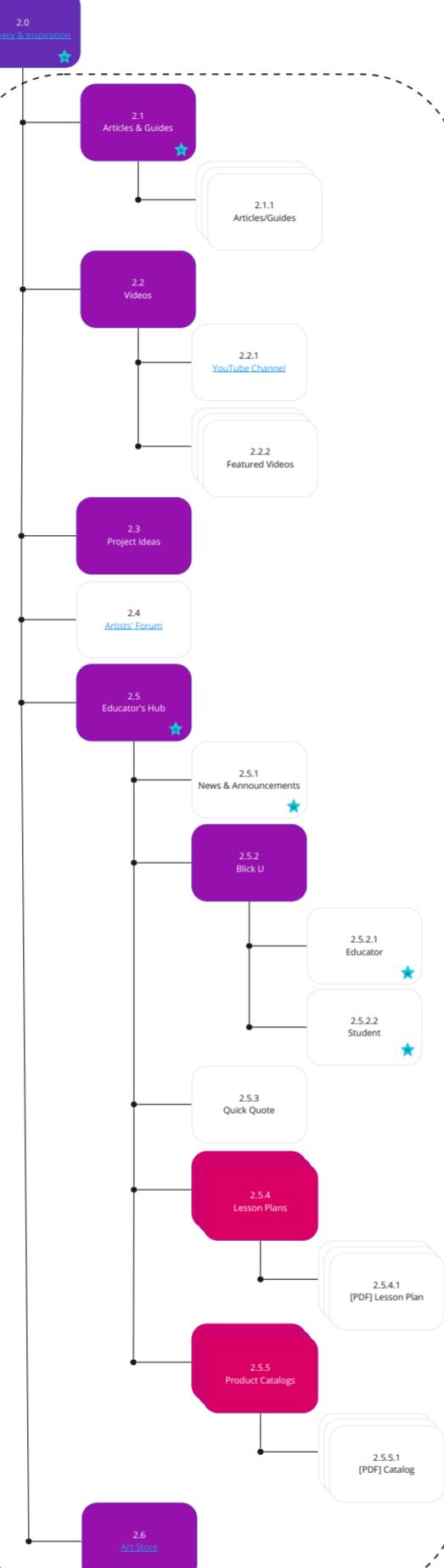


Blick Sitemap Redesign

LEGEND



2.0 Discover & Inspiration



3.0 My Account



Notes

0.0 Home page

- Entry page for the site. User is able to access all main and utility navigations.
- This home page refers specifically to Blick's e-commerce site.

1.0 - 1.2.18.3.1 Art Supplies

- All products for purchase organized by category. Selection of a specific category automatically applies category filter in list of products on product page.
- Users will be able to search and filter for specific products further on product page, including category if desired.
- (1.1) Navigates users directly to product list completely unfiltered.

2.0-2.6 Discover & Inspiration

- Links user to an external first party site for resources.
- Subcategories listed represent resources site's own sitemap.
- (2.6) Users have access back to e-commerce site.

2.1 Articles & Guides

- Resources for users to learn about art supplies and their use, art techniques, art history, and more.
- Users can search and filter for specific articles and guides.

2.2 Videos

- Provides direct access to Blick's YouTube Channel where users can access all of their videos, and also hosts a few featured videos to watch directly on the site.

2.4 Artists' Forum

- A third party forum site that caters specifically to artists.

2.5 Educator's Hub

- A section with resources specifically for educators (teachers, administrators, etc).
- Allows educators to create supply lists for students to search for and buy from.
- Has two separate portals for Educators and students.

2.5.2 Educator Portal

- Access to educators portal requires users to log into educator's account (3.1).
- Educators can create and publish supply lists, adding items directly from site's online catalog.

2.5.2.2 Student Portal

- Access to student portal does not require log-in and though geared towards students and parents, is accessible by all users.
- Users can search for their educator's published list and buy products directly from them on e-commerce site.

2.5.3 Quick Quote

- A resource for educators to receive a quote on products bought in mass.

2.5.4 & 2.5.5 Lesson Plans & Product Catalogs

- Pages contain links to downloadable PDF files

2.6 Art Store

- Provides user access back to the main e-commerce site.

3.0 My Account

- User account related information and resources

3.1 Log-in/Sign-up

- Portal for users to log-in or sign-up for an account
- Contains utility links for account type.
 - Educator account applies deals and discounts to items added to cart automatically and allows access to educator only resources. Requires a school email for account creation.
 - Personal account can be created by all users with any email.

3.2 My Lists

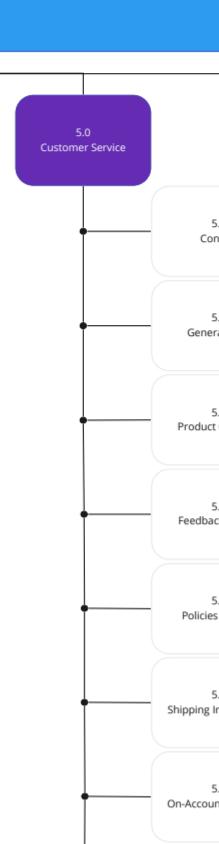
- If logged in, user can manage their product wish lists.

- If not logged in users will be redirected to login/sign-up page.

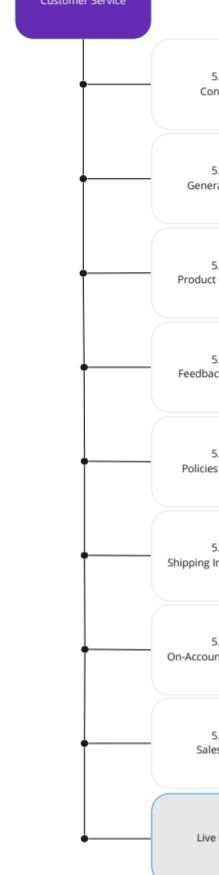
3.3 My Orders

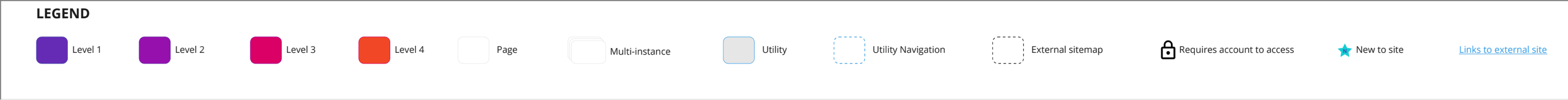
- Portal for user to manage current or past orders
- Account log-in is not required if user has order number, but more management options are available to a logged in user.

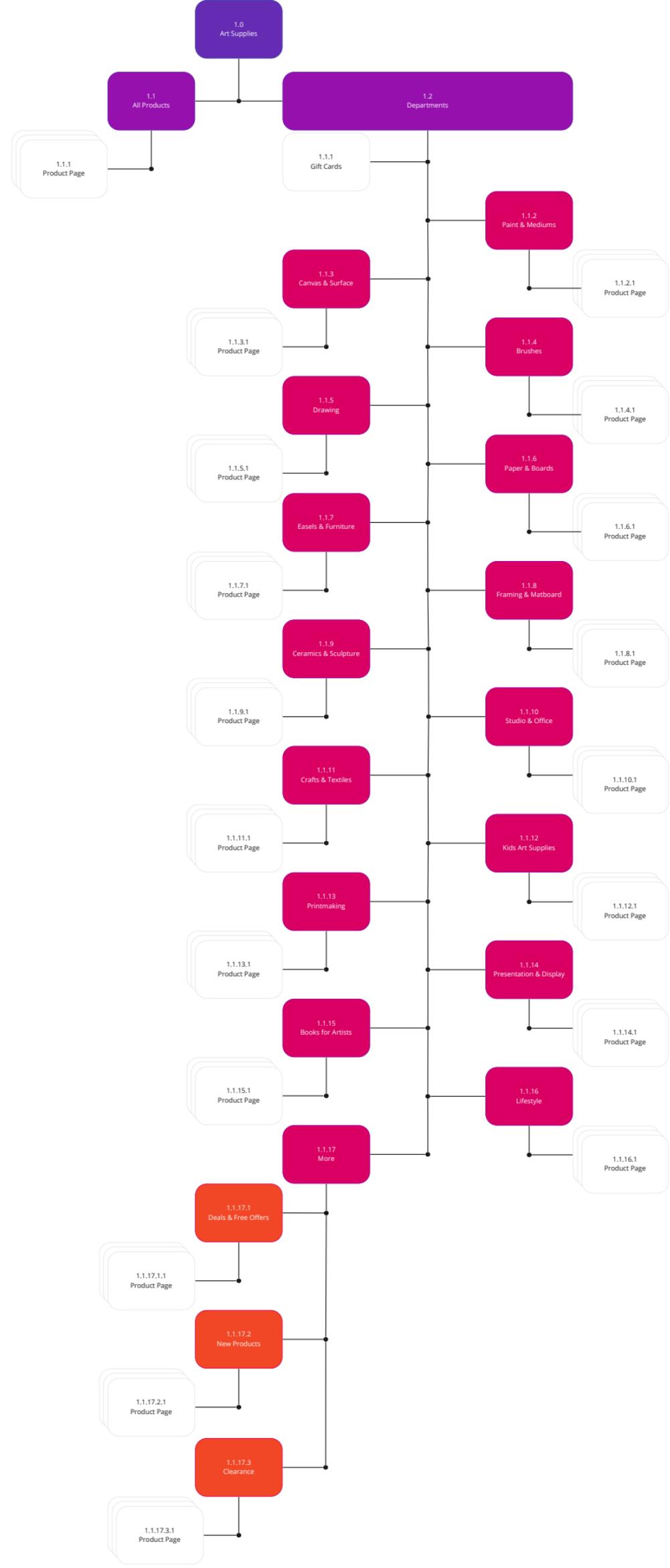
4.0 Blick Connects



5.0 Customer Service







2.0 [Discovery & Inspiration](#)



2.1 Articles & Guides



2.1.1 Articles/Guides

2.2 Videos

2.2.1
[YouTube Channel](#)

2.2.2 Featured Videos

2.3 Project Ideas

2.4 [Artists' Forum](#)

2.5 Educator's Hub

2.5.1 News & Announcements



2.5.2 Blick U

2.5.2.1 Educator



2.5.2.2 Student



2.5.3 Quick Quote

2.5.4 Lesson Plans

2.5.4.1 [PDF] Lesson Plan

2.5.5 Product Catalogs

2.5.5.1 [PDF] Catalog

2.6 [Art Store](#)

3.0
My Account

3.1
Login/Sign-Up

Educator Account

Personal Account

3.2
My Lists

3.2.1
Lists



3.3
My Orders

4.0 Blick Connects

4.1 Featured Artists & Contests

4.2 Social

[Social Media Links](#)

4.3 Partnerships

4.3.1
Company Partnerships

4.3.2
Non-Profit Organization
Partnerships

4.3.3
Educator Partnerships

5.0 Customer Service





Cart

Store Locations

A-Z Index

Notes

0.0 Home page

- Entry page for the site. User is able to access all main and utility navigations.
- This home page refers specifically to Blick's e-commerce site.

1.0 - 1.2.18.3.1 Art Supplies

- All products for purchase organized by category. Selection of a specific category automatically applies category filter in list of products on product page.
- Users will be able to search and filter for specific products further on product page, including category if desired.
- (1.1) Navigates users directly to product list completely unfiltered.

2.0-2.6 Discover & Inspiration

- Links user to an external first party site for resources.
- Subcategories listed represent resources site's own sitemap.
- (2.6) Users have access back to e-commerce site.

2.1 Articles & Guides

- Resources for users to learn about art supplies and their use, art techniques, art history, and more.
- Users can search and filter for specific articles and guides.

2.2 Videos

- Provides direct access to Blick's YouTube Channel where users can access all of their videos, and also hosts a few featured videos to watch directly on the site.

2.4 Artists' Forum

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2.5.2 Blick U

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4.0 Blick Connects

- A section dedicated to Blick's community engagement

4.1 Featured Artists & Contests

- Page for Blick's organized contests and artist spotlights.
- Users can sign up for contests with online forms on page.

4.2 Social

- Online social media resources

4.3 Partnerships

- Information dedicated to Blick's various partnerships

5.0 Customer Service

- Links and pages related to customer service

Live Chat

- Utility link to online chat feature with customer service representative

Utility Navigation

• Store Location

- Information regarding store locations with store finder feature.

• Cart

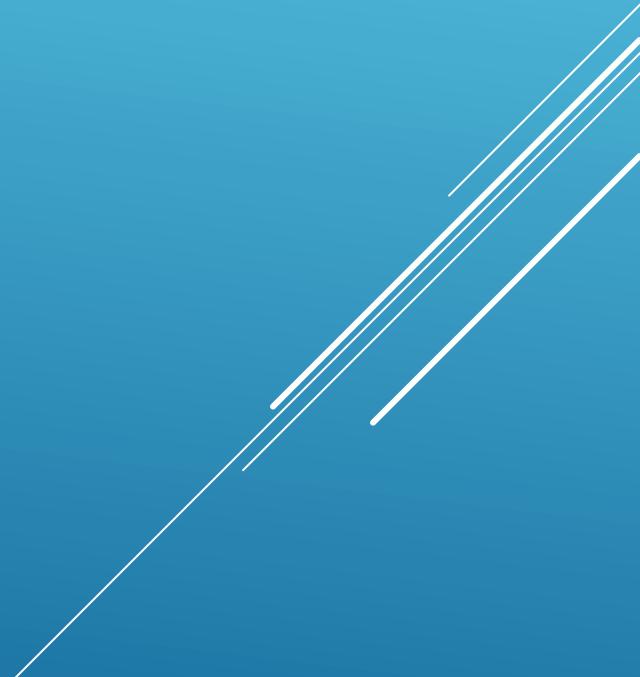
- User product cart where user's can checkout and purchase products added to their cart.

• A-Z Index

- Alphabetized index of all items on site a

WIREFRAMES V1

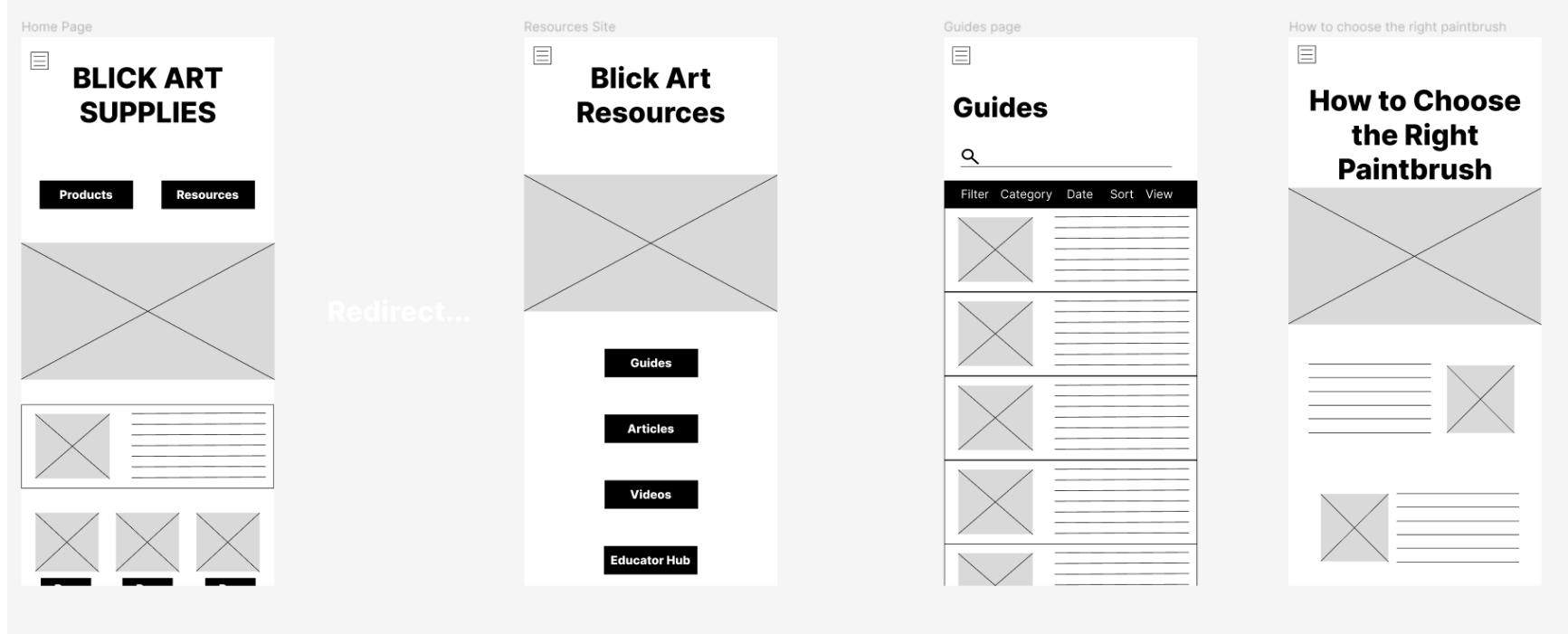
[HTTPS://MIRO.COM/APP/BOARD/UXJVPFSLOLG=/?SHARE LINK ID=252330856558](https://miro.com/app/board/UXJVPFSLOLG=/?share_link_id=252330856558)



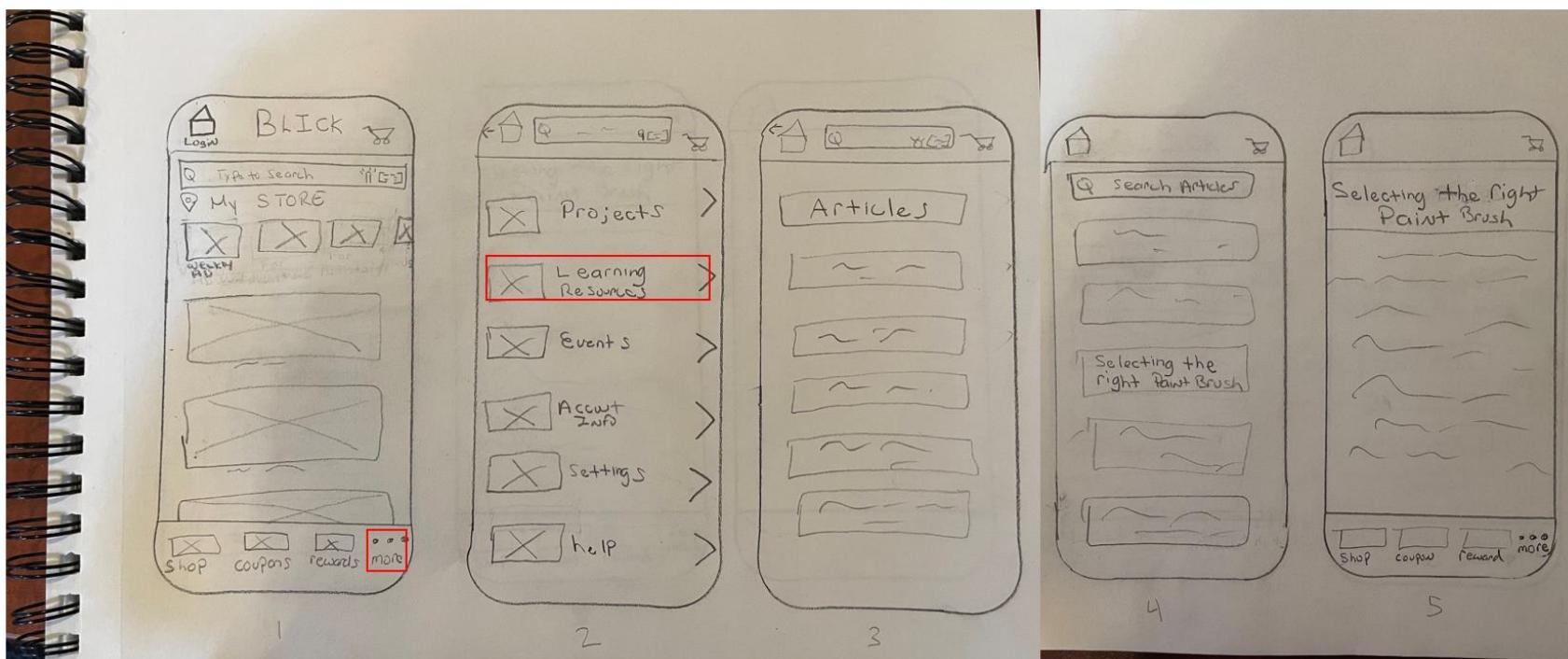
Below are a few ideas for our wireframes. There are two pages (Two for Key Task 1 & One for Key Task 2)

Key Task 1: Reading an article on choosing the right paint brushes (we were thinking of using a combination of both since they were similar)

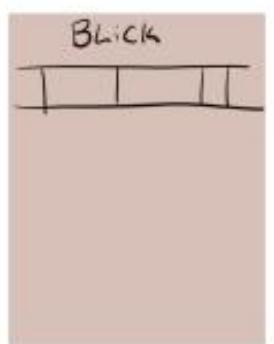
Wireframe 1



Wireframe 2



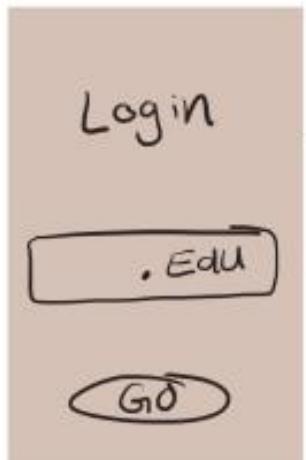
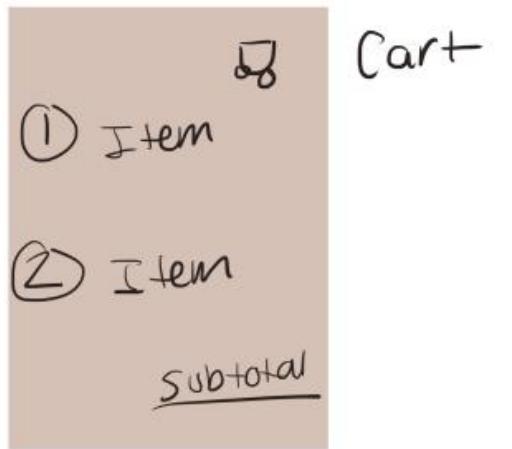
Key Task 2: Purchasing markers using school discount



Homepage



Sign in

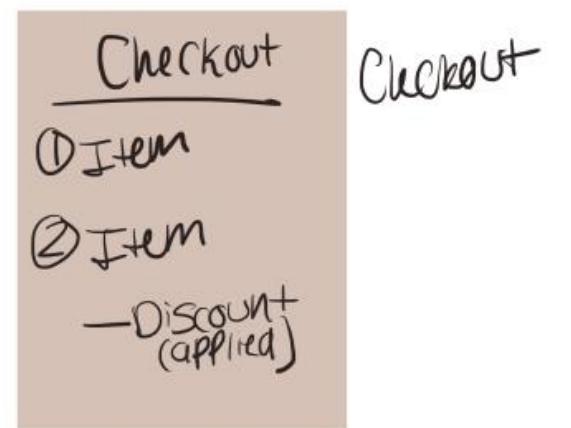


Login

. Edu
Email

Edu

Go



FINAL WIREFRAME #1

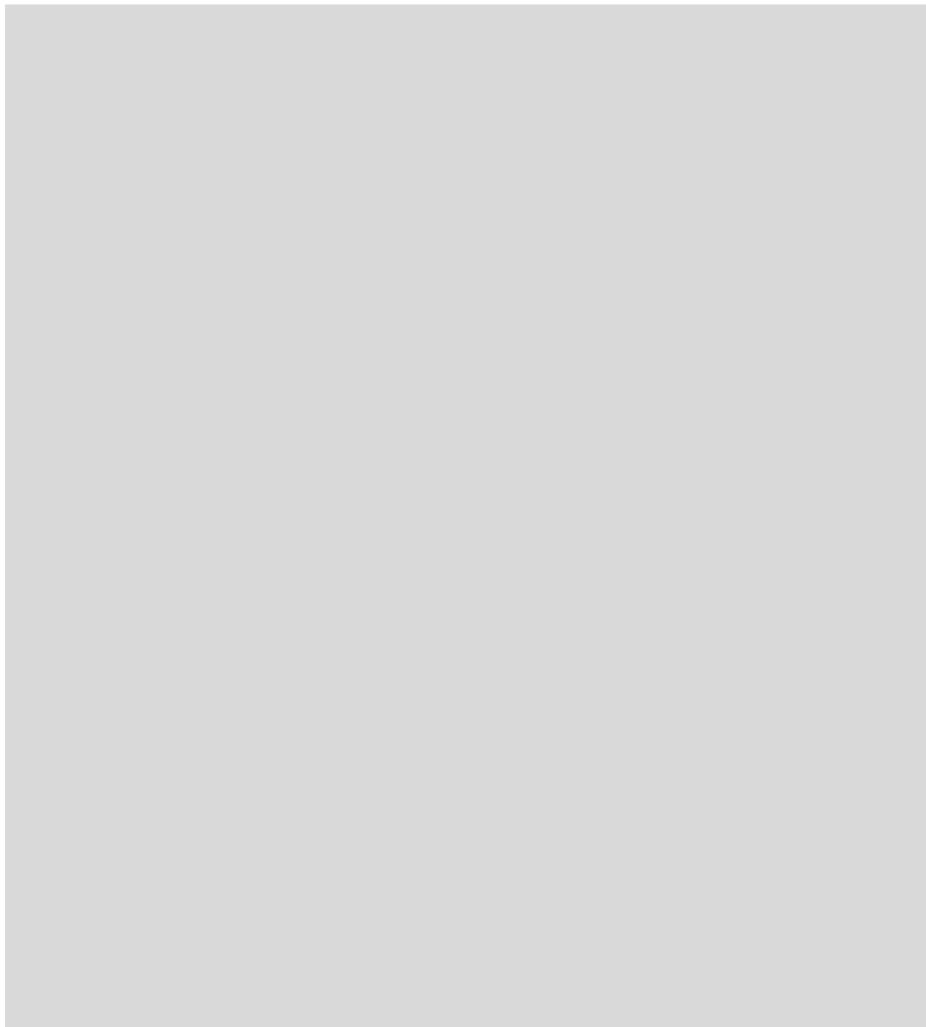
[LINK TO WIREFRAME #1](#)





BLICK®

↑
1





BLIC

Art Supplies

**Discovery and
Inspiration**

My Account

Blick Connects

**Customer
Service**



Sign In/ Sign Up

2





BLICK

SIGN IN

johndoe@123.edu

4

Password

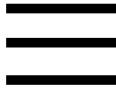
[Click Here to Create Account](#)

3



Stay logged in on this device

SIGN IN



CREATE ACCOUNT

Already a Customer? [Click here](#) to sign in!

First Name

Last Name

Phone Number

Email

Password

Confirm Password

7 → Stay logged in on this device

8 → Please send me online promotions
and special offer emails for BLICK Art
Materials.

Create Account

CREATE ACCOUNT

Already a Customer? [Click here](#) to sign in!

9

→ Empty Feilds are Required

John

Last Name

10 → *Feild Required*

(500)555-555

Email

Feild Required

• • • • •

11 → *Passwords do not match*

• • • • • •

Passwords do not match

Stay logged in on this device

Please send me online promotions
and special offer emails for BLICK Art
Materials.

Create Account

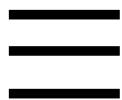
≡

VERIFY EMAIL



Verify Account

12 → [Resend verification code](#)
→ [Contact Support](#)



BLICK®

13

School Account

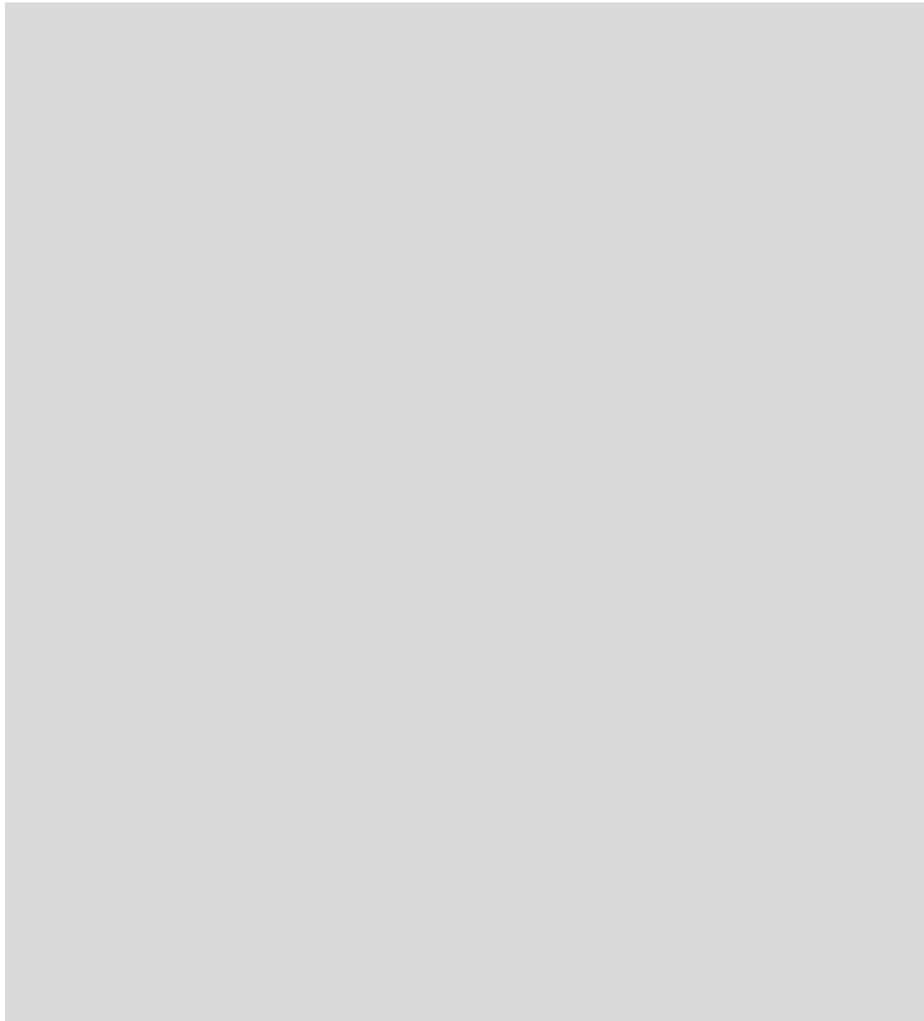
Personal Account

≡ BLICK®

Hi, John

14

○ ○ ○



Easel & Furniture



Drafting Table
\$49.99

Add to cart



Wooden Easel
\$39.99

Add to cart



Kids Whiteboard
\$19.99

Add to cart



Wooden Easel

Reviews



Like its floor-standing counterparts, the Best Deluxe Tabletop Easel is a piece of fine furniture as well as an easel.

[Add to cart](#)

Shopping Cart



Wooden Easel

Qty: 1

\$39.99

[Move to List](#)

[Save for Later](#)

Subtotal

Wooden Easel \$39.99

Student Discount
(Automatically Applied) -\$2.00

16

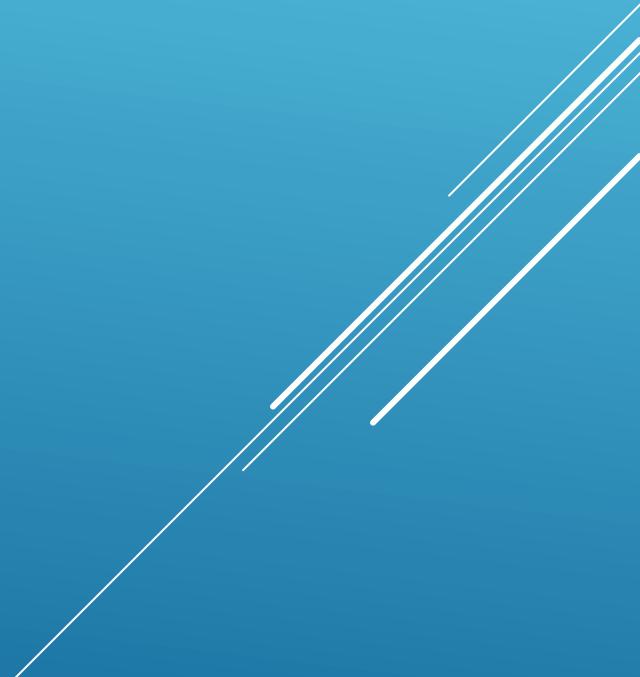
Total: \$37.00

Checkout

- 1 Homepage hamburger menu at the top of the page for easy access.
- 2 Turns red when clicked, the login/sign up button gives the option to make an account or sign into an existing one
- 3 Link to create an account
- 4 Text promoting users for important information.
- 5 Link back to login page as a backout option.
- 6 Users information, text prompts user response.
- 7 Option to stay logged in on the user's current device.
- 8 Gives an option to get promotions and emails from Blick.
- 9 Notification to let users know what required fields they did not fill in.
- 10 Notification tells users what fields they left empty.
- 11 Notification tells users that their passwords do not match.
- 12 Options to resend code or contact support in case of error.
- 13 Account profile options of either personal((noneducator) or Educator account.
- 14 Login Account homepage with a personalized greeting
- 15 Notification appears on shopping cart icon when user adds item to cart
- 16 Student discount will apply automatically when user is logged in.

FINAL WIREFRAME #2

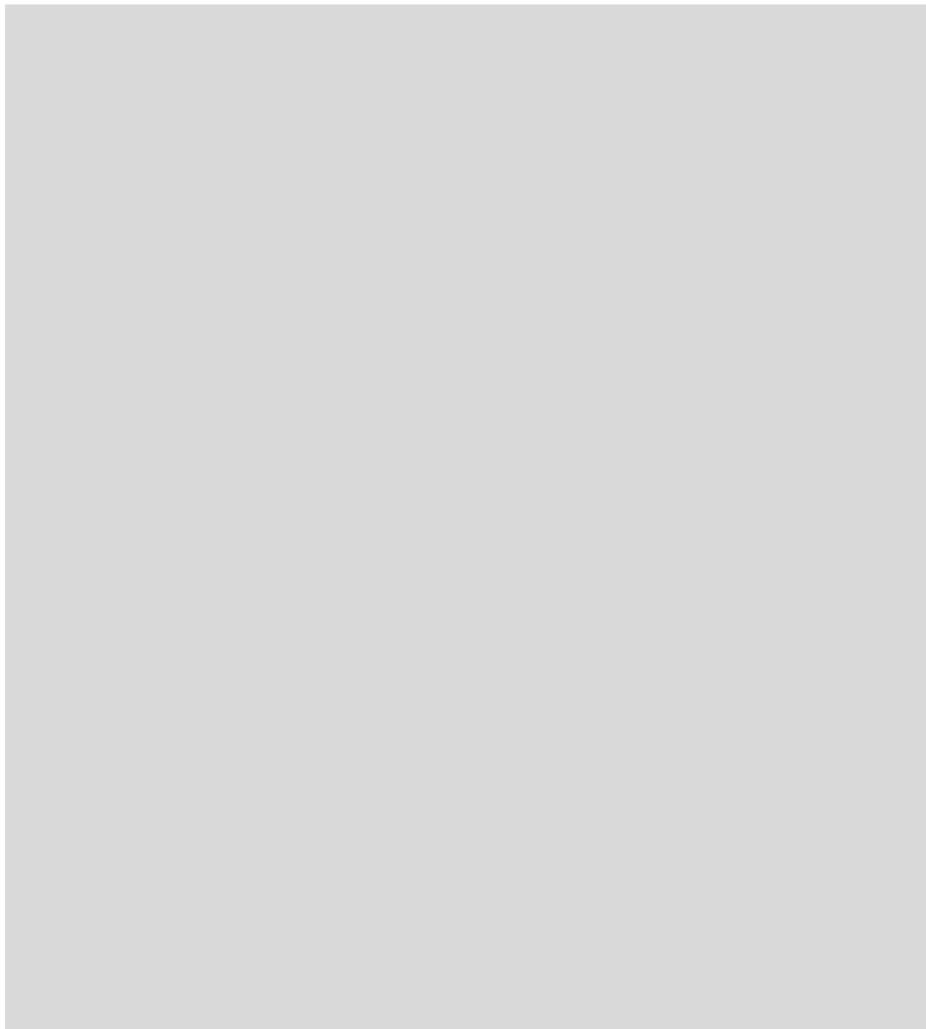
[LINK TO WIREFRAME #2](#)





BLICK®

↑
1





BLIC

Art Supplies

Discovery and
Inspiration

2

My Account

Blick Connects

Customer
Service



Sign In/ Sign Up



BLICK®

3

Articles & Guides

Videos

Project Ideas

Educator's Hub

Blick U

4

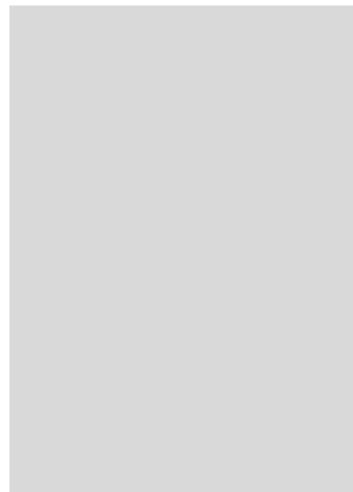
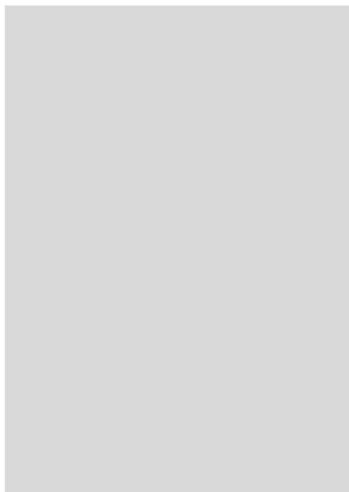
Art Store



5

Articles & Guides

6



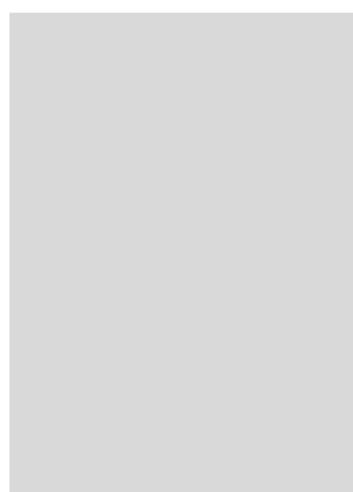
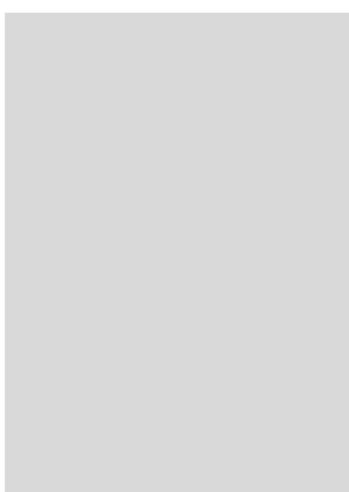
Choose a
paintbrush ↴

7

[Learn More](#)

Explore Art
Stencils

[Learn More](#)



- 1 Homepage hamburger menu at the top of the page for easy access.
- 2 Level 1 navigation menu.
- 3 Level 2 navitgation menu.
- 4 Link back to art store.
- 5 Search bar
- 6 Article homepage, carousel with featured articles.
- 7 Link to explore article.

THANK YOU

