Art Around

Project Report

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1. Project Overview

Title of the Project: Art Around
Developer: Joseph Bou Obeid
ID: 202312532

Art Around is a website designed to connect art enthusiasts with curated content on art events, galleries, and exhibitions from four countries: France, Greece, Italy, and Mexico. The platform showcases galleries, provides information on events, and offers volunteer opportunities. The objective is to give users a focused, interactive, and visually engaging space to explore art in a global context, with a special emphasis on these specific regions.

2. Target Audience

The primary audience for Art Around includes individuals interested in learning more about the art scenes in France, Greece, Italy, and Mexico. The website is also targeted at those who are looking for detailed, updated information about local (through the subscription to the newspaper) and international art events (through the website).

This platform benefits users by providing:

- A centralized location for information on art exhibitions, galleries, and events.
- An easy-to-navigate, visually engaging site that makes exploring art accessible.
- Opportunities to stay updated on trends and events within the specified countries.

3. References and Inspiration

The development of Art Around was influenced by the following sources:

Google Arts & Culture: Growing up, I often visited this site to explore virtual galleries and exhibitions, which inspired me to create a smaller, more focused platform. While Google Arts & Culture offers a global scope, Art Around specifically focuses on art in France, Greece, Italy, and Mexico. This distinct regional focus helps differentiate the site while still promoting the universal appreciation of art.

Awwwards: A key inspiration came from the designs featured on Awwwards, where I found simple but highly effective design components that could elevate the user experience of Art Around. Elements such as sleek layouts, subtle transitions, and clean typography helped inform the overall aesthetic of the site.

For reference: [Google Arts & Culture](#) - [Awwwards](#)

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4. Expected Challenges and Solutions

Challenge 1: Implementing Bootstrap Layouts:

While Bootstrap was integral in making the website responsive and ensuring cross-device functionality, implementing the framework initially disrupted the layout of my design.

Solution: After experimenting with various layout configurations, I was able to refine my approach and leverage Bootstrap's grid system effectively. I now use it in many components to ensure that the website adjusts seamlessly across different screen sizes.

Challenge 2: Optimizing Media for the Web:

High-resolution images and videos posed a challenge in maintaining fast loading times without compromising the quality of visuals.

Solution: I used Adobe Photoshop to optimize images and videos for the web, ensuring that their file sizes were reduced without losing clarity. Adobe Illustrator was also used to design and optimize the logo for web use.

Challenge 3: Ensuring Clean and Efficient Code:

Maintaining organized and non-repetitive code across the site was essential for long-term scalability and manageability.

Solution: I created individual CSS files for each page to handle unique styles, while also creating a common CSS file for elements shared across the site (e.g., navigation bar, typography, and button styles). This reduced redundancy and ensured that the code was easy to maintain and scale.

Challenge 4: Creating Engaging and Informative Content:

Developing content that was both informative and engaging, while also focusing on the art events in four specific countries, proved to be challenging.

Solution: I curated content carefully, balancing informative descriptions with engaging visuals and interactive elements. This ensures the content is accessible while keeping users engaged.

5. Team Responsibilities

Originally, Art Around was intended to be a team project. However, due to a change of plans, with my teammate leaving the university, I ended up taking full responsibility for the development and execution of the website. As a result, I handled all aspects of the project, including:

- Designing the logo and optimizing graphics using Adobe Illustrator and Photoshop.
- Writing HTML, CSS, and PHP code to build and style the site.
- Implementing Bootstrap for layout and responsiveness.
- Researching content and curating relevant information for the galleries and events.
- Managing the hosting setup on Infinity and uploading the site to GitHub for version control.

6. Design and Technical Approach

Design Elements:

- Color Scheme: The color scheme was made using "coolers" follows the UI/UX design I submitted earlier, creating a visually modern aesthetic. It uses neutral tones with accent colors to ensure key elements stand out while maintaining a balanced look.
- Typography: The usage of Google's Montserrat font aligns with the UI/UX design to ensure readability and consistency across the website, providing clear contrast for a professional appearance.
- Layout: The design follows a minimalist style, with ample white space, padding, and margins for a clean and organized user experience.

Technologies and Frameworks Used:

- Clean **HTML** code paired with modular **CSS** files for individual pages and shared elements to avoid repetition.
- **Bootstrap** was used to create a responsive design, add some elements, and ensure consistency across devices.
- **Adobe Illustrator** was used for logo design, and **Photoshop** was used for background editing and media optimization.
- **PHP** was used to link headers and footers across pages, maintaining consistency while minimizing the need for redundant code.
- The site is hosted on **InfinityFree** due to its PHP support, and it is also uploaded to **GitHub** for version control and accessibility.

Conclusion

In conclusion, Art Around serves as a focused, interactive platform for art enthusiasts, providing access to curated galleries, event details, and volunteer opportunities. Despite challenges such as learning how to implement Bootstrap layouts and optimizing media for web use, the project was successfully completed by incorporating thoughtful design choices, clean coding practices, and a user-centric approach.