



For Art's Sake

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ACA Fall 2016

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Vision Statement

To create a fun and functional app for researching art and its history, by artist, works, movements, era, and geographic region.



The Need

Art and Art History are often regarded as for elite and well to do people. This app will make Art and its' history accessible to everyone.

The available apps for Art History on the Google Play store are of widely variable quality. I want this app to be an educational resource, that makes difficult to access materials easily attainable.

While a number of users might not have access to museums, this app will help fuel their curiosity. Bringing this app into museums would also add another avenue of inquiry for users to pursue.

Target Platform

This application will initially be deployed for Android devices. Android smartphones account for an 82.8% share of the market for devices as of August 2015.¹



Target Demographic

With this app, I aim to target students of every age. In my experience, young children and retirees primarily make the most use of museum spaces. I want this app to be accessible to young children as well as older adults, with the app providing the capability and functionality to delve deeper.



Photo: Gijsbert van der Wal ²



Audience

This app's target audience is not only frequent museum goers, but especially those without access to museums and gallery spaces who want to further explore the history of art.



Mia, 29

A late-Millennial, she enjoys going to museums and galleries on weekends, and wants to know more about what she finds there



Andy, 6

A young, curious child that wants an easy to operate program to learn more and save their favorite artists, like Picasso



Bridget, 68

Grandmother to 3, she frequently accompanies her grandchildren as a chaperone on field trips, and wants to help them learn



Competitive Analysis

For Art's Sake

There are a number of Art History apps available on the Play Store, but few that display more than a handful of artists and works, don't navigate by era, and draw on slim resources.

Strength

Using the Artsy.net API, this app has access to 40,000+ artists, a broad selection of their works, and the ability to connect the both

Weakness

For educational non-commercial purposes only; lacks the resources of biggest competitor

Opportunity

Bringing this app into Museum and gallery spaces to mutual benefit; few apps implement landscape functionality; for educational purposes only, not reliant on ads

Threat

Niche interest, always difficult to integrate digital with Museum and gallery spaces



Competitive Analysis

Google Arts and Culture

“Explore artworks, artifacts, and more from over 850 museums, archives, and organizations worldwide that have partnered with Google Cultural Institute to bring their collections and stories online.”

4.5 stars

500,000 - 1,000,000 installs



Strength

All the resources that Google has at their disposal

Weakness

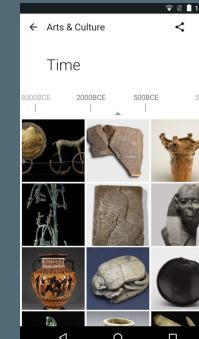
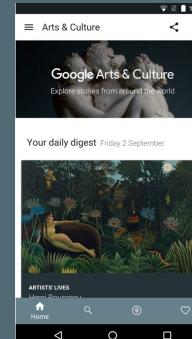
Tries to do too much, looks at current events, history broadly; easily over encumbered

Opportunity

Could easily be several apps; crowded screens

Threat

Users indicate that favorites functionality doesn't work, no landscape functionality



Competitive Analysis

Top 100 Paintings

"The greatest paintings of all time! Top Paintings is an Android app for popularising the world's most famous and studied paintings, across the ages. It features 100 of the most popular paintings in the world, from Renaissance up until modern times. Complete with a full screen image (cached automatically in your Pictures folder under Top Paintings), information about the painting and the artist. It makes for a great educational tool for anyone interested in art. The app is free, and is lightly ad-supported."

4.4 stars, 10,000 - 50,000 installs

Strength

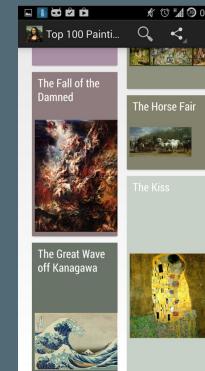
Ability to easily zoom high-resolution images

Weakness

Very simplistic, full of ads, strange color pallet, no ability to sort artists by name or time period

Opportunity

Numerous opportunities for functionality improvement, even if limited data is available



Competitive Analysis

Famous Painters & Paintings

“Famous Painters & Paintings app contains various of Famous Painters with [their] famous paintings art works.

You can learn History of Art for each painting, it is very suitable for school educating students and kids as well.”

4.0 stars, 10,000 - 50,000 installs



Strength
Legible, simple layout

Opportunity
Could make better use of Wikipedia as a resource



Weakness
Very limited artists, works (in no particular order); no menu, settings, search; relies on Wikipedia, opens webViews to such

Threat
Reviewers complain of too little information and artists



Style Guide

Color Scheme



#91B682

#A84B20

#89BAB8

#502A2E

#E19718

Fonts

TITLE - SIFONN

Heading - Roboto

Body - Helvetica

 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit.
 Rhetorice igitur, inquam, nos mavis
 quam dialectice disputare? Ego
 vero volo in virtute vim esse quam
 maximam; Duo Reges constructio...

Icons



Launcher/Logo



Notification

Feature List

Core

- Search by:
 - Specific work
 - Artistic Movement
 - Time period
- Link to:
 - Other Artists
 - Available Works
- Favorites

Supporting

- Facebook, Google Login
- Search across map by time period
- Landscape functionality

Supplemental

- Link to popular music from by region and era
- Map to local galleries, museums
- Partner with museums to include QR codes in their signage that links to app



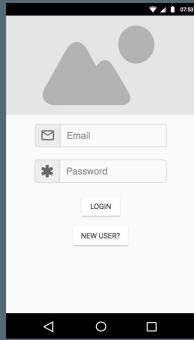
Wireframe



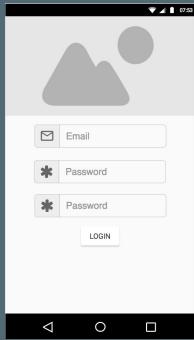
Splash



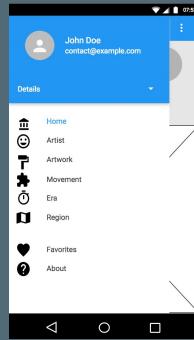
Login



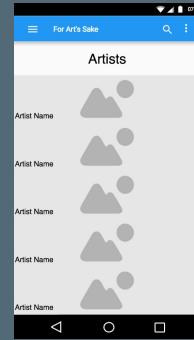
Sign up



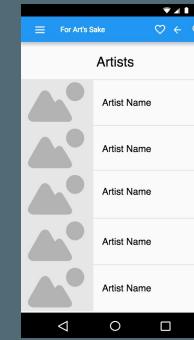
Menu Drawer



Home Page



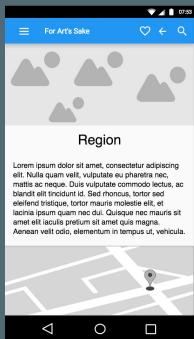
Return Page



Artist Page



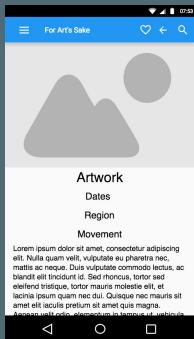
Region Page



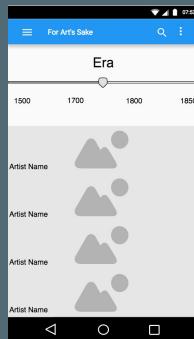
Movement Page



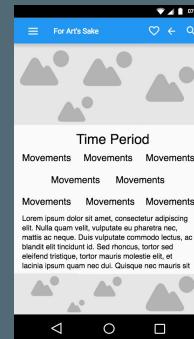
Artwork Page



Era Search



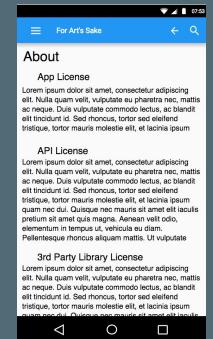
Time Period



Favorite

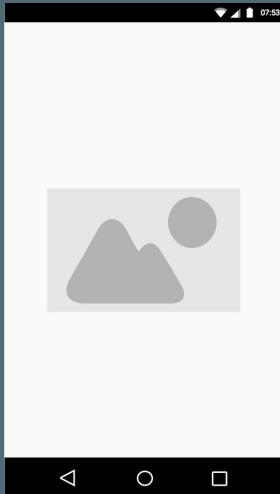


About

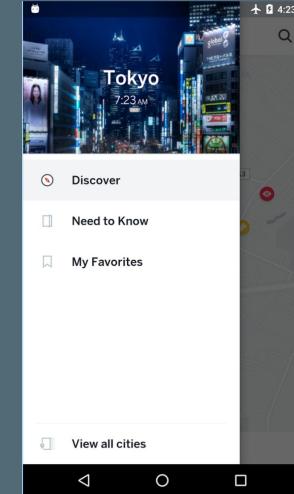
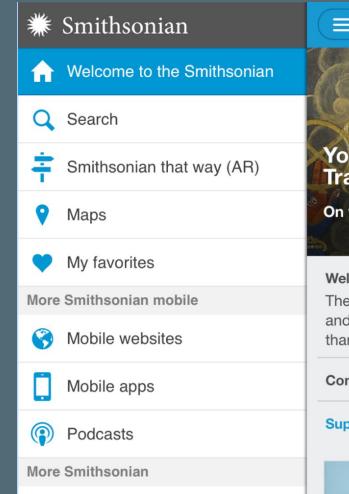
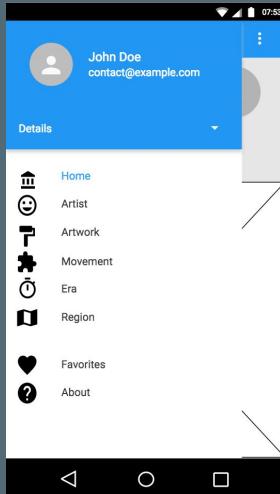


Mood board

Splash

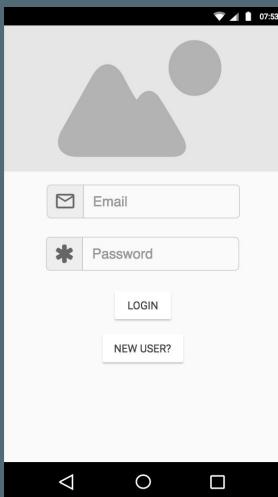


Menu Drawer

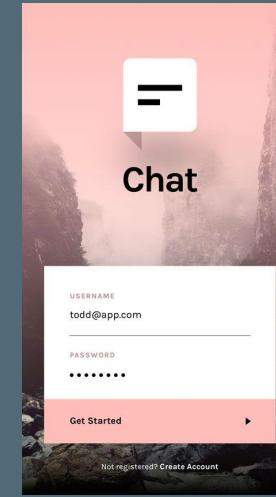
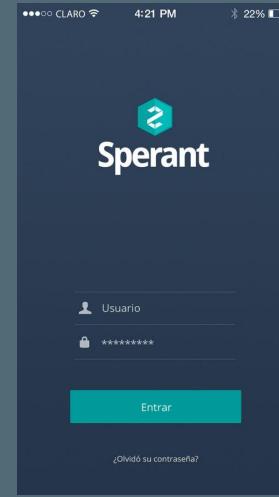
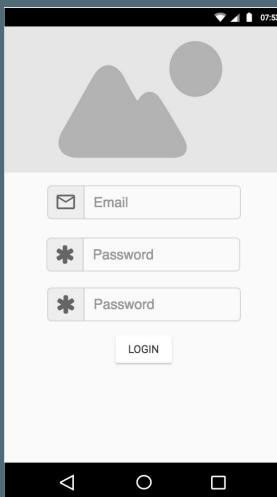


Mood board

Login

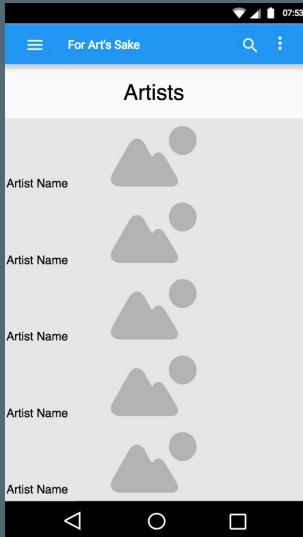


Sign up

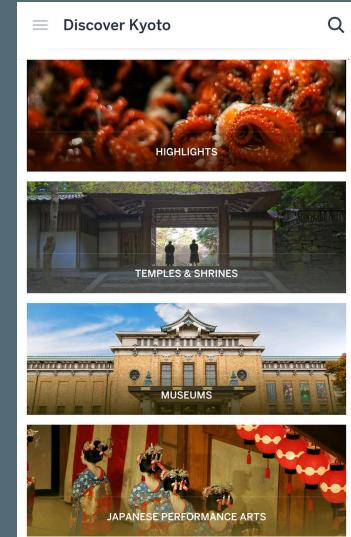
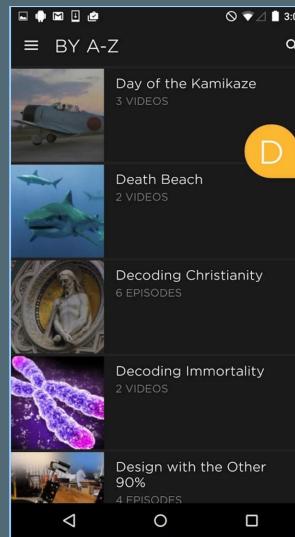
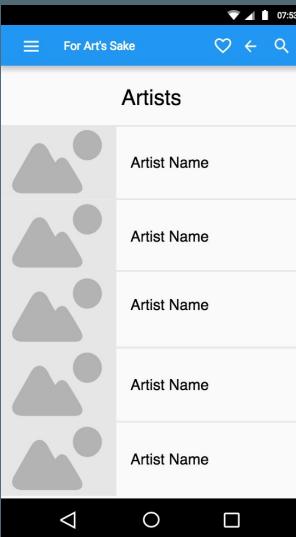


Mood board

Home Page



Return Page



Mood board

Artist Page



Region Page



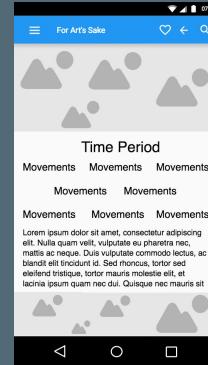
Movement Page



Artwork Page

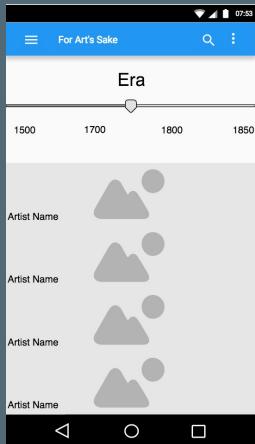


Time Period



Mood board

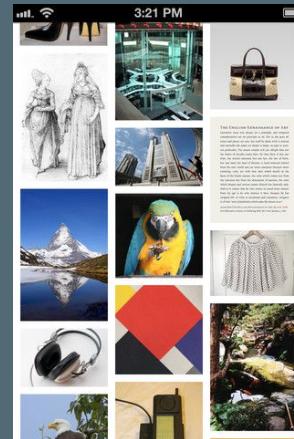
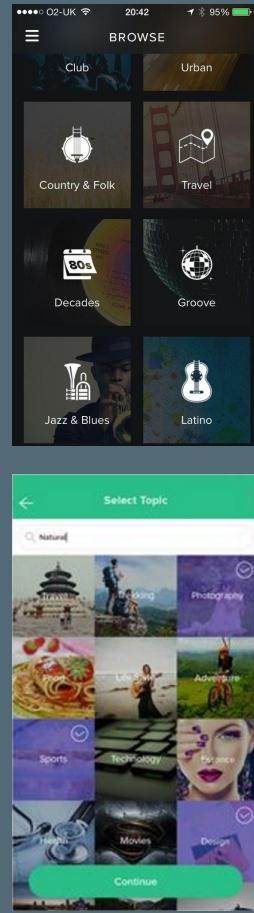
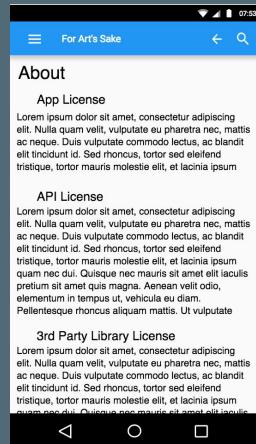
Era Search



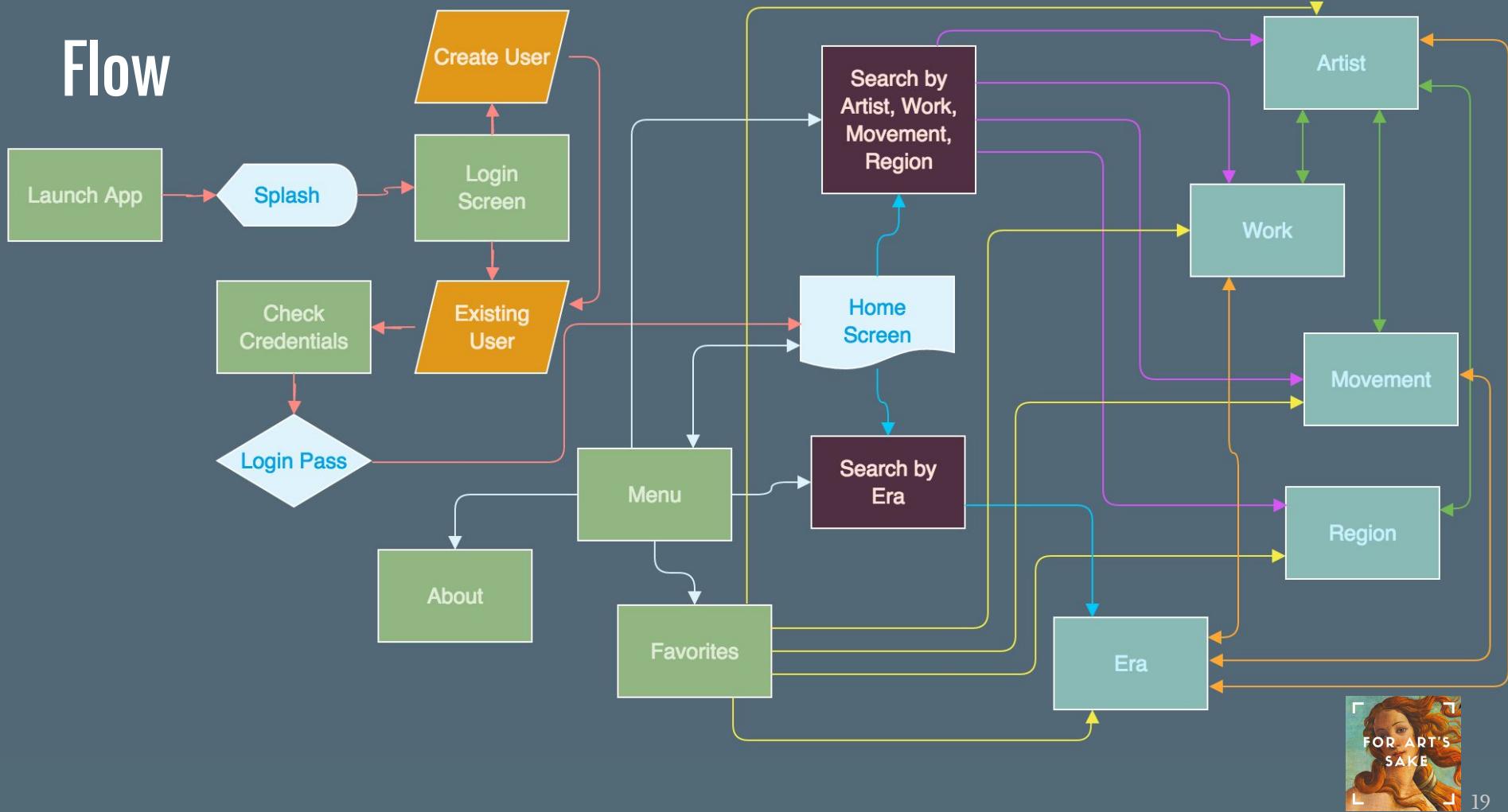
Favorite



About



Flow



About the Developer



Karen Pownall

Android Development student at Arkansas Coding Academy,
studied Anthropology and Art History at University of
Arkansas - Fayetteville



References

(in order of appearance)

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