PROJECT PLAN

LOVE. CRAFT ATHENS

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Project Overview

Love.Craft Athens is a nonprofit arts program that supports adults with developmental disabilities. Our capstone project is to design an **accessible, artist-centered portfolio hub** on the Love.Craft Athens website (hosted on Squarespace). This new section will feature **8–10 artist profiles**, highlighting each individual's artwork, personal story, and creative voice. The ultimate goal is to **amplify artist visibility** while ensuring the platform is **intuitive, inclusive, and engaging** for audiences.

Project Goals

Safety Goals

- Create an artist portfolio section within Squarespace that hosts **basic artist pages** with images, short bios, and a consistent layout.

- Ensure site accessibility with **alt-text, high-contrast colors, and simple navigation.**

- Provide a **functional handoff** so Love.Craft staff can maintain/update portfolios independently.

Main Goals

- Develop **individualized artist portfolio pages** that balance consistency with personalization.

- Integrate **storytelling elements** (artist statements, process images, quotes) alongside artwork.

- Establish a **clear visual identity** aligned with Love.Craft Athens' mission and brand colors.

- Add **community-driven features,** such as "Meet the Artist" spotlights or artist category filters.

Reach Goals

- Explore **interactive storytelling tools** (carousel galleries, video spotlights, or audio snippets of artists speaking about their work).

- Build a **scalable framework** for expanding beyond the first 8–10 artists (templates for 20+ artists).

- Create **marketing-ready visuals and a microsite pitch deck** to promote Love.Craft Athens' artists to potential donors, community partners, and employers.

Challenges

1. **Accessibility Standards** – Ensuring the platform is fully usable for all audiences, especially those with visual impairments.

2. **Squarespace Limitations** – Working within the constraints of Squarespace's templates while delivering a polished, custom-feeling site.

3. **Content Gathering** – Coordinating with Love.Craft Athens staff and artists to obtain artwork, bios, and stories in a consistent format.

4. **Balance of Consistency vs. Creativity** – Each artist deserves individuality in their profile while maintaining a cohesive platform design.

5. **Sustainability** – Training staff to update portfolios long-term without relying on technical support.

Project Timeline

▶ Checkpoint 1 (Sept 9)

- Team role contract finalized
- Alpha (Squarespace practice site) completed
- Exploratory research: portfolio site inspiration + artist hub case studies
- PR/FAQ drafted

▶ Checkpoint 2 (Sept 30)

- Beta prototype of artist portfolio pages
- Initial user research with staff/artists
- UX Map outlining user journeys (artist discovery → artist page → contact/support)

▶ Checkpoint 3 (Oct 21)

- Website beta with at least 4 artist profiles populated
- Visual Design Guide (brand colors, typography, accessibility standards)
- Draft poster + SLAM promotional materials

▶ Checkpoint 4 (Nov 11)

- Stage presentation beta
- Completed framework for all 8–10 artist portfolios
- Launch/handoff documentation for Love.Craft staff
- Social deliverables + updated team resumes

▶ Final (Dec 5: SLAM)

- Fully functional Squarespace portfolio hub with 8–10 artist pages
- Booth presentation + one-pager
- Project trailer
- Final project website + handoff

Team Roles & Deliverables

Project Manager (Price Andersen):

Task management, checkpoint coordination

Account Manager (Emma Russell):

Client communication, role contract, scheduling

Content/CopyLead (Lindsay Hoffman):

Artist bios, storytelling elements, PR/FAQ

Web/Tech Lead (Lindsay Bui):

Squarespace build, beta site development, handoff documentation

Creative/Design Lead (Anya Wu):

Visual design direction, portfolio layout, accessibility, final graphics