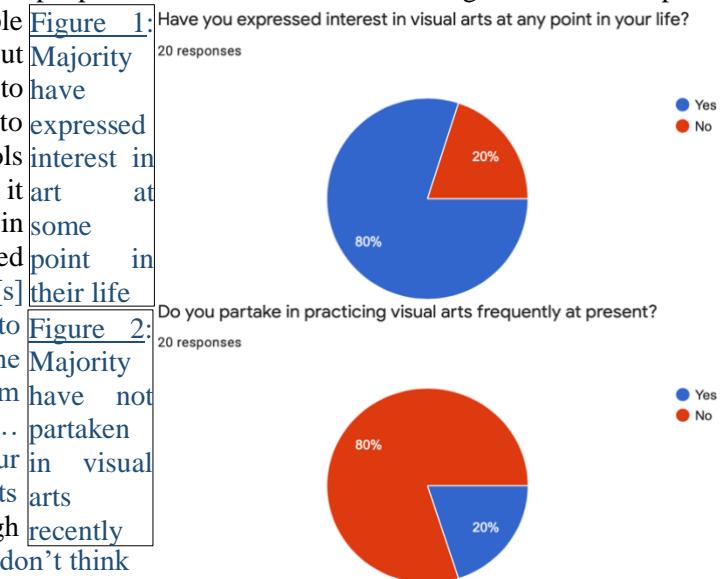


CRITERION A: STRAND 1) Design situation

Globally, there remains a constant need for programs & tools to make every individual feel involved in the communities they are surrounded by, as well as the communities they wish to involve themselves in. This is because *developing a sense of belonging promotes synergy within a community. Identities & relationships* coexist together through the mutual sharing of communities. This means that various mediums can be developed to ensure *collaboration* between different people of different levels of knowledge on different topics.

By collecting *primary & secondary data*, I have found that many people have expressed their interest in *visual arts* since childhood ([Figure 1](#)), but haven't acted upon this interest ([Figure 2](#)) for various reasons according to a *survey conducted by target audience*. Reasons included not being able to take it at school, not finding time to take art lessons, and not having art tools ([Figure 3](#)). Visual arts are a popular attraction for many because it communicates thoughts, ideas and emotions that may be hard to express in words. Many people enjoy art because of the visual satisfaction achieved by it, too. *Interviewing expert local artist*, she expressed that "...artwork[s] must talk to the viewer...touch them...it might relate to an experience or to a memory they had... [it might be] visually interesting; like the shapes, the colors, the content, the concept, ... it evokes and communicates with them in some way, and also art can create this kind of change in our society... art is a tool to communicate and to express not only your feelings and your thoughts; it's really one of the most powerful tools of communication; its universal, anybody can understand it." To add, there isn't enough representation for visual arts; the expert comments on that, saying: "...I don't think there is enough local representation in Jordan especially... because simply the culture really controls & limits that representation in our country and in our society." ([Malkawi, Inquiring on visual arts & its local representation](#)) ([See Appendix 1](#))



For this reason, there must be a digital product present specifically *for local students in Amman, Jordan aged 14-18 that are new members to the community*. As a teen I feel like others like me lack sense of belonging to this community. To add, majority of these responders expressed interest in visual arts, but don't feel welcomed into this community ([Figure 4](#)). As a teen, it can seem hard to join a new community considering academic strain and other day-to-day activities which take up lots of time. It can also be stressful to join such a community alone, because art expressions occur across groups of people rather than by oneself. A product that collects these students interested in efficiently learning more about visual arts and feeling welcomed in the atmosphere is highly essential. A digital product is necessary for this audience as it brings them together efficiently without the need of putting effort into meeting at one place. Common Sense Media study shows that "About two-thirds favor online communication over face-to-face talks with friends, survey finds." ([Morris](#)) The *target client would be the editor at Instagram online magazine ArtMeJo*. This website would be beneficial in her magazine campaign as it'll help her enhance the sense of belonging conveyed by her campaign. When conducting an interview with the editor, she suggested that I create a website which introduces well-rounded art content in a welcoming way, such that new members wish to become more involved in the local art community. ([Shahrouri, Inquiry on digital means for community involvement](#)) ([See Appendix 2](#))

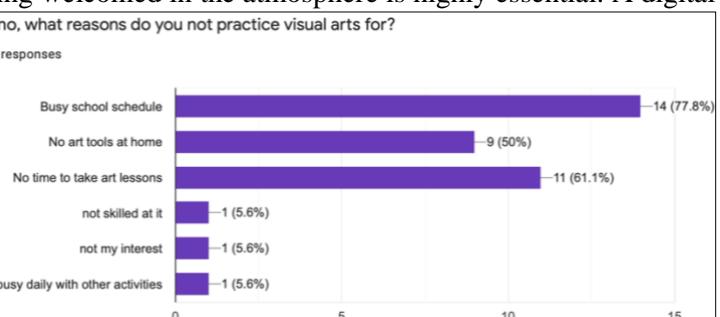


Figure 3: Majority haven't partaken in arts recently due to busy school schedule, some don't have time to take art lessons, several don't have art tools, & a few showed other reasons

The goal of this project is to *create a digital product that effectively promotes a sense of belonging in the visual arts community* within the target audience. For this problem, the most suitable product would be a *website*, according to survey ([Figure 5](#)). The website would include all the basics on visual arts, and it would provide with multimedia resources and information obtained from experts which smoothly delivers those basics. The website would help students advance their art skills so they can create more complex artworks and have overall greater general knowledge on visual arts; this is so that they can feel belonging to the visual arts community.

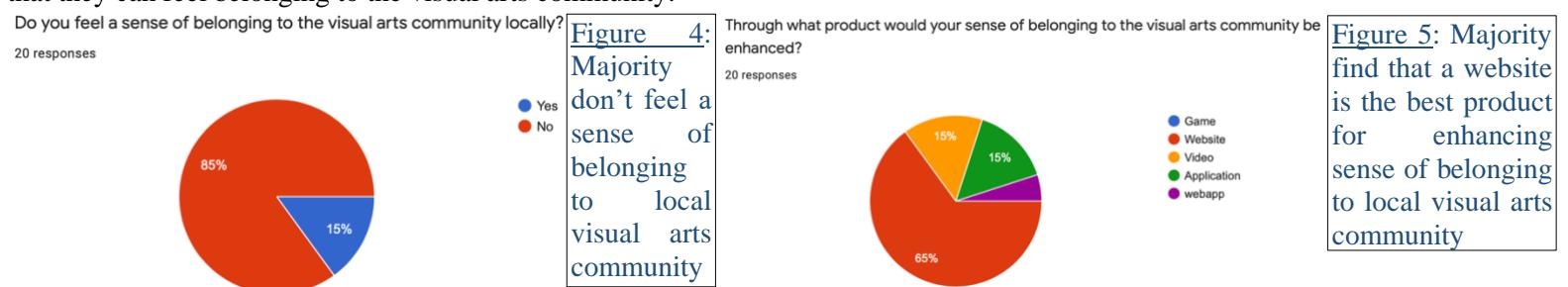


Figure 5: Majority find that a website is the best product for enhancing sense of belonging to local visual arts community

STRAND 2) Research Plan

Topic	Questions	Primary resources	Secondary resources	Priority
Community	What makes a community?	https://www.agendani.com/what-makes-a-good-community/ ; source provides essential information on the concept of community to keep in mind		Very high: it is crucial to understand the community the product is targeting, so the product is accustomed
	Why are communities needed?	Class discussion; in-class conversations provides me with sufficient reasons for inquiry.	http://healthoholics.com/the-importance-of-community/ ; source tells individuals' needs that drive them into joining	

		communities, helping me develop wider understanding to my problem	accordingly to this community's needs. it is also very important to understand how communities work, so the product accommodates to the demands of the specific community and its lifestyle patterns.
	Can communities be virtual as well as face-to-face?	https://science.sciencemag.org/content/277/5324/295 ; source points out the advantages of face-to-face communities relevant to virtual ones	
	Who is my target audience?	Interview with client; client helps form a clear idea of who the audience is, as she's an expert on issue of lack of sense of belonging	
	Who is my target client?	Class discussion; through discussing with Digital Design instructor, I select my target client accordingly.	
	What are the community's needs to increase SOB?	Survey with target audience; survey allows me to collect information on what the target audience's needs are relevant to visual arts.	
Sense of belonging (SOB)	What are our responsibilities to a community(collaboration)?	Interview with expert; expert artist is involved in local art community and thus has widest range of knowledge on communities' responsibilities, so I'll cover such in my product.	
	How can members of a community benefit from one another?	https://www.forbes.com/sites/forbesbooksauthors/2018/01/15/3-ways-to-benefit-from-involvement-in-your-community/?sh=875eea84da9e ; source shows ways to get involved in a community which I'll cover regarding art community	
	How can we develop a sense of belonging?	Class discussion; discussing this inquiry with peers helps collect answers to different ways such can be maximized, as majority has experienced issue in various ways.	https://www.belong-mag.com/blog/2017/2/12/how-to-create-a-sense-of-belonging-for-your-customers ; source provides with methods of conveying sense of belonging
Functional aspects	What are interactive features a modern website must utilize?	https://clutch.co/web-designers/resources/top-6-website-features-people-value ; source explains interactive features to utilize in product to increase its functionality.	
	What are the key accessibilities that make a website highly functional?	https://www.w3.org/WAI/fundamentals/accessibility-principles/ ; source provides with key accessibilities aiding users with restraints, to maximize website's functionality for greater audience range.	
Visual arts	What are visual arts?	https://www.english-online.at/art-architecture/visual-arts/visual-art-forms.htm ; source defines visual arts, which I can utilize in website to introduce audience to the community.	
	What are art basic skills?	Prior knowledge; I have accumulated knowledge on art principles & basics from previous art sessions, these will be highly useful for this inquiry.	https://conceptartempire.com/what-are-the-fundamentals/ ; source provides with art elements useful in introducing & enriching painting skills within audience.
Software	What methods must I utilize to introduce a person to art basics?	Interview with client; client is experienced in the field of visual arts and marketing; thus she has a lot of ideas around art and art basics, so this combined knowledge will provide me with necessary information on this inquiry.	
	What is Html?	Prior knowledge; from creating websites using these languages previously, I have great knowledge on the definitions of these languages.	https://www.w3schools.com/html/html_intro.asp ; source defines Html
	What is CSS?		https://www.w3schools.com/css/css_intro.asp ; source defines CSS
	What is JavaScript?		https://www.w3schools.com/whatis/whatis_js.asp ; source defines JavaScript
	How can I achieve a successful website using Html, CSS, & JavaScript?	https://websitesetup.org/website-coding-html-css/ https://www.revenueriver.co/theCuttingEdge/javascript ; sources provide with essential tags and tips for Html, CSS & JavaScript languages which will help me during product creation.	
	What is Brackets?	http://brackets.io ; source introduces me to Brackets software which I'll create product with.	
	Are there any extensions that improve Brackets experience?	https://www.webfx.com/blog/web-design/brackets-extensions/ ; source provides Brackets extensions that maximize its performance & ease website creation.	
	What are the strengths and limitations of using Brackets?	https://www.developerdrive.com/5-best-cross-platform-code-editors-for-web-developers/ ; source outlines best & worst Brackets features; I'll attach extensions to accommodate to such.	
Web design	What is web design?	Prior knowledge; from creating websites previously, I have great knowledge on web design definition.	https://techterms.com/definition/web_design ; source defines web design, refreshing my knowledge on it

	What are key elements of a website?	Interview with expert; Prior knowledge; design expert is experienced and thus provides with valuable information, & I can recall some information on this inquiry.	https://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/ ; source explains 10 elements that'll guide me in website design & creation.	user interface that properly presents the content and evokes a sense of belonging using visual tactics; however, I have extensive knowledge on this topic from previous digital products, so I don't need to focus my research here.
	What is the best color scheme for a website?		https://vsslagency.com/the-log/the-best-and-worst-colors-to-use-on-your-website-or-blog/ ; source provides extensive advice on selecting colors to consider	
	What are the elements of a teen-targeted website?		https://eggplantdigital.cn/how-to-design-a-teen-targeted-website-2/ ; source enunciates on teen digital attractions and disliked web features	
	How can I ensure a good search engine optimization for my website?	Interview with expert; design expert emphasized on SEO in digital product creation previously	https://www.shopify.com/partners/blog/seo-web-design ; source provides tips on maximizing SEO	

STRAND 3) Case Studies Case Study 1 (Attribute listing): <https://artmejo.com> (Joucka, Shahrouri and Khasawneh)

Colors	•Color scheme is comprised of earthy tones eg. beige, warm yellow, muted blue, etc. + white & black; gives modern and professional appeal as all colors complement each other very well and contrast in a visually satisfactory manner •Other bold colors present in images of artworks – this suggests muted colors are used in website layout to drag attention towards images rather than the website's functionalities, which further alludes to the theme of art as focal point are artworks	
Backgrounds	•Solid white background on most pages ex. 'Home' & 'Artists': white background with pale pink diamonds spread throughout, 'About' page: solid pale pink background, 'Art Advisory' page: alternating header colors (blue, orange, yellow, & beige,); footer: solid pale pink with dark grey border at bottom of page; comforting for eyesight, yet suits the local culture as diamonds represent cultural scarf pattern & color palette represents local geography •Modern-esque graphics in color scheme colors in backgrounds of 'Galleries' and 'Events' pages; reflect cultural artistic aspects inspired by Islamic ornate architecture in a modern appeal, attractive to the target audience	
Accessibilities	•Large text contrasts against background, making it easy to read even for people with poorer eyesight •Webpage functional from keyboard; user can scroll up/down using keys, boosting accessibility for users that prefer to use keys •No audios; makes the experience more efficient for people with hearing issues, or in environment where audios are unsuitable •No option for audio descriptions of text for blind people/ people with poor eyesight/ are not wearing their reading glasses	
SEO	•Average SEO; shows up at "Art jo" search but not "Art Jordan" search; minimizing reachability of website & thus less people are exposed to it; less people are informed about it •Second search result for "Art jo" which makes it easy to access for that particular search result	
Title	•Title indicates the target audience and topic of website; 'ArtMeJo' – 'Art' indicates the topic of art, 'Me' conveys a sense of personalization and belonging to the user as the art displayed evokes feelings and emotions which can be personal to the audience in various ways, but it could also represent Middle East as ME is an acronym for so – this could be because the art & artists represented in this website are mainly from the Middle East region, •'Jo' represents the target location of the website which is Jordan, since the website was established by Jordanians to present and promote art diversity locally and in the Arab world as a whole	
Fonits	•2 font variants are used consistently: sharper typography in headers & paragraphs where emphasis is necessary; smoother typography in articles & article titles; directs the user's attention to where it is necessary, to best understand textual content & interpret it •Primarily black font, to contrast with light background colors; very clear for all users regardless of eyesight quality •Larger typography: page titles & smaller typography: textual information & image captions; helps direct user's attention	
Images	•High-quality images of artworks are present on all pages of website; indicate professionalism as pristine quality is sought •Images are sized appropriately; however in some pages, the image orientation relative to the images' sizes seems slightly unorganized and suggests an unprofessional appeal •All images are fully relevant to art & images within articles are relevant to articles' topics; indicates content relevancy and reliability for users to make extensive use of •Images in articles have captions beneath them which describe the painting's dimensions, year of creation, artists, medium, title, etc; beneficial to prevent confusion and offer guidance	
Videos	•No videos present in website; however a YouTube channel link is present and there are videos there; variation in media prevents the user from feeling bored, but having the videos on a separate website may negatively influence video accessibility as users may not be aware of the shortcut link	
Logo	•Logo is very unique and creative; it is comprised of the title 'artmejo' in white typography visible against black navigation bar, with Arabic diacritics in beige; this element is present to represent the Arabic being of the Arab world and the location the website targets which is Jordan, an Arab-speaking country; aesthetic remains modern •Logo is present on top left corner of all pages and is appropriately sized to remain visible; on some pages it is also present within the page however in black typography to be visible against light background	
Navigation bar	•Horizontal menu bar at the header of all webpages, in dark grey; page titles are present there – 'Home', 'Artmejournal', 'Art Advisory', 'Artists', 'Galleries', 'Events', and 'About' – in white typography whilst opened webpage's title is in beige typography; page titles are oriented to right side of screen; mouse-over also turns page titles color to beige; easy visibility of navigation bar & interface helps the user distinguish between different webpages effectively •Social media icons are on far right side of navigation bar, in white, search icon present on furthest right side; white icons; placement prevents from dragging attention towards less significant pages, but color allows them to be visible on page •No mouse-over dropdown feature ex. 'About' page displaying 'Join Us', 'Press' & 'Contact Us'; prevents unneeded interface detail •All buttons are fully functional and responsive & redirect to the correct page; professional & easy functionality attracts users	
Link	•Website link is short and simple, as the domain is .com and the website name is the link as well; https://www.artmejo.com ; this makes sharing the website easier, & it increases its SEO •Social media buttons redirect to correct social media links; professional functionality attracts user to using it •Link is secure and therefore safe for the device; does not impose any safety threats for the user	
Buttons	•Social media buttons are small and functional; present visibly at top right corner of all page in white; in grey at bottom right corner – however bottom buttons are hard to access as reCAPTCHA button is atop of them •Some buttons take too long to process command due to server error •Image sliders have right and left buttons to manually switch between slides, as well as clickable circles at bottom center which display clicked slide manually; fully functional	

Content

- Website content revolves around: art articles, projects, artists, artworks, galleries, events, and about page; **well-rounded information**
- Website informs on art locally & in the Arab world by “providing Art Consultation & Curation services to businesses, galleries & individuals.”
- All content is composed in grammatically correct manner, a simple language & tone, content is displayed in a way that **communicates to the audience in a straightforward manner**
- Content involves various aspects of art locally & **provides audience with belonging sensation as they feel surrounded by this environment, through exhibitions, murals in popular city sites, etc**

Case study 2 (SWOT analysis): <https://lessons.drawspace.com> (Hoddinott and Baur)

Welcome to the first week of our beginner-level *Introduction to Drawing People* course! By the end of this week, you'll understand the basic theory of drawing human faces of all ages. This first lesson will introduce you to one of the biggest challenges in portrait drawing—



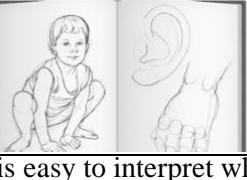
Fig.6:
Guided learning,
interactive
PDF display
of baby face
illustration



Fig.7:
display of
course
curriculum,
unlocked
by clicking
'Start'

The Process of Sketching
Always use sketchbooks to capture your unique interpretation of the world around them.
Starting on a regular basis documents the progression of your drawing skills and also serves as a personal journal.
You can create a sketch once a week, once or several times a day.
Anything can become a sketch in just three simple steps.

Tip!
Begin your sketches with light, simple lines to establish the subject on the drawing paper.
Don't waste any of these initial lines. They're there to help you get started and give character to the sketch.
Simply make your final lines darker so they stand out more (Figure 1).



Drawspace

Fig.9: logo of website

Fig.8: self-directed learning; tips, images and follow-up steps present

Strengths

- Website has great **organization**; content is properly distributed amongst pages, and it is easy to interpret what each page contains in terms of content; there is also great white spaces making the content look cleaner and not crowded
- Website has a few free courses that teach art basics step by step, **using an interactive form that is easy to use and highly functional – the course display is made professionally and functions seamlessly**
- The functionality provides with excellent and thorough content, including images, tips and steps on how to draw
- The webpages load quickly and are not heavy on the device
- Individual lessons options are present as well, with some of them being free; these are present on the webpage without a display extension, and the content is presented thoroughly as well
- Several buttons are present to navigate through page; there are also social media buttons at bottom of page
- Images are very clear and are perfectly sized, so there is no need to zoom in to see details
- **Guided and self-directed learning options are present to suit the needs of the user and what comforts them most**

Weaknesses

- Website aesthetic is highly boring and uninteresting; the color scheme is black and white, with some light blue textboxes. This makes the website look unappealing and not true to the topic of art, where audience may expect more visuals and colors present
- Some of the website's images don't load, and so the user may not know how to continue with the steps of a lesson
- Font type is very repetitive and boring after a while. There is also too much text, making it overall unsatisfactory
- No videos are present, which can be boring for some users as there is lack of interactions; it is also a learning barrier as a lot of art skills are hard to achieve with only visuals
- Much of the content must be paid for; courses are at least \$100 which is quite expensive, and subscriptions for individual lessons are at least \$9.5 which can easily drive audience away from it
- Logo is very uncreative and does not differentiate website brand from others, so it wouldn't be recognized easily

Figure 6



Figure 7



Figure 8



Opportunities

- Website aesthetic can be boosted by introducing a new color scheme comprised of warm colors to make audience feel welcomed; this could be achieved through fonts, backgrounds, images or graphics
- Constant check-ups on website to ensure all images are presented properly without errors
- Vary font types by using different font styles, as well as incorporating colors from color scheme into fonts
- Introduce videos within individual lessons to make them more interactive and enjoyable, as user doesn't feel lonely when practicing skills, and feels sensation of in-person lessons as they are guided by someone else whilst drawing
- Open more free courses and lessons so users can gain greater skills and feel more belonging therefore
- Lower courses & lessons prices so more users feel gravitated towards purchasing package if they're satisfied with the free lessons
- Recreate logo to give it a more attractive appeal that also conveys the theme of art; either through a graphic or by changing the font & its color, etc.

Threats

- Boring aesthetic may give a false impression to the user that the website is done unprofessionally as no efforts were put into its aesthetics, and so it will partially target the audience not fully
- Broken images may discourage user from continuing the session as they feel lost, and so they wouldn't feel satisfied and happy with their skills – this discourages sense of belonging
- No videos may discourage users that have difficulty interpreting images and steps, from learning how to draw
- Too little free courses may discourage users from learning any courses at all, as they might feel as though the few courses wouldn't teach them enough skills to become more advanced at art

Case study 3 (Attribute listing): <http://www.drawingcoach.com>

(Mitch)

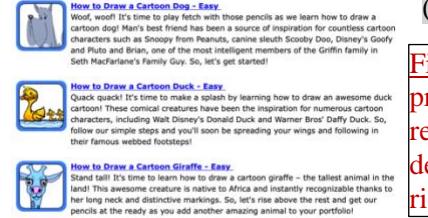


Fig.10: Examples on tutorials present on page; hyperlink to respective page in blue, description in black; images to right are responsive at click

STEP-1: The Long and Short of It - Giraffe Basics

The first part of learning how to draw a cartoon giraffe is to learn the basic shapes that make up the body. This process needs to reach the basic lines in the rest of the body. Once you have the basic lines in place, draw a profile of it, then draw an oval shape for the head. Follow by drawing a circle for the eye and a small oval for the nose. You now have the basis for another amazing animal illustration!

STEP-2: Acting

Some More Features to our African Princess

Now we've got the basics, it's time to add some more features to our princess. Start by drawing the shoulders and shoulders above the neckline at the top of the head, then draw a curved line down to the neck. For the next step in drawing a cartoon giraffe, draw a curved line down to the middle of the body – these will eventually form our giraffe's front legs. Next, draw a curved line down to the bottom of the body – these will eventually form our giraffe's back legs. Finally, draw a curved line down to the bottom of the tail which is the beginning of the back legs. Our cartoon giraffe will be standing tall!

STEP-3: Finishing

Now we've got the basics, it's time to add some more

features to our African Princess

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Fonts • Font is highly repetitive across all the pages; the title is in large royal blue bold font, and the textual information is in black small font; page hyperlinks are in small underlined bold royal blue font; **allows theme unity** • Font is overly repetitive and **becomes extremely boring after a while, since a lot of the teaching is reliant on text** • Font repetitiveness **shows lack of professionalism in website creation and can be unsatisfactory for audience**

Image • Variety of images are present throughout the website to aid in teaching drawing skills • Images showing each step for each drawing are very clear and easy to keep up with; they are **very useful in the teaching process and highly allow the user to feel engaged with the process** • Some images are colorful and add visual interest to the webpage; they also **attract the user to learn how to draw them** • Images are perfectly sized, as they're highly visible and clear so they **don't need to be enlarged or minimized maximizing efficiency**

Videos • There are a few video tutorials present on the website; however, the videos are not functional and do not load at all; **poor functionality indicates lack of professionalism, which can easily dissatisfy users** • Lack of videos makes the website unappealing for the user since all of the tutorials would have to be dependent on textual information and pictures

Logo • Logo is basic in the sense that it is white typography with blue borders; it is bold against the header, but it is **uninteresting** • Logo doesn't represent art topic sufficiently as it is only the website's name; doesn't contain visuals indicating it's related to art

Navigation bar • Navigation bar is vertical and royal blue; it suits the theme of the website as it matches the page titles • Fully functional; buttons quickly redirect to respective pages; **indicates ease of use of website's key functionalities** • Page titles are fully visible on the bar; they are in medium sized white font, but the text seems slightly blurry which might be a problem for people with visual restraint as they will not be able to read the titles well

Links • Nav bar titles redirect to webpages with fully functional links • Website link is short and easy to share; <https://drawingcoach.com> so it would've had a high SEO at the time when it was active circa 2006-2010, meaning it reached its peak accessibility during that time period • Hyperlinks on homepage that redirect to other pages are fully functional as well; maximizing functionality • "+Bookmark" on the right of the screen is a mouse-over feature that provides social media buttons that redirect to medias where website link can be shared; **maximizes page accessibility and therefore potentially reaching a greater audience**

Buttons • Nav bar buttons fully functional; fast loading speed • Images for webpages act as buttons that redirect to respective webpages

Content • The website has a large extensive variation in art tutorials that are majorly easy level; this makes the user feel like they're capable of learning art as they master the basics with the tutorials • Tutorials are very easy to follow up as they are step-by-step, each step having an explanation and a picture to support it; the content is highly thorough allowing the user to easily grasp skills and develop a sense of belonging to art community • Ads are present within all pages of the website which can be overwhelming the pages and blocking some content • Too much textual content is present which can bore the user after a while

Case study 4 (SWOT analysis): <https://artyfactory.com> (MacTaggart)

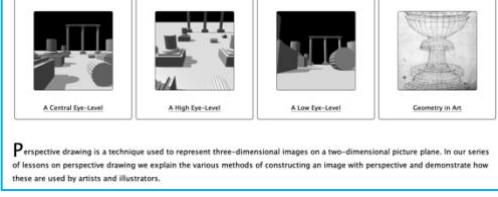


Fig.14: example on how a small amount of text is utilized within the pages; the text familiarizes user with content displayed

Fig.15: slideshow showing 9 steps to creating artwork

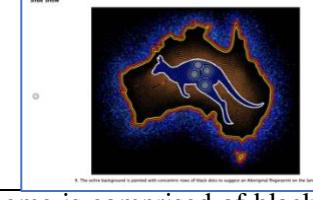


Fig.13: art movements presented on 'Art Appreciation' page



Strengths • Website aesthetic is simple but very pleasant. The color scheme is comprised of black, white & grey where header & footer are black, background is textured light grey, & paddings are white. This is to drag attention towards colorful images of artworks • An array of images is used to show a variety of art aspects and to display the content visually through images • Fluidity of visual elements is highly present; eg. mouse-over images enlarge giving the website dynamic • There is a variety of content divided into three pages: 'Art Lessons', 'Art Appreciation' and 'Design Lessons' • Content ranges from art movements to step-by-step tutorials, to art history, and much more. The content accommodates to the needs of any user willing to learn anything about art, so they feel highly belonging to this community as they gain a great overview on art • Adequate amount of text is used in pages, so the user is rather attentive towards images rather than the text; this makes the experience more enjoyable, and drawings are reliant on the interpretation of the user so they are personal to each user; this conveys a sense of belonging as the user doesn't feel the need to abide by any specific set of steps • Pages load very quickly and smoothly • There are interactive options like slideshows available, which maximize performance efficiency • Navigation bar is horizontal and present at top of the page; it is fully functional, and the buttons are fully visible • Social media buttons are present at bottom center of the page and redirect to respective pages smoothly • Logo is very appealing as it is colorful and contains a very unique icon made of an art palette and a computer mouse, representing art digitally • Name of website 'Arty Factory' represents art in the first part and the variation of content in 'factory' as seen in literal factories where various products are made



Weaknesses • There are no videos present which means some users may feel bored after a while of using the website since there isn't any audio technicalities present • Ads are present on all pages at the top of the page, so the user must scroll down to see the page's content, which is inefficient and unsatisfactory for audience as it minimizes the success of the user experience. They are also present within content; while they don't block out content, they still remain unsatisfactory • Social medias haven't been updated in a year, meaning that the users may not be able to interact with each other through these social medias as well, minimizing the sense of belonging

Opportunities • Video tutorials can be added for some lessons to make them more interactive and interesting for the user to learn using • Minimizing the ads' size, or changing their placement to be put in webpage space with least user activity can allow the web designers to keep the ads while maintaining a satisfactory user experience • Social medias should be managed by a social media manager so that they collect audience to engage with the page and feel belonging to the community by communicating and sharing their progress & learnings

Threats • A younger audience would quickly find no joy in the website and no longer use it due to the lack of audio options like videos which often entertain and educate simultaneously • Ads that can be potentially inappropriate may cause audience to stop using the website since the advertisements make the experience unsettling • Outdated social medias may cause the user to not feel any particular way regarding the website, since they don't feel like they can interact with the website through the medias and develop a sense of belonging to the community it cultivates; they may not use the website at all for that reason

Case study 5 (aesthetic & functional analysis):

<https://www.artspace.com/magazine> (Knuppel and Vanegas)

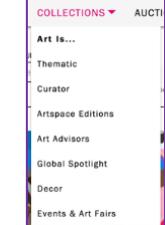


Fig.16: dropdown menu at mouse-over shows subpages of 'Collections' page

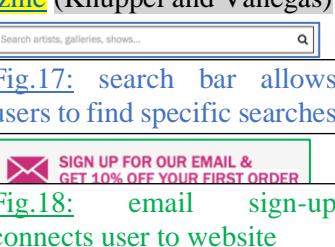


Fig.18: email sign-up connects user to website

Fig.19: social media buttons connect users together & expand their knowledge through webapp integration



Fig.20: users can shop art pieces, & filter their options seen on the left

Fig.21: Tweets to right of page display new products & articles



Nov 25, 2020

Aesthetic attributes	Functional attributes
<ul style="list-style-type: none"> Website aesthetics are highly based off of pop art culture; bright pink is used alongside white, grey & black giving it a magazine-like appeal which sparks interest in users. Website's layout maintains white spaces bordering left and right sides, which give a clean appeal that contrasts the intricate images and elements of the website preventing clutter. Color choice may be overwhelming for older audience like adults aged 55 or above, where extremely bright colors from images and buttons can be straining. Color scheme targets only a young audience which usually isn't capable of purchasing art like older audience with income, so the younger audience may feel as though they wouldn't enjoy the website's functionalities. 	<ul style="list-style-type: none"> Dropdown menu allows user to navigate through numerous webpages in an organized manner without overcrowding them. Search bar is a great technicality for users exploring a certain aspect of art they wish to learn more of; it allows user to find their exact needs. Email sign-up option makes users feel welcomed by gaining access to emails informing them on art updates, so they're up-to-date with community, provoking sense of belonging. Email sign-up provides a 10% offer on shopping through this website which pushes users into purchasing products, making them feel more belonging to community. Only tweets are present on the right side of the page; there aren't any Facebook, Pinterest, or Tumblr posts, so this minimizes functionality for users that do not use Twitter since it isn't the largest social media platform of the others. Social media buttons are an excellent functionality in terms of connecting the audience by social means through comment sections, tweets, etc, developing a sense of belonging. Tweets present on right side of page promote artworks efficiently and are an excellent way of getting users connected and engaged with website. Shopping option allows the user to explore their favorite art pieces and own them; this would make them feel highly involved in art as they purchase their personal favorite art. Shopping technicality is advanced and shows that the website is professionally crafted, since it is made of large database. Website database is highly complex but acts smoothly under user experience testing, without lagging. Search results are highly accurate, and filter options during shopping or search filtration are highly accurate and handy. There isn't any video content which can bore users as there are many articles filled with textual information. Lack of videos may make the user feel less belonging since videos promote a feeling of community as characters and sounds are present to display audial and visual content, rather than text on the screen. No functionalities are present to introduce users to creating art themselves; so the website introduces them to people withholding art skills rather than making them feel like one as well. Users don't have a commenting option under articles, which means they can't communicate their ideas and thoughts, minimizing the sense of belonging since no direct communication can occur. There isn't a social media page on Instagram for this website, which can minimize its success in reaching wider audience since Instagram is the most frequently used social media currently. This also means the overall functionality of the website hasn't reached its potential.

STRAND 4) Design brief (key findings) **Topic 1: Community** **Validation: blue / Relevance: green**

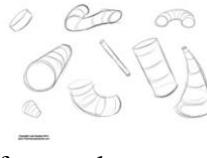
Q1) A good community is comprised of individuals of different backgrounds, ethnicities, and overall differences in identities that accept one another and are responsible for one another's wellbeing. Members of a community must act selflessly and support one another. Great quality and equality in treatment must be achieved whether that's in a physical or virtual environment. It motivates development and learning processes, and offers new knowledge to its members consistently. Good communities are open to the problems & needs of its individuals. Communities can change if necessary, and adapt to new needs or members. Invalid source specified. **Source is valid as it has been published within the last decade; there are no statistics for it to be outdated, author names are present as well. The source utilizes primary firsthand data this is fully reliable, however processing by secondhand writers may hinder information accuracy.** I'll use this information when considering how to design the virtual environment so I ensure it evokes these ideas and feelings. Q2) Communities are needed as they connect people of different backgrounds and interests together, allowing individuals to prosper as they develop and formulate new ideas which can benefit their lives and the lives of others, through social, physical, mental, financial, educational, or any other means. Communities also make people feel less lonely because there is communication present. Through these connections, empathy and sympathy can be devoted to members to push them into developing their skills. (Pettes) **This source is valid because there is an author and publish date present; the author is an expert because she tackles communities in her job as an online marketing manager, so the information is highly reliable.** I'll use this information when formulating content to ensure it adheres to those needs. Q3) While virtual communities don't establish the same intimacy and strength as would be a face-to-face community, there remain some advantages to them. They can occur without close proximity, as well as reach individuals with restraints that force them to stay at their homes, like illnesses. They are safer in the sense that strangers are less likely to harm other individuals virtually. Virtual communities also occur on screen, so it is judgement-free as members don't have to present their insecurities; especially in adolescent-concentrated communities where bullying and out-casting of members due to physical features is present. So, they can be established just as face-to-face communities are. (Etzioni) **Source is partially valid as there is an author and publish date; however, this has been published in 1997 which may suggest outdated information, but subjectively I believe the points suggested are still valid to this day relevant to virtual communities.** This information helps me better understand how virtual communities work and rewinds on what my product must attain. Q4&5) I selected the Co-editor of ArtMeJo, a local art platform, to be the target client. Therefore, she has awareness on local issues relevant to art as well. When interviewed, she found that teens in Amman, Jordan aged 14-18 are best fitted for this problem, because they have a great opportunity to engage themselves in this community such that they are not occupied with heavy schedules that do not allow for so. Their passions are most concentrated at this age as well. (Shahrouri, Interview on lack of local representation of art) **Since this is a primary source, firsthand information is highly valid.** This information is crucial for me during content formulation to ensure it suits the needs of this particular audience. This also helped me know to collect survey responses from. Q6) According to survey initiated amongst teens aged 14-18 in my school, 85% of responders expressed lack of sense of belonging to local art community while 15% expressed otherwise. The reasons for so were: busy school schedule, no art tools at home, no time to take art lessons, as well as; lacking in skill, busy daily lifestyle, & lack of interest in community. 65% finds that a website would fulfill the needs of increasing sense of belonging to this community. (AL-Barak) **Since these statistics are firsthand, they are highly valid, especially since they are collected directly from target audience.** This information allows me to decide what product I'm making relevant to the audience's needs, as well as ensuring the content accommodates to the demanding lifestyles of the users, too.

Topic 2: Sense of belonging Q7) According to expert, an art teacher and full-time artist, she finds that people capable of art and avidly participate in it must take part in sharing, discussing and encouraging local art amongst their friends & family to promote the community to individuals wishing to take part but haven't found the opportunity to yet. (Malkawi, Questions about local art representation) According to online source, a community is responsible of protecting and supporting members, developing the roles and skills of them, establishing fair and healthy communication, maintains equality amongst members, and respects everyone involved in it. (Anderson)

Interview is highly valid as it is firsthand information from an expert in this topic; however, secondary source is partially valid as there is no publish date, but there is an author name present; however he doesn't have other publications, so I cannot verify whether information is outdated or not. I'll use this information when formulating encouraging textual content for the website as I need to make it feel welcoming. Q8) Community members benefit from shared ideas and values, as they enrich their knowledge on certain topics. Members can support others by advising them, too. They encourage a sense of belonging that builds one's identity and gives them a sincere feeling. They establish commitments that cause development in various forms; that be relationships or other systems. Communities can bring out the best in people as they contribute their best skills to other members. (Faiola) **Source is valid as there is an author which has made various publications and is therefore trustable, and recent publish date, and it originates from Forbes which is a highly trusted publication outlet.** This information enriches my understanding on how sense of belonging can be achieved and enriched. Q9) Through class discussion, peers discussed that sense of belonging can be established by digital means which group individuals with similar interests together, whether that be through a website, video, game, animation, app, etc. Secondary source suggests that such can be established amongst audience by introducing myself and my goal through my product, so they feel like they are joined by me personally. The product must also accommodate to audience's concerns & motivations, to be used efficiently as their needs are considered. The product must immerse users into an experience where they are guided from start to finish. Audience must be provided with opportunities to express themselves through the product. (Currie) **Source is valid as it is recently published & author name is present; author also sites a business strategist for providing her with trustable information, but the information may lose accuracy due to it being potentially refined by author.** I'll use this information when crafting the design & content for my product to ensure maximum sense of belonging is established.

Topic 3: Functional aspects Q10) The best interactive features a website should utilize include: simple navigation, trendy design in terms of user interface and user experience, relevant content, guiding visuals and descriptions, social media compartmentalization, and community blog. (McKeon) **Source is valid as there is an author and recent publish date; it also originates from a web development publication, meaning the information is highly reliable.** I'll use this information when designing my product as I'll try to incorporate as much functionalities from above. Q11) Key accessibilities of websites include: diagrams & figures' descriptions, multimedia alternatives eg. text transcripts & audio descriptions, variations in the way content is presented eg. tables & lists, visible content, keyboard functionality, removal of content that may cause photosensitive reactions, easy navigation, & product compatibility with multiple browsers. (Abou Zahra) **Source is valid as author and publish date are present; the webpage belongs to Web Accessibility Initiative, meaning they are experts in this field and thus communicate reliable information.** I'll use this information when designing product to ensure maximum accessibilities are present to accommodate to users' needs.

Topic 4: Visual arts Q12) Visual arts are comprised of art that can be seen, these include: "drawing, painting, sculpture, printmaking, photography and filmmaking." The most common being drawing – which is creating pictures using various tools on various surfaces. Painting is similar; however paintings are specific to colors applied to walls or canvases. (Rosmanitz) **This source is partially valid because the author is experienced in this field; however publish date isn't present, so I can't know whether source is outdated or not.** I'll use this definition in my content to introduce users to the website's topic which is visual arts. Q13) From prior knowledge, art principles include: shape, form, color, space, value, harmony, texture, balance, rhythm, variety and unity. More specifically, key principles include: form which explores volume of matter being drawn achieved through drawing basic shapes, composition which can be achieved through rule of thirds or golden ratio, shading which gives dynamic to drawings, and color theory which divides into various segments and can be used to make a drawing look lively. (What Are The Fundamentals Of Art? (And How To Learn Them)) **This source is partially valid as there is no author; however it is published by art-specific site that's professional in this sector, so the information is reliable.** I'll ensure this information is present in website content as it is crucial to introducing art basics. Q14) According to client, she told me that social media platforms and channels feed into website which is essential. Content must also be firsthand collected from artists – whether that be textual information, images or any other media forms. Transparency in delivering information is crucial as well, and the sources used must be cited properly always. The website itself may utilize an online magazine, interviews with local artists, presentation of local galleries, and art events page. (See validation for Q4&5) **This information will be highly considered when designing the website's pages and selecting exactly what content to present.**



Topic 5: Software Q15, 16 & 17) Html stands for Hyper Text Markup Language; it is comprised of tags that define content and command browser to present it accordingly. Basic Html tags are: <!DOCTYPE html> which defines document language, <html> which gives Html quality to rest of tags, <head> which contains metadata, <title> which defines title shown in browser title bar, <body> which contains visible elements of website, <h1> which defines headers, & <p> which defines paragraph. (HTML Introduction) CSS stands for Cascading Style Sheets; it describes the display of the content and its stylistic features. Anything changed in CSS usually influences the user interface. CSS tags examples include: background-color:, color:, text-align:, font-size:, etc. (CSS Introduction) JavaScript is a programming language that "can calculate, manipulate and validate data". JavaScript is sued in slideshows, dropdown menus, forms, etc. (What is JavaScript?) **Source doesn't have an author or publish date but is reliable since it's published by W3schools which is a professional and popular developer site highly recommended by all web development professionals.** This information will be used when beginning my product creation as tags are essential. Q18) The process of creating a website using Html & CSS begins by learning their basics, then inserting basic structure tags, then inserting CSS selectors which define tags' appearances, and customizing these codes according to liking. Extensions like Bootstrap may be used to make the process easier. (K.) JavaScript can be used to create image galleries, slide-in call-to-action such as signup popups, and content personalization. (3 Ways JavaScript Can Make Your Website More Engaging) **First source is valid as author and publish date are present, and the webpage is published by a developer site. However, second source is partially reliable as author is unidentified, but he is probably professional since he works for this site.** This information will be considered when planning product creation and when making it. Q19) Brackets is a web developer created by MIT which allows users to type codes functional under HTML, CSS and JavaScript languages, with a Live Preview option to constantly check the code written. (Brackets) **This source has no author or publish date, but it's released by Brackets company itself so the information is professionally crafted and extremely reliable.** This information refreshes my knowledge on the app since last time I've used it. Q20) There are many extensions for Brackets, the highlights being: HTML Skeleton "automatically [inserts] basic markup," HTML Wrapper lists items within tags with one click, JS CSS Minifier "[removes] unneeded characters from your JavaScript and CSS files," CSSLint shows CSS and other code errors, and Beautify which organizes code for developer. (Craig) **This source is valid as frequently-publishing author and recent publish date are present. This information is highly useful as it provides me with tools and technicalities that will make the process of product creation much smoother and easier.** Q21)

Brackets advantages are: it's completely free, contains a Live Preview feature that shows developer's progress, not heavyweight on device's hardware, contains tools that colorcodes tags to differentiate between them, and preprocesses code on its own. However, it lacks file filtration so it makes navigation through .html files hard, and it doesn't have much extensions produced for it. (5 BEST CROSS-PLATFORM CODE EDITORS FOR WEB DEVELOPERS) **Source is partially valid as there is no publish date or author, but the webpage is published by a developer's site by an anonymous staff member, meaning that the information is professional.** I'll use this information to act accordingly in terms of collecting technicalities that'll make experience with Brackets as smooth as possible.

Topic 6: Web design Q22) Web design is website creation. It involves "webpage layout, content production, and graphic design" created using HTML, CSS and JavaScript, either done by hand or using templates. (Christensson) **The source does not contain an author or publish date, but it's published by a design terminology team; so the information is highly reliable.** This is useful to recap on prior knowledge on web design. Q23) According to digital design expert, the key elements of digital products' development are dependent firstly on: market's needs, target audience, marketing strategy, SEO, collection of suitable resources, product security, and monetization options. (Akroush) Second source identifies 10 key elements: straightforward content, minimal user requirements, utilizing visuals to focus users' attention, clear functions, effective writing, simple content and design, white space usage, effective & organized communication, conventional design, and regular testing. (Friedman) **First source is highly reliable as it is firsthand information from an expert. Second source is valid as author and publish date are present, and it's published through a developer magazine that's professional in this field.** I'll use this information when selecting my product specifications accordingly, in addition to considering these elements when publishing my product. Q24) Statistics show that best colors for web design are blues, red, cool colors for professionalism, warm colors for younger audience, bright accents, and white. Other colors like purple, brown, orange, & yellow should be avoided as they are least professional and not clean. (Tillson) **This source is valid as there is a frequently publishing author and recent publish date.** I'll use this information when selecting website's color scheme. Q25) Teens are likely to perform hobbies and interests online. For that reason, teen-targeted websites are crafted carefully to satisfy that need. For so, the key points to consider are: little writing, avoiding boring content, uncluttered design, fast functionality, appropriate tone in writing, and ensuring design works on mobiles. (Dodkin) **This source is valid as there is a trusted author and recent publish date.** I'll use this information when synthesizing content and planning website layout to suit the likings of my audience. Q26) According to expert, SEO can be boosted by ensuring website is optimized for all browsers, gaining comments and feedback on website, & unique logo to distinguish it from other websites. Second source suggests so: utilization of sufficient navigation systems, containing HTML content on all, coding in familiar languages – preferably HTML & CSS instead of JavaScript, & use of smaller images to minimize load time, increasing chance of higher SEO. (Welsh) **Source is valid as frequently-publishing author and recent publish date are present.** I'll use this information when considering the technicalities to use when making product, so I ensure it can be easily found by audience.



Design Brief: *Developing a sense of belonging promotes synergy within a community.* My goal is to create a website targeting new teens members in Amman, Jordan aged 14-18 that have interests in art but don't feel a sense of belonging to local art community. My client – editor at ArtMeJo online publication (Shahrouri, Inquiry on digital means for community involvement) – and I, as well as the local art expert (Malkawi, Inquiring on visual arts & its local representation), have worked to understand the problem & its solution, which we have found achievable through digitally developing a solution that allows *identities and relationships* to coexist in a virtual environment that promotes *collaboration* and skills *development* amongst users through interpreting art skills and concepts, as well as general art knowledge, to develop well-roundedness in this topic.

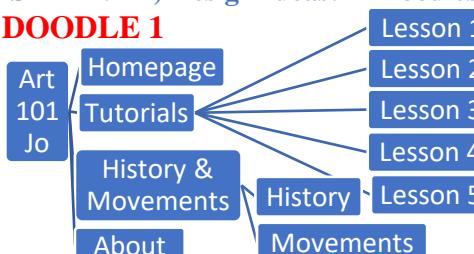
The website will be **comprised of** welcoming homepage, several art skills tutorials through images and videos, art history and movements, and local artists & their works, as well as an About page. The website will evoke a **sense of belonging** through two ways; firstly, appropriate visuals – like images, color scheme, and graphics – will be utilized to ensure that website theme is inspired by local and Arab culture, as well as modern art. This will be done by choosing earthy tones to represent local geographical being, as well as some pops of color which represent art, as art is all about colors and unique illustrations. This will make the users reconnect with their identities and feel like they belong to the local art community. There will be various artworks to further root into the art theme, and to educate the users on different art forms. Secondly, the content's tone will be very reassuring and comforting for the users. They will be guided through the website constantly so they feel like they're being communicated to. Images and videos will give them a sense of interactivity that replaces face-to-face interactions. The learning process will be very thorough so each user gains excellent knowledge and feels highly belonging to community therefore. **Content** will be concentrated into three categories: tutorials, art history & art movements, and local artists' awareness. Tutorials will feature listed steps, images and videos. They will range in difficulty from easy to medium, because only basic skills are being taught. They will encompass multimedia variously, so different tutorials are introduced differently, to accommodate to the satisfaction of the users as they grasp each concept in a unique way. Art history and movements will introduce the most popular ones only, however in depth and with examples; some artworks will be analyzed to show user how artworks can be interpreted or studied. Local artists will be represented by showing some of their artworks and notable writing on them, in addition to their social medias, to further maximize their visibility locally. The homepage's content will focus on establishing a comfort zone in the tone of language of textual information on it, as well as providing images to introduce artistic website theme, while About page refers to the goals highlighted by this criterion, to comfort the user in the awareness the community has towards him.

Potential limitations may occur due to the large number of pages that may have to be created to achieve maximum functionality; each tutorial needs a separate page, and each art history/movement may require its separate page as well; same applies to local artists' page. This would make website highly complex and potentially hard to load. This is based on case studies observations that present tutorials and artworks individually. I can overcome that by merging the tutorials into one page, but providing hyperlinks at the top of the page for quick redirection to desired tutorial. Also, because I was recommended all content would be collected firsthand, that will require me to interview a very large number of artists which might be time consuming. Therefore, I will seek online resources published directly by artists and professionals, which will allow me to finish content-writing more efficiently while maintaining the integrity of my work.

CRITERION B: STRAND 1) Design specifications

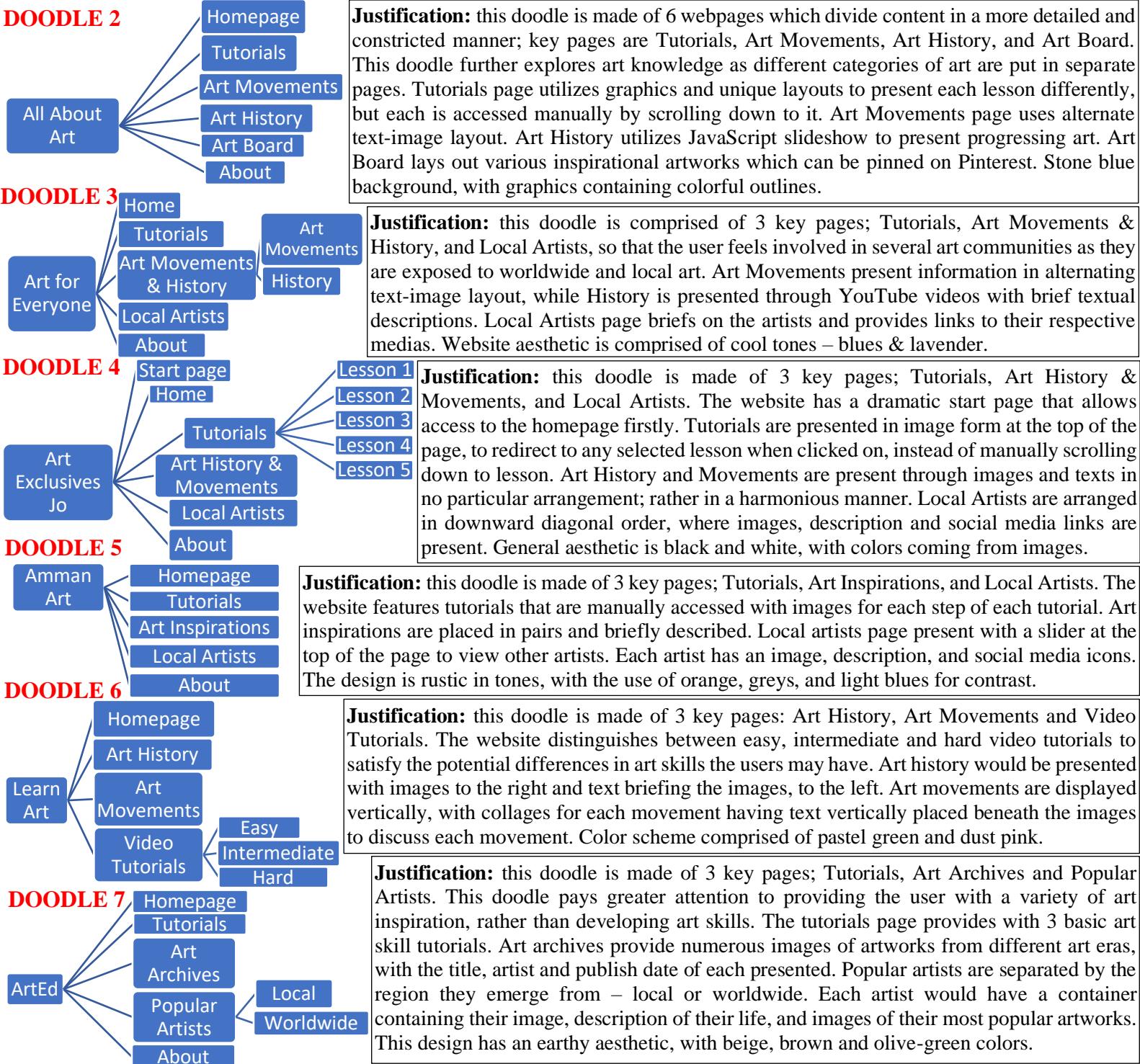
Specification	Justification
Aesthetics	According to case studies (Mitch), the website colors must be relevant to the color scheme of local art & historical sites to instill a sense of identity within the users; this is done by using muted tones for the website's interface; such as neutral tones – beige, brown, and blacks & whites to prevent unnecessary contrast. Bright colors must also be present through images of artworks & pieces as color variation reflections on the topic of art. The website must have a modern design comprised of flat designs, geometrical shapes, & clean edges, giving a clean & professional look. Tested by comparing similarities in color & visual elements' choices
Target audience	According to my client, the target audience must be MYP 4 & 5 students aged 13 – 16 which is the audience a survey was conducted on. This is the audience the target is willing to target, as majority of this audience lacks knowledge on art basics and doesn't feel a sense of belonging to the local art community. Tested by seeing content language & relevancy to audience
Function	According to my research (Dodkin), the website must have a layout that is easy to navigate with efficient navigation utilities; there must be a horizontal navigation bar present so webpage titles are clear at eye-level. Navigation bar buttons must function quickly and redirect to correct pages. The UI will be designed such that graphics and shapes don't interfere with the effectiveness of the pages' content. The website's graphics will be compressed enough to preserve its quality while ensuring it takes up the least amount of space when loading. Content displayed on website must be arranged so that the user can interpret the relevance of each image to the textual content provided, without getting lost. The textual information will be proofread to ensure that it's straightforward and informative simultaneously. Tested by measuring speed time of functions & ease of distinguishing them from other elements
Images	According to the case studies conducted (Hoddinott and Baur), there will be approximately 30 images used, each respectively present within the website's pages. Images will be used to guide users in art tutorials, display old and new artworks, exemplify on art movements, and showcase the faces of local artists. The images must be in PNG format and compressed with a compression tool. Images will vary in size: 500x500px, 300x300px, and 550x350px; according to page layout. Most images will have captions to briefly describe them, to further aid user. Tested by collecting users' opinions on image clarity in color and size
FONTS	According to case studies (Joucka, Shahrouri and Khasawneh), the key font will be Arial for paragraphs, and Verdana for headers & titles. The font color will be black for text, which will be bold in contrast with the lighter website's color scheme. Titles and headers must be in cool tones relative to color scheme. Font size for introductory paragraphs will be 20, while headers will be 36, navigation bar titles 20, textual paragraphs 18, and captions 14. Tested by collecting users' opinions on text clarity in color & size
Video streaming	According to the survey conducted (<i>see appendix 3</i>), I will be presenting 3 YouTube videos, 2 in the Tutorials page and 1 in the History & Movements page. This will allow the user to further engage with the website and expand their knowledge on various basics through listening and not just seeing. Video boxes will be 600x500px. Video links must be embedded. Tested by observing video visibility on multiple browsers through different devices
Logo	According to the case studies conducted (Joucka, Shahrouri and Khasawneh), the logo must be relevant to both the topic and the target audience. Therefore the logo will be made of a cartoon version of Petra, a popular Jordanian attraction, and a color palette cartoon layered on the bottom right corner of it, representing local art. The cartoon will have transparent fill and a solid bold outline in black. It must be 150x150px at the header of all webpages. Tested by consulting target client on logo choice
Organization	According to my research (Friedman), there must be great use of white space to ensure the website's layout is organized. This will be achieved by keeping a 50px margin on all sides of the webpage, as well as a minimum 20px margin between text, images, and titles. This will allow for an uncluttered, clean look; additionally, if the user wishes to zoom into the page, the elements will not enlarge enough to collide and compromise the cleanliness of the webpage. White space must be present between navigation bar, text, titles, headers, images, videos, and graphics. Tested by collecting users' opinions on content clarity & layout choice
Nav bar	According to my research (McKeon), the navigation bar must have a simple layout with no dropdown menus, minimizing page clutter for user. The navigation bar should be horizontal & sized 1500x250px to take up the least amount of space from the webpage. It should be at the top center of the page, right below the logo and website title, and its colors should be relevant to the website's muted aesthetic. Page titles must be in Arial font size 22, centered in each cell. Selected cell should have a fill of lighter shade than unselected cells. Corner radius of 20 to prevent sharp edges unsatisfactory for eyesight. Buttons must redirect to linked pages within 1 second for efficient usage. Tested by evaluating website appearance & buttons' functionality
Content	According to my research (Abou Zahra), client (Shahrouri, Inquiry on digital means for community involvement) & survey respectively (AL-Barak), the website's content must be comprised of a welcoming homepage, art basics tutorials, information on art history & art movements, local artists' awareness, and an about page on the website's background and aim. 'Homepage' should be comprised of welcoming paragraph promoting sense of belonging to newly joined members, with artworks' images to communicate website's theme. Tutorials page must be comprised of 5 art tutorials with varied learning tools – like images, bullet points and videos. The tutorials must regard art elements, like lines, shapes, edges, colors, and shading. Art History & Movements should have brief information on art progression over the centuries, as well as images on the most influential art movements. Local Artists page must inform on at least 3 local artists and showcase some of their work + social medias. About page takes excerpt from Criterion A document on the goal of the website. Tested by consulting art expert on the content reliability
SEO	According to my research (Welsh) and expertise (Akroush), to achieve the best SEO the website should be coded strictly using HTML and CSS, with minimal to none use of JavaScript. Images must be compressed with compressing tool before use, ensuring image details are retained. Website should be tested on and optimized for all common browsers eg. Chrome, Safari, & Firefox.

STRAND 2) Design Ideas: 1- Doodles



DOODLE 1

Justification: this doodle is comprised of 4 webpages that present mere basics of art, since there is a Tutorials and History & Movements page. The Tutorials page, at the top of the page, contains hyperlinks that help easily and quickly access any desired lesson by a click, without having to manually scroll down to find lesson. History & Movements page is a single webpage with 2 parallel vertical displays – one for art history and one for art movements – that showcase captioned images. There are scrolling options for either display, to view all images. Pastel themed website; with no attention to graphics; instead on images.



2- Mockflows Design Idea 1

Solid background color #fef5b0	Top-centered logo; 100x100px, present in all pages	Horizontal nav. bar; 1000x25px; selected cell fill #aed6fb / Bold Arial #fef5b0 size 22, unselected cell fill white / Bold Arial #ababab size 22; black 1px border; 25px corner radius; centered; present in all pages	1500x250px white container
Text providing context on the website; black Arial font size 22, centered	<p>550x450px images; centered; 10px margin between images; images of different art movements' artworks</p>		
<p>Text contextualizing content; black Arial size 22 justified left alignment; lesson hyperlinks #384ad3 Arial size 22 underlined left alignment</p>		<p>Tutorial images; 300x200px, 10px margins; image labels; black Arial size 22 left alignment</p>	

Lesson title header; bold black Arial size 32

Video; 50px padding on right, 20px padding on other sides; 500x400px

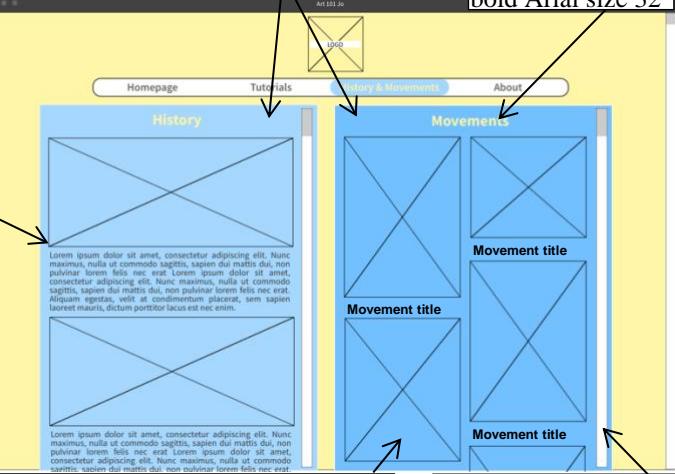
History container 3000x600px color #aed6fb; Movements container 1500x600px color #83befa

Headers; centered, color #fef5b0, bold Arial size 32

Lesson information; black Arial size 18, left alignment

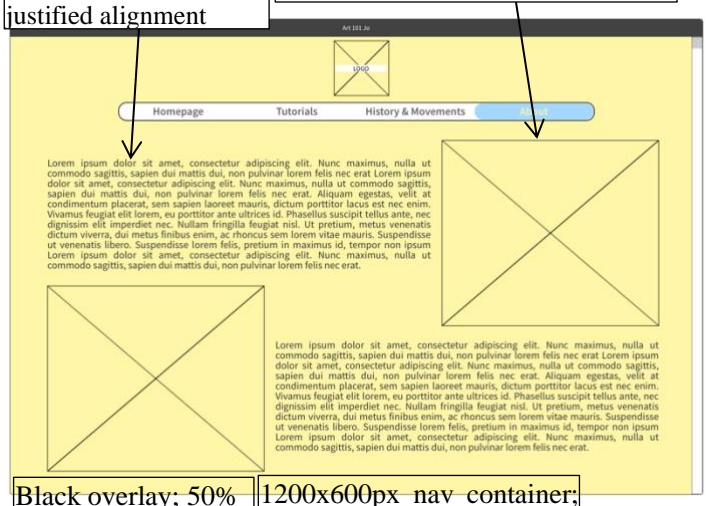


550x300px images centered in container, text below describing historical era; black Arial size 18, left justified alignment



Project goal text; black Arial size 18, left justified alignment

Images 500x450px, 50px padding on right, 20px padding on other sides



Black overlay; 50% opacity; visible upon accessing nav menu

1200x600px nav container; white fill; page titles in black Arial size 40, centered

300px wide images, varying lengths, 20px padding on all sides, movement titles; bold black Arial size 32

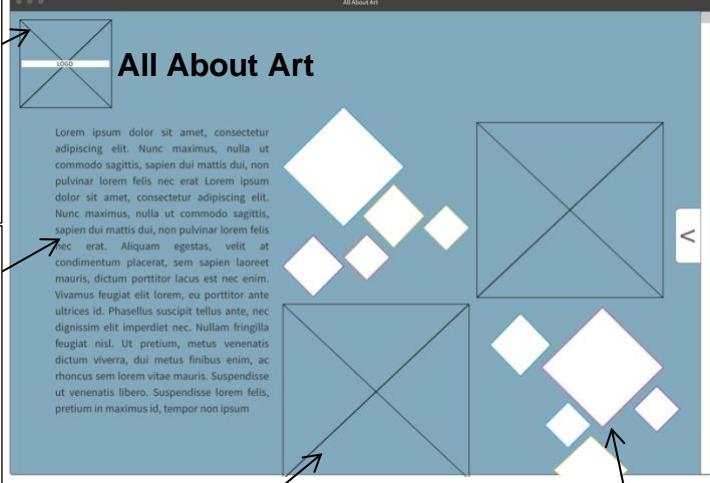
Scrolling bar; 20px wide, container length

Design Idea 2

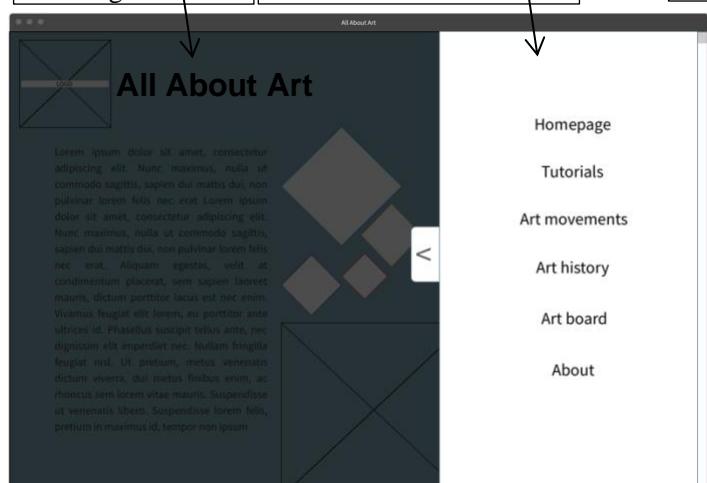
Left aligned logo; 200x200px, present in all pages; 20px padding on all sides

Text providing context on the website; black Arial font size 22, left justified alignment

550x450px images; centered; 10px padding on all sides; images of different art movements' artworks



Diamond graphics in background, 100% opacity



Bckground color #8aa8ba on all pages

Lesson title header; bold white Arial size 40; centered

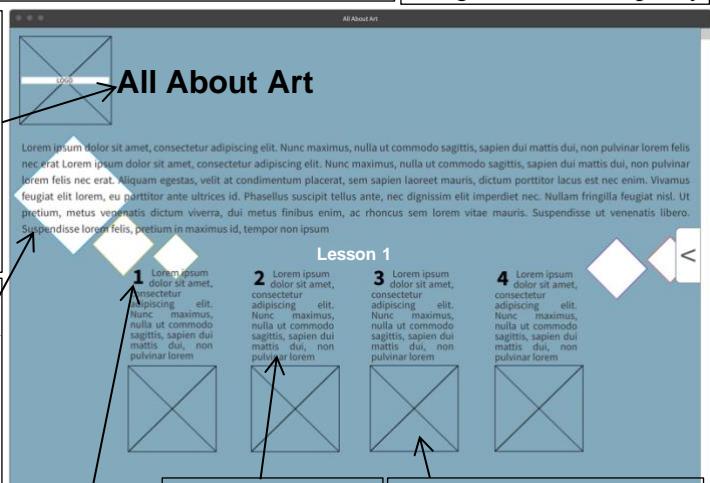
Page title; bold black Verdana font size 72, positioned at logo's center, 10px with logo

Text contextualizing content; black Arial size 22 justified left alignment

Step numbering; bold black on all sides

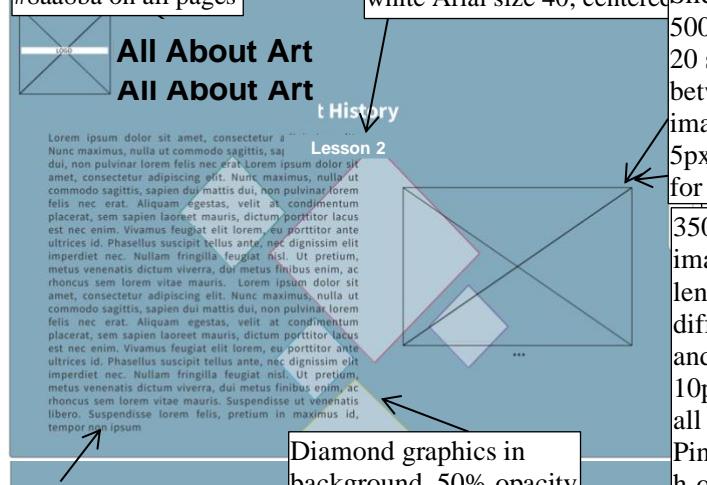
Sliding menu; 500x400px images; 20 second intervals between automatic image switching; 5px dots at bottom for manual sliding

350px wide images, different lengths; images of different modern and old artworks; 10px padding on all sides, Pin to Pinterest option at h-over



Lesson information; black Arial size 18 left alignment

Tutorial images; 100x200px, 10px margin on top, 50px margin on other sides



Diamond graphics in background, 50% opacity



Text describing historical eras; black Arial size 18, left justified alignment

Project goal text; black Arial size 18, centered

All About Art

About

Horizontal nav. bar; text in bold white Verdana font size 22; left aligned; present in all pages

Text providing context on the website; black Arial font size 22, left justified alignment

Image labels; bold black Arial size 18, left alignment

70x35px white fill button, radius corner 10, to access nav menu

Website title; bold Verdana #dacdf2 size 52, 40px top & bottom padding, 10px left padding

Art for Everyone

Home Tutorials Art Movements & History Local Artists About

Logo

Images 350x350px, 50px padding on left & right, 20px top padding

Header color #a2d1fb

Top-right logo; 100x100px, present in all pages

Lesson title bold Arial #dacdf2 size 60, 10px left padding

LESSON 1

Lesson information; black Arial size 18, left alignment

275x275px step-by-step images; 50px padding in between

550x550px sliding show; images 275x275px in collage, labels; vertically centered; colors #dacdf2, #ccb7f1, #c6a7f8, #b68ff5, #a678ef bold Arial size 60

100x100px tutorial images, 10px padding on all sides; hyperlinked label redirects to Tutorials page; bold Arial #055dff size 18

Art for Everyone

Home Tutorials Art Movements & History Local Artists About

Logo

Lesson information; black Arial size 18, left alignment

1000x800px video; 300px padding left & right

Information describing video; black Arial size 18, left justified alignment

Information about artists; black Arial size 18, left alignment

Artist's Name

300x300px images of artists; 50px left & right padding; 10px padding top & bottom

Project goal text; black Arial size 18, left justified alignment

Images 300px wide, varying lengths

Artist's Name

Artist's Name

20x20px social media icons; 20px padding in between

Design Idea 4

Art Exclusives Jo
Lorem ipsum dolor sit ame...

Background color #212020

Exciting mystery evoking quote; white italic Arial font size 32; centered

500x500px Python donut animation; white

Website title; bold white Verdana size 60; centered

image captions: italic #6e6e6e Arial size 16

Horizontal nav. bar; 1000x25px; selected cell fill #e0e0e0 / black Light Arial size 22, unselected cell fill #bdbdbc / black Light Arial size 22; 25px corner radius; centered; present in all pages

100x100px social media icons scattered; #edded

Text providing context on the website; black Arial font size 22, centered

Images of artworks; 500x350px ; 200px margin in between; scroll bar to see all artworks

Lesson 1 **Lesson 2** **Lesson 3** **Lesson 4** **Lesson 5**

Edges Edges Edges

Lesson title; bold Arial size 32 colors black, #525252 & #b3b3b3

Lesson information; black Arial size 18, centered

2000px wide container; flow length; #fafafa; dashed #bdbdbc border 1px; 10x10px scissors icon centered

Text providing webpage context; black Arial font size 22, centered

300x300px images at alternating positions; 10px padding all sides; lesson title; bold black Arial size 22

Black Arial size 18, left justified alignment

Arrow graphic; white border 5px; 200x150px

Page title; bold #616160 Arial size 60

Background color #f5f5f5

150x150 px social media icons scattered; #edded

Project goal text; black Arial size 18, left justified alignment

250x250px images; 10px padding; color palette graphic 50% opacity; 400x300px

300x300px images of artists; 10px padding; Information about artists; black Arial size 18, left alignment; diagonal descending containers; lower by 100px

Text providing website context; black Arial font size 22, left justified alignment

Logo 200x200px; 10px padding

Background color #f7d693

Text providing webpage context; black Arial font size 22, left justified alignment

2000px wide white container; 1px black border; slideshow; unfixed dimension; centered

Design Idea 5

Art Exclusives Jo
Lorem ipsum dolor sit ame...

Amman Art

Homepage

Tutorials

Art Inspirations

Local Artists

About

Image caption

Image caption

Logo 200x200px; 10px padding

400x400px artwork images; 100px left & right padding; image labels; Black Arial size 32, left alignment

2000x200px white container; black 1px border; 150x150px images; 15px padding; arrows to view all images

Lesson information; black Arial size 18, centered; 200x200px images; 15px padding

Text providing context on the website; black Arial font size 22, centered

Images of artworks; 500x350px ; 200px margin in between; scroll bar to see all artworks

Amman Art

Homepage

Tutorials

Art Inspirations

Local Artists

About

Image caption

Image caption

Text providing webpage context; black Arial font size 22, centered

2000px wide white container; 1px black border; slideshow; unfixed dimension; centered

Sliding bar; 2px; crossed part #757575 / uncrossed part #b8b8b8; slider #b8b8b8 5x5px

Amman Art

- [Homepage](#)
- [Tutorials](#)
- [Art Inspirations](#)
- [Local Artists](#)
- [About](#)

Movement title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat. Aliquam egestas, velit at condimentum placerat, sem sapien laoreet mauris, dictum porttitor lacus est nec enim. Vivamus feugiat elit lorem, eu porttitor ante ultrices id. Phasellus suscipit tellus ante, nec dignissim id imperdiet nec.

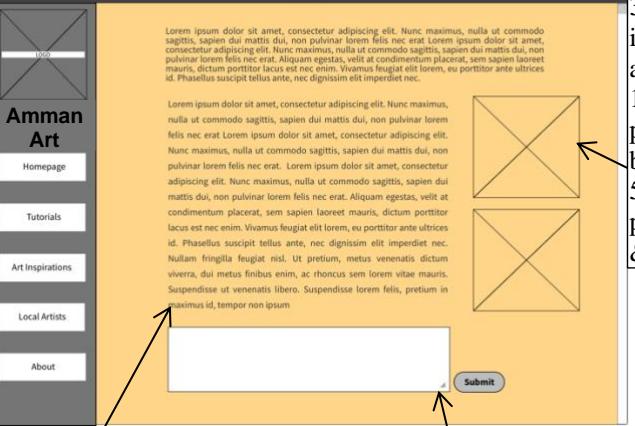


Movement title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat. Aliquam egestas, velit at condimentum placerat, sem sapien laoreet mauris, dictum porttitor lacus est nec enim. Vivamus feugiat elit lorem, eu porttitor ante ultrices id. Phasellus suscipit tellus ante, nec dignissim id imperdiet nec.



2000x250px container; #757575; black 1px border, nav menu; 200x50px buttons; black Arial size 18; centered



Project goal text; black Arial size 18, left justified alignment

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat. Aliquam egestas, velit at condimentum placerat, sem sapien laoreet mauris, dictum porttitor lacus est nec enim. Vivamus feugiat elit lorem, eu porttitor ante ultrices id. Phasellus suscipit tellus ante, nec dignissim id imperdiet nec.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat. Aliquam egestas, velit at condimentum placerat, sem sapien laoreet mauris, dictum porttitor lacus est nec enim. Vivamus feugiat elit lorem, eu porttitor ante ultrices id. Phasellus suscipit tellus ante, nec dignissim id imperdiet nec.

Comment box; 800x150px white fill; #757575 border 1px radius 20px, submissions button; #b8b8b8 fill; bold black Arial size 22

Submit

Solid background color #fef5b0

1500x250px white container

Text contextualizing content; black Arial size 22 justified left alignment; lesson hyperlinks #384ad3 Arial size 22 underlined left alignment

500x400px #e5f2fe container, movement label; bold black Arial size 22; text in black Arial size 18 left justified alignment

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat. Aliquam egestas, velit at condimentum placerat, sem sapien laoreet mauris, dictum porttitor lacus est nec enim. Vivamus feugiat elit lorem, eu porttitor ante ultrices id. Phasellus suscipit tellus ante, nec dignissim id imperdiet nec.

200x200px images layered over each other at center

300x300px images of artists; 10px padding; centered

20x20px social media icons; 20px padding in between

1000x500px #e5f2fe container; label; bold black Arial size 22; text in black Arial size 18 left justified alignment

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat. Aliquam egestas, velit at condimentum placerat, sem sapien laoreet mauris, dictum porttitor lacus est nec enim. Vivamus feugiat elit lorem, eu porttitor ante ultrices id. Phasellus suscipit tellus ante, nec dignissim id imperdiet nec.

MOCKUP 1

300x300px images of artworks; 10px padding in between; 50px padding left & right

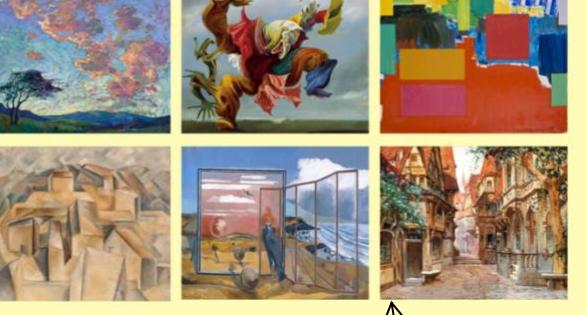


Text providing context on the website; black Arial font size 22, centered

Top-centered logo; 100x100px, present in all pages



550x450px images; centered; 10px margin between images; images of different art movements' artworks



Headers; centered, color #fef5b0, bold Arial size 32

Two 300x200px images are merged here

Tutorial images; 300x200px, 10px margins; image labels; black Arial size 22 centered

History container 3000x600px, color #aed6fb; Movements container 1500x600px color #83befa

Lesson information; black Arial size 18, left alignment

Video; 50px padding on right, 20px padding on other sides; 500x400px

Lesson title header; bold black Arial size 32

Some images had varying dimension as artwork is in portrait form; thus the proportions shouldn't be altered

300px wide images, varying lengths, 20px padding on all sides, movement titles; bold black Arial size 32

550x300px images centered in container, text below describing historical era; black Arial size 18, left justified alignment

550x300px images centered in container, text below describing historical era; black Arial size 18, left justified alignment

14

Project goal: this design idea is straightforward in its delivery of information. The tutorials are abundant and clear. Art history is very well described. However, art movements aren't discussed thoroughly, and there is lack of local art representation present and thus no sense of belonging established. The aesthetic is soothing for the eyesight, as the blue and yellow pastels are complementary, but unrelated to local aesthetic. There is weak use of white spaces, as the Art History & Movement pages has excessive white space on the left side. Inversely, in some areas the text is overcrowded in an unpleasant manner, making the text hard to read.

MOCKUP 2

Left aligned logo; 200x200px, present in all pages; 20px padding on all sides	Text providing context on the website; black Arial font size 22, left justified alignment	Diamond graphics in background, 100% opacity	550x450px images; centered; 10px padding on all sides; images of different art movements' artworks	Black overlay; 50% opacity; visible upon accessing nav menu	1200x600px nav container; white fill; page titles in black Arial size 40, centered
-------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------	----------------------------------------------	----------------------------------------------------------------------------------------------------	-------------------------------------------------------------	------------------------------------------------------------------------------------

All About Art

"Every artist was first an amateur." - Ralph Waldo Emerson. Art is an expansive field of creativity and emotion. It is one of the most popular resorts where one can explore their thoughts, perspective, and identity throughout. Unlike many stereotypes of previous centuries, there are no rules to art. There is no right or wrong way to approach art, or any particular schematics to build up artistic skills. But it is completely up to you to decide how you perceive art, and how you choose to express yourself. By allowing yourself to approach art with open-mindedness and engaging in basic art forms, you become a part of this exciting community. Here in Amman, many artists break the art traditions in various ways; if you wish to become one of them too, feel free to explore this website to familiarize yourself with the community.

Homepage
Tutorials
Art movements
Art history
Art board
About

Lesson 1: Edges

Lesson 2: Shadows & Lighting

Lesson 3: Color

Lesson 4: Shapes

Lesson 5: Composition

Art History

Background color #8aa8ba

Website title; bold black Verdana font size 72, positioned at logo's center, 10px with logo

Text contextualizing content; black Arial size 22 justified left alignment

Lesson title header; bold white Arial size 40; centered

Step numbering; bold black Arial size 40, 10px on all sides

Lesson information; black Arial size 18, left alignment

Tutorial images; 100x200px, 50px margin

Video; 70px padding on right, 30px padding on other sides; 500x400px

Text describing historical eras; black Arial size 18, left justified alignment

500x400px image; 70px padding on left; 30px padding on other sides

Text describing movement; black Arial size 18, left justified alignment

Art Movements

Impressionism was an art movement in France at the end of the 19th century. The Impressionists were a group of artists renowned for their innovative painting techniques and approach to using color in their work. Their paintings became the most popular art form of the 20th century with the public and collectors alike. Impressionism was a style of painting that used a more scientific analysis of color to capture the effects of light in nature. The Impressionists painted with small strokes of pure colors which mixed in the eye of the spectator when viewed from a distance. The Impressionists had to paint quickly to capture the atmosphere of a particular time of day or the effects of different weather conditions on the landscape. The speed of the Impressionists' painting technique forced them to sacrifice accurate line and detail in favor of atmospheric effect. The subject most suited to the Impressionist technique was landscape, but they also painted portraits, still lifes and figure compositions.

Cubism was a truly revolutionary style of modern art developed by Pablo Picasso and Georges Braques. It was the first style of abstract art which evolved at the beginning of the 20th century in response to a world that was changing with unprecedented speed. A Cubist painting ignores the traditions of perspective drawing and shows you many views of a subject at one time. The Cubists were influenced by art from other cultures, particularly African masks. A typical Cubist painting depicts real people, places or objects, but not from a fixed viewpoint. Instead it will show you many parts of the subject at one time, viewed from different angles and reconstructed into a composition of planes, forms and colors. The whole idea of space is reconfigured; the front, back and sides of the subject become interchangeable elements in the design of the work.

A total of 3 movements are presented; third not captured

Sliding menu; 500x400px images; 20 second intervals between automatic image switching; 5px dots at bottom for manual sliding

Art History

Muhanna Al-Dura

Muhanna Al-Dura (1938-2023) was a Jordanian painter widely regarded as a pioneer of the Jordanian Arts Movement and for being the first to introduce contemporary art to the Jordanian public. He was a professor at the Faculty of Fine Art and Design at the University of Jordan and served as the President of the Jordan Association of Fine Arts. Al-Dura gained inspiration from his surroundings - mainly from people around him - to formulate into his artworks, if he wasn't creating an abstract piece. His works can be found at the National Museum, along others.



Local artist's name; labels; colors #dacdf2, #ccb7f1, #c6a7f8, #b68ff5, #a678ef bold Arial size 60

300x300px images of artists; 50px left & right padding; 10px padding top & bottom

Image captions of artists' names; black Arial size 18; centered

Developing a sense of belonging promotes synergy within a community. My goal is to create a website targeting teens in Amman, Jordan aged 14-18 that have interests in art but don't feel a sense of belonging to local art community. I have worked to understand the problem & its solution, which is to digitally develop a solution that allows identities & relationships to connect in a virtual environment. This website will be a space where students can learn about art movements, history, and techniques, while also sharing their own work. As a teen, it can seem hard to join a new community considering academic strain and other day-to-day activities which take up lots of time. It can also be stressful to join such a community alone, because art expressions occur across groups of people rather than by oneself. A product that collects these students interested in efficiently learning more about visual arts and sharing their own work can help them feel a sense of belonging. This website will be a space where students can learn about art movements, history, and techniques, while also sharing their own work. For this reason, I chose to create a website comprised of basic art knowledge that can make anyone interested in art feel more involved in the art community. By promoting this sense of belonging amongst art fans, the local art community can expand to embark on greater achievements and artistic milestones that represent our identities and relationships as a collaborative community. Through this website you may explore this limitless world and, if you wish to, remain a part of it.



Images 300px wide, varying lengths; 20px padding in between

Wijdan Ali

Wijdan Ali (1939) is a Jordanian artist, art historian, educator and diplomat. She was trained under Muhanna Dura. Ali wrote, edited and produced numerous books and articles on art and culture. She is the founder of the Royal Society of Fine Arts (1979), and the National Gallery of Fine Arts (1980). In Jordan, founder and dean of the Faculty of Arts and Design at the University of Jordan (2001-2002). Ali particularly specializes in Islamic art in modern themes.

Hani Alqam

Hani Alqam (1937) is a Jordanian artist, art historian, educator and diplomat. He holds a diploma from the Institute of Fine Arts in Amman (2001) and has attended painting and printmaking courses at Darat al-Funun's Summer Academy (2002) and the Jordan National Gallery of Fine Arts (1999 & 2000). Alqam has participated in numerous group shows in Europe, the UK, Ireland, the USA, Pakistan and Jordan. His work focuses on society, and the fragility and complexities of the human psyche. His paintings of Amman highlight the chaos and charm of the city's old cities and neighborhoods.

Hilda Hiary

Hilda Hiary (1969) is a Jordanian visual artist. Her focus on the report's political and social battles and their effect on her have featured in numerous solo and group exhibitions and shows, which are committed to issues of gender, women's rights, and relationships; some personal, such as between a single mother and child, but most of them are social or political, such as depictions of women's oppression, or the experiences of Syrian refugees, especially the women among them. Her work has evolved and changed over time, from more figurative works, but remains in both styles measured by her strong lines and bright colors, using elements of expressionism, pop-art, and printmaking.

20x20px social media icons; Information about artists; black Arial size 18, left alignment
20px padding in between

Conclusion: this design idea has very well-rounded information presented through a youthful, fresh aesthetic. The website provides with detailed information through its thorough diagrams for tutorials. It makes use of videos to describe art movements and history, which is more interactive and interesting for the users. There is local artists representation that is thorough; however, their artworks aren't presented. The idea's aesthetic also does not reflect the nature of the local culture. Navigation bar use is inefficient as there are no webpage titles and thus the user may not know what page they're exactly on; the selected cell does not have a different color either. Regardless, the overall content of the website provokes a sense of belonging in the various ways it communicates art & educates it.

MOCKUP 4

500x500px Python donut animation; white

Website title; bold white Verdana size 60; centered

Images of artworks; 500x350px; 200px margin in between; scroll bar to see all artworks

Text providing website context; black Arial size 22, centered

Art Exclusives Jo

Exploring art through a creative lens...

Home Tutorials Art History & Movements Local Artists About

"Every artist was first an amateur." - Ralph Waldo Emerson. Art is an expansive field of creativity and emotion. It is one of the most popular resorts where one can explore their thoughts, perspective, and identity throughout. Unlike many stereotypes of previous centuries, there are no rules to art. There is no right or wrong way to approach art, or any particular schematics to build up artistic skills. But it is completely up to you to decide how you perceive art, and how you choose to express yourself. By allowing yourself to approach art with open-mindedness and engaging in basic art forms, you become a part of this exciting community. Here in Amman, many artists break the art traditions in various ways; if you wish to become one of them too, feel free to explore this website to familiarize yourself with the community.

ART HISTORY & MOVEMENTS



The Triumph of Surrealism* 1973; [read more...](#)



"The City" 1958; [read more...](#)

Background color #212020; Quote; white italic Arial font size 32; centered

Art Exclusives Jo

Exploring art through a creative lens...

Home Tutorials Art History & Movements Local Artists About

Below you can find tutorials of 5 essential skills to developing almost any artwork of your desire. Art skills are really easy to achieve and simple in nature, so learning them is actually quite a breeze. However, the difficult part is creatively utilizing them to create unique artworks that are representative of whatever you wish to evoke. Click on the lesson you wish to view below, or view all.



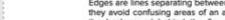
Lesson 1: Edges



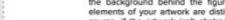
Lesson 2: Shadows & Lighting



Lesson 3: Color Theory



Lesson 4: Shapes



Lesson 5: Lines

Text providing webpage context; black Arial font size 22, centered

image caption s: italic #6e6e6e Arial size 16

300x300px images at alternating positions; 10px padding all sides; lesson title; bold black Arial size 22

Lesson title; bold Arial size 32 colors black, #525252 & #b3b3b3

Lesson information; black Arial size 18, centered

2000px wide container; flow length; #fafafa; dashed #bdbdbc border 1px; 10x10px scissors icon centered

Images scattered in page, text describing historical eras; black Arial size 18, left justified alignment

Background color #f5f5f5

Horizontal nav. bar; 1000x25px; selected cell fill #e0e0e0 / black Light Arial size 22, unselected cell fill #bdbdbc / black Light Arial size 22; 25px corner radius; centered; present in all pages

Art Exclusives Jo

Exploring art through a creative lens...

Home Tutorials Art History & Movements Local Artists About

Art history dates back to thousands of years ago, most certainly, art did not emerge over a short period of time. Styles, mediums and topics of inspiration evolved as civilization did and the overall quality of art improved tremendously over many centuries. Art also differed from one culture to another, therefore, from one place to another. Below you can discover the various changes art has undergone, and where we stand today.

Byzantine art (330-1450 AD) evolved as a cultural mix of styles from the east and west. Christianity became the dominant religion in Roman Empire - the region where Byzantine art emerged. The primary forms of Byzantine art were the large scale mosaics used to decorate the walls and interior domes of Byzantine churches. These were often portable panel paintings of Christ and the Blessed Virgin, and other religious figures. Gothic figures were stylized in a frontal and symbolic format, inviting spiritual worship and offering protection to the devout.



The Renaissance (1300-1850AD) was the period of artistic development in Italy, France, and Northern Europe. It combined Byzantine and Gothic traditions to develop a more naturalistic and modern approach to drawing and landscape. Renaissance called for the revival of the classical ideas of beauty and form, and scientific accuracy in drawing; a sensual and psychological response to color, form, and space, and an acceptance and appreciation of classical content as the subject matter for art.



Gothic Art (1150-1400 AD) defines much of the late medieval art that grew out of the Byzantine and Romanesque traditions. These styles had strict traditional conventions that limited the personal creativity of the artist. At this time, the quality of an artwork was judged by the richness of its colors and the complexity of its patterns. As they were applied, Gothic art is distinguished from its predecessors by an increasing naturalism in the shape and posture of the figures, and an expressive use of line, pattern, and color, giving the artist more freedom of interpretation.



Arrow graphic; white border 5px; 200x150px

Unlike many stereotypes surrounding the perfectionist capabilities of artists to create straight lines, there is really nothing so much as hand-drawn straight lines. To add, art looks frivoletously stiff when utilizing perfect and exact visuals within an artwork. This is because realistically, many of the objects we see in our everyday lives are not perfectly straight. In fact, everything is flowing, in a freeform manner. Art reflects upon that by ensuring works retain that sense of reality while lines and other details are still present. If you are drawing a person, for instance, you want them to look too perfect, this will give the illusion of a poor illustration. To achieve just the right lines, follow the steps below.

1. Start with short lines - short lines are much easier to draw, and they can connect together later on to form more complex shapes. Short lines can be drawn with great or low pressure, depending on how you wish to adjust the form later. Say you are drawing a square - the lines may be drawn with a medium pressure, but when you are drawing the corners, you can increase the pressure. When drawing a football, for instance, would light strokes so they can be adjusted to draw a more exact circular shape, since the line is curved.

2. Make little contact with the medium drawn on - minimizing the contact of the brush, pencil, or pen that you are using, will ensure that the strokes are much lighter and more fluid. This is especially useful when drawing organic shapes like leaves or flowers.



Project goal text; black Arial size 18, left justified alignment

Comment box; 800x150px white fill; #757575 border 1px radius 20px, submissions button; #b8b8b8 fill; bold black Arial size 22

Specification	IDEA 1	IDEA 2	IDEA 3	IDEA 4	IDEA 5
Aesthetics	3	4	3	4	2
Function	5	4	4	5	2
Images	4	5	4	4	3
Fonts	2	3	5	5	2
Video streaming	4	4	5	4	0
Logo	5	5	5	0	5
Organization	3	4	5	5	4
Nav bar	4	2	3	5	2
Content	4	5	5	5	4
SEO	4	3	3	4	4
Buttons	4	2	4	5	4
Website Name	5	3	3	4	4
TOTAL /60	47	44	49	50	38

informative, but can be wordy at times – she suggested I emphasize on the key characteristics of different art eras & movements; I brought to her attention that some design ideas didn't brief on some movements, so she suggested I do that. She found that the Local Artists page needs images of the artists' artworks to exemplify on their works & then inspire users to further explore the individual artists, rather than direct them to their social medias. She also said that the Inspirations page is unnecessary, and that it hinders user's creativity as they may depend on these artworks for project ideas, rather than their own imagination. She lastly suggested to proofread content before publishing it, to ensure no grammatic mistakes are found.

Target audience survey: I surveyed the target audience on several questions to assess separate website elements & which design idea best fits their needs. When asked to rank the general image quality, the majority ranked it as 'Excellent' ([Figure 6](#)). When asked on their satisfaction with the video responsiveness – to assess speed of playback and functionality, the majority chose 'Very satisfied' ([Figure 7](#)). When asked on the favored content layout, as in the optimum use of white space and organization, majority voted for idea 4 ([Figure 8](#)). When asked on which design idea utilized the best fonts, design ideas 3 and 4 were tied ([Figure 9](#)). Lastly, when assessing overall favored design idea, idea 4 was most voted for ([Figure 10](#)). ([See appendix 4 for figures](#))

Chosen design idea: **Design idea 4:** I have chosen design idea 4, because it **scored the highest** against various testing methods. It scored the highest on the scoring table, was **favored by the target client and the target audience**, and encompassed most of what the expert has recommended. Design idea 4 has a **professional-looking aesthetic** comprised of black & white colors + shades of grey, which give a modern appeal. This aesthetic also draws attention to the artworks rather than the visual aspect of the layout. It allows users to comfort their eyesight with the calmness of muted greys, before viewing textual and image content. The digital mockup had an almost **superb function** to it as the navigation bar worked seamlessly and content was very easy to access and use. Content layout was, in most pages, very **cohesive and interpretable**. There is an **adequate number of images** used throughout the webpages, while still providing the necessary information on different art topics. Images are also of high quality and not pixelated, giving the website a professional appeal. There is a great **range of typography** found in the webpages, as the navigation bar uses a light, modern font, while headers have bold fonts. Upside-down text differentiates this design idea from the rest as it provides some visual intricacy unlike many other designs, without influencing the ease of reading the flipped text. There are **video options** for a few lessons which are fully functional and beneficial for the users to develop some art skills. The website's content is ideal and straightforward; with 3 content-concentrated pages – tutorials, Art History & Movements and Local Artists – the user is exposed to just the right amount of information to feel more knowledgeable about the art community, and involved in the local one. All those factors allow the website to be most suited for the target audience, as they can develop a sense of belonging comfortably within this virtual environment. With that being said, the design idea needs to be further developed. To maximize the sense of identity within the interface, **earthy tones should be used** in headers to provoke the local environment through adjusting the color palette. **Social media buttons should be added** to each local artist to maximize accessibility and functionality – so users can get further involved in the community. **More images** should be added to the homepage to further suggest the art nature of the website. A video should be added to the Art History & Movements page to vary the medias used to inform. The **adjusted logo should be added** as recommended by the client, to give a more professional appeal. Start page of the website contains **JavaScript coding that may hinder the SEO** of the website and thus make it less accessible. The **website name should be changed** to a shorter name to ensure many people can remember it; additionally, the website name should

Developing a sense of belonging promotes synergy within a community. My goal is to create a website targeting teens in Amman, Jordan aged 14-18 that have interests in art but don't feel a sense of belonging to local art community. I chose to implement a website that allows users to express their interests in art and allows them to develop identities and relationships to coexist in a virtual environment that promotes collaboration and skills development amongst users through interpreting art skills and concepts, as well as general art knowledge, to develop a sense of belonging. This website will be a platform for users to share their interests in art, learning academic strain and other day-to-day activities which take up lots of time. It can also be stressful to join such a community, as there is a lack of communication and interaction between users. A comment box which collects these students interested in efficiently learning more about visual arts and feeling welcomed in the atmosphere is highly essential. A digital product is necessary for this audience as it brings them together efficiently without the need of putting effort into meeting at one place.

For this reason, I chose to create a website comprised of basic art knowledge that can make anyone interested in art feel more involved in the art community. By promoting this sense of belonging amongst art fans, the local art community can expand to embark on greater achievements and artistic milestones that represent our identities and relationships as a collaborative community, working hand in hand to express utmost creativity and uniqueness. Whether you are a starter or an art master, there will never be enough art knowledge or art training - because art is limitless. Through this website you may explore this limitless world and, if you wish to, remain a part of it.

Leave your message here...

300x300 px
images of artworks;
10px padding in between;
50px padding left & right

Conclusion: this design idea provides inefficient information to the users. There are only 3 tutorials present, whose layout seems unprofessional. There is no awareness towards art history – however very thorough information on art movements. Local artists page provides great awareness on such – but doesn't display individual artists' artworks. This design idea makes use of unique functionalities, though. The Local Artists page utilizes a slider to navigate through artists, & there is a comment box functionality in About page which collects user's feedback and thus maximizes their sense of involvement & belonging in the community. The color scheme has earthy tones which maximize cultural resemblance. The interface is straightforward & simple to use, but it can bore the user as it looks slightly outdated.

STRAND 3) Present chosen idea

Client consultation: I consulted my target client on her view on the logo, as well as the aesthetics of the mockups. The client found that the designed logo was not fully ideal, as it was too detailed and crowded visually – rather she suggested that I implement a cultural pattern within the color palette, and remove the Petra graphic fully. Therefore, I must redesign the logo. Regarding the website aesthetics, she suggested idea 4 as the most successful idea, because the black & white color scheme seemed most relaxing to the eye, but also had a professional appeal to it that was attractive to the targeted audience. She also suggested that idea 4 would be less complex to achieve with CSS relative to more complex color palettes of the other mockups. However, she recommended that I use headers of earth-toned font color, symbolic of the earthy nature of Amman.

Expert feedback on content: I conversated with the art expert whom I previously contacted, regarding the website's content. She finds that the Tutorials content is ideal & enunciates on the most necessary skills to create basic art. She finds that the History & Movements content is very informative, but can be wordy at times – she suggested I emphasize on the key characteristics of different art eras & movements; I brought to her attention that some design ideas didn't brief on some movements, so she suggested I do that. She found that the Local Artists page needs images of the artists' artworks to exemplify on their works & then inspire users to further explore the individual artists, rather than direct them to their social medias. She also said that the Inspirations page is unnecessary, and that it hinders user's creativity as they may depend on these artworks for project ideas, rather than their own imagination. She lastly suggested to proofread content before publishing it, to ensure no grammatic mistakes are found.

[\(See appendix 4 for figures\)](#)

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which give a modern appeal. This aesthetic also draws attention to the artworks rather than the visual aspect of the layout. It

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mockup had an almost **superb function** to it as the navigation bar worked seamlessly and content was very easy to access and use. Content

layout was, in most pages, very **cohesive and interpretable**. There is an **adequate number of images** used throughout the webpages, while

still providing the necessary information on different art topics. Images are also of high quality and not pixelated, giving the website a

professional appeal. There is a great **range of typography** found in the webpages, as the navigation bar uses a light, modern font, while

headers have bold fonts. Upside-down text differentiates this design idea from the rest as it provides some visual intricacy unlike many

other designs, without influencing the ease of reading the flipped text. There are **video options** for a few lessons which are fully

functional and beneficial for the users to develop some art skills. The website's content is ideal and straightforward; with 3 content-

concentrated pages – tutorials, Art History & Movements and Local Artists – the user is exposed to just the right amount of information

to feel more knowledgeable about the art community, and involved in the local one. All those factors allow the website to be most

suit for the target audience, as they can develop a sense of belonging comfortably within this virtual environment. With that being

said, the design idea needs to be further developed. To maximize the sense of identity within the interface, **earthy tones should be**

used in headers to provoke the local environment through adjusting the color palette. **Social media buttons should be added** to each

local artist to maximize accessibility and functionality – so users can get further involved in the community. **More images** should be

added to the homepage to further suggest the art nature of the website. A video should be added to the Art History & Movements

page to vary the medias used to inform. The **adjusted logo should be added** as recommended by the client, to give a more professional

appeal. Start page of the website contains **JavaScript coding that may hinder the SEO** of the website and thus make it less accessible.

The **website name should be changed** to a shorter name to ensure many people can remember it; additionally, the website name should

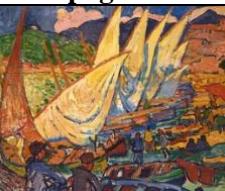
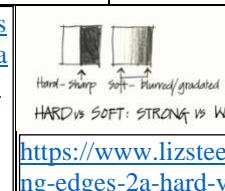
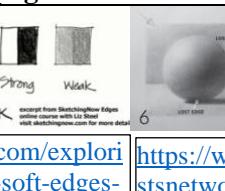
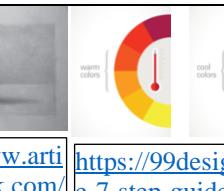
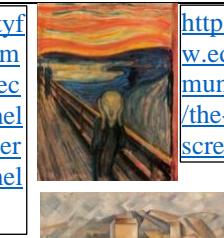
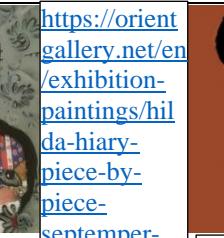
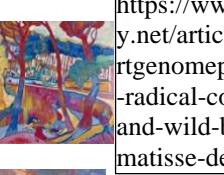
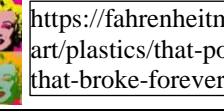
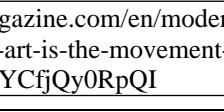
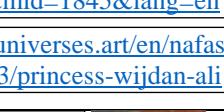
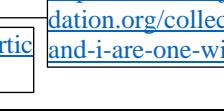
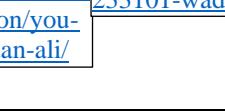
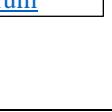
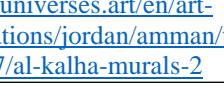
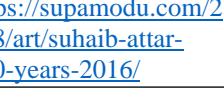
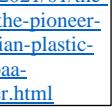
be adjusted to a name that provokes a sense of belonging. Lastly, the [Local Artists page's layout should be re-designed](#) to minimize unnecessary white space at the top of the screen.

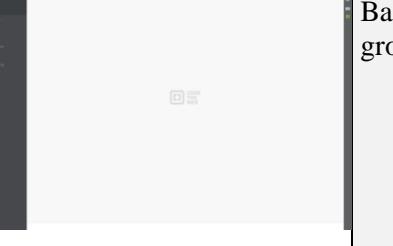
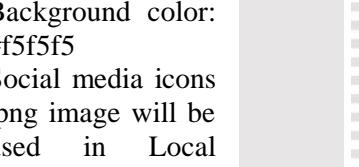
Comparison against specifications:

Specification	Justification
Aesthetics	Compared to specifications, the design idea certainly has a modern aesthetic. It utilizes rounded edges as in the navigation bar, plus flat 2D design that gives a professional appeal. The content containers are geometrical in shape, to contrast with the roundedness and give a clean appeal. Images used have varied colors and provide a great contrast with the muted aesthetic of the webpages. The general color scheme is black and white – which is not compliant with the cultural theme desired. <i>Therefore, earthy tones will be used in headers, and therefore there will be brown & beige tones, + some blues, instead of black, grey & white font color.</i>
Target audience	The target audience is successfully targeted through this design idea as the content appeals to them & is suitable for their language proficiency & comprehension. The website is also designed in a way so it's fully relevant to the users' needs, as the user interface and experience supports their need to develop a sense of belonging in the local art community.
Function	Compared to the specifications, the design idea has great functionality. The navigation bar is horizontal and very visible at the top center of every webpage. It is fully functional, and very easy to use. The nav bar redirects to the appropriate webpages. <i>The website graphics present in the start page would have been coded with JavaScript, which may lower the loading speed, and therefore should be replaced with a GIF that imitates the animation in place;</i> GIFs have lower influence on loading speed. Other graphics found in the background of Local Artists page are faint and therefore do not affect the functionality of the website. However, social media buttons should be added to the Local Artists page for each artist, so the users can discover more about each artist if they wish to.
Images	Compared to the specifications, the design idea makes great use of images. There are numerous images in the Tutorials and Art History & Movements pages respectively, but there aren't enough images in the homepage. <i>Therefore, the image layout will be adjusted so that the scroll bars within the page are removed, and images are presented through a collage of 3 images. The Local Artists' page must feature images of the most popular artworks of each artist. Additionally, image captions must be added below each artwork in the homepage. The caption must include the artwork's name, its publish date, and the artist's name; except for Local Artists' page where the caption will not include the artist's name.</i>
Fonts	Compared to the specifications, the design idea makes use of great variety of typography. The nav bar titles are made of Arial font size 22 which is very similar to the expected font size. <i>Headers' font colors will be changed from white to beiges, browns and light blue hues; they will be size 32.</i> Text size for introductory paragraphs is 20, while textual information is 18. <i>The font of such will be change to Verdana. Captions will be made smaller to be size 14.</i>
Video streaming	Compared to specifications, the design idea has an adequate number of videos present. <i>There will be 1 more video added to the Art History & Movements page, which goes through major art movements.</i> The video will replace descriptive textual content of several movements which would otherwise potentially bore the users.
Logo	Compared to the specifications, <i>the design idea's logo will be changed to have a more modern-looking and less cluttered appeal. instead of utilizing a Petra visual, there will be a cultural pattern layer desaturated and of low opacity, meshed over a plain color palette, to symbolize heritage art,</i> or local art in other words.
Organization	Compared to the specifications, the design idea's organization utilizes great white space on all sides, as there are 50px margins present. Images and texts have minimum 20px margins between them, which gives an uncluttered, clean look. <i>However, the Local Artists' page utilizes extra white space due to the descending diagonal layout, and therefore to avoid that ambiguous space, the containers will be aligned horizontally rather than diagonally.</i>
Nav bar	Compared to specifications, the design idea utilizes an excellent navigation bar. The nav bar is 1500x250px, has round edges that give a modernized appeal, perfectly functions, is very simple to use, and redirects to correct pages as labelled by clicked cell. Selected cell looks different to unselected cells, allowing the user to distinguish between the webpages. the loading speed between clicking the cell and accessing the page desired is very little.
Content	Compared to the specifications, the design idea is comprised of sufficient content on art. There is a start page that evokes a sense of grandiosity within the users, as though they are becoming a part of something important. This evokes a sense of belonging. The homepage utilizes a warming language to comfort the user as they are joined to the community. <i>More art images should be added to further evoke the art theme of the website.</i> It provides 5 tutorials respectively on edges, shadows & lighting, color theory, shapes and lines. Content is displayed through various medias, like bullet points, numbering, videos, and images. Art History & Movements page uniquely informs on art history through a scattered arrangement. <i>However, the varied arrows are too intricate & disrupt the cleanliness of the page's appeal; therefore only one arrow theme will be used.</i> A video will be added to this page below images of movements, to brief on several of the movements presented above. Local Artists page will contain artwork images for each artist, as well as their social medias. About page will remain unchanged.
SEO	Compared to the specifications, the SEO of the website is good, but it can be maximized by <i>replacing the JavaScript animation at the start up page, to a GIF image.</i> Images have already been compressed, thus maximizing the potential SEO of the website. <i>Website name will be changed to 'MyArt' to make it easier to search up and find, thus improving the overall SEO.</i>

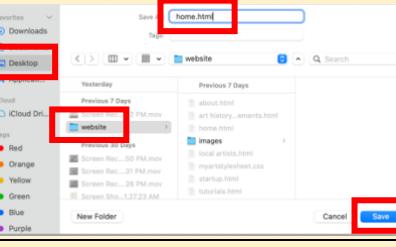
Final design idea:

STRAND 4) Parts List

Parts	Justifications/Links & Screenshots									
Images	Homepage  https://www.metmuseum.org/art/collection/search/482510  https://medium.com/@sashakazantsev/what-made-surrealism-possible-186b1fb9467  https://journalstar.com/entertainment/visual-art/sheldon-shows-its-expressionism-in-news-the-time/article_64a1cd34-40b5-5541-bf1f-221613f08313.html Tutorials page  https://www.lizsteel.com/exploring-edges-2a-hard-vs-soft-edges-and-tips-for-sketching-food/  https://www.artistsnetwork.com/art-mediums/draw-a-sphere-in-6-easy-steps/  https://99designs.com/blog/tips/the-7-step-guide-to-understanding-color-theory/  https://blog.123rf.com/guide-on-digital-shading/  https://design.tutsplus.com/articles/i-want-to-draw-simple-exercises-for-complete-beginners--vector-20583 Art History & Movements page          https://mymodernmet.com/what-is-modern-art-definition/ https://thejigsawpuzzles.com/img-puzzle-6249155/Alley-of-a-Medieval-City          https://www.artfactory.com/art_appreciation/timelines/western_art_timeline.htm https://www.artgenomeproject.org/radical-color-and-wild-beasts-matisse-derain https://www.pinterest.com/pin/638103840923276518/          https://www.artyst.net/en/exhibition-paintings/hilda-hiary-piece-by-piece-september-4th-27th-2018 https://twitter.com/hilda_hiary/status/46260234889994241 https://fineartamerica.com/profiles/hilda-hiary          https://fahrenheitmagazine.com/en/modern-art/plastics-that-pop-art-is-the-movement-that-broke-forever#.YCfjQy0RpQI About page  https://universes.art/en/art-destinations/jordan/amman/tours/07/al-kalha-murals-2  https://supamodu.com/2018/art/suhaiib-attar-100-years-2016/  https://www.7iber.com/culture/muhamma-durra-i-dont-remember-a-day-i-wasnt-painting/  https://artsandculture.google.com/asset/unitled-muhamanna-al-dura/fgHGjlLypWBHXg      https://www.saudiarabia24news.com/2021/01/the-death-of-the-pioneer-of-jordanian-plastic-art-al-anbaa-newspaper.html									

Videos	<p>https://www.youtube.com/watch?v=PnQv8Di8Ark</p> <p>This video describes and exemplifies on how light and shadow are used to symbolize different ideas and perspectives throughout art eras progression; the video is 4:20 minutes long, published by The Art Institute of Chicago</p> 	<p>https://www.youtube.com/watch?v=BCBr7Fg6UCU</p> <p>This video displays an artist's take on doodle art and how he enhances his doodle art. I used this video to exemplify how basic shapes can be developed into professional-looking doodles; the video is 5:43 minutes long, published by Vinnie's Doodle World</p> 	<p>https://www.youtube.com/watch?v=zyabu9mU1bk&t=34s</p> <p>This video provides the most major art movements in order from oldest to most recent. It describes the highlights of each movements, and provides with artworks to exemplify on each movement; the video is 9:26 minutes long, published by Video Lessons</p> 	
Content	<p>1) https://conceptartempire.com/what-are-the-fundamentals/ – this website provides with information particularly on art elements such as value & lighting; utilized in Tutorials page for Shadows & lighting lesson 2) https://www.mac-h-creative.com/post/five-absolute-drawing-basics – this website explains concepts of edges and shadows & lighting; utilized in Tutorials page for lessons Edges + Shadows & lighting 3) https://design.tutsplus.com/articles/i-want-to-draw-simple-exercises-for-complete-beginners--vector-20583 – this website provides step-by-step instructions and illustrations on how to draw lines in a professional manner; utilized information & GIF in Tutorials page for Lines lesson 4) https://www.creativebloq.com/illustration/theory-behind-lost-and-found-edges-explained-51620585 – this website explains edges and their use in artworks; utilized this information in Tutorials page for Edges lesson 5) https://99designs.com/blog/tips/the-7-step-guide-to-understanding-color-theory/ – this website explains the fundamentals of color theory and the different color classifications; utilized this information and images/GIF of color wheels in Tutorials page for Color Theory lesson 6) https://www.arttutor.com/blog/201801/how-start-drawing-using-simple-shapes – this website explains how shapes can be used to create complex figures in artworks with step-by-step images; utilized this information + images in Tutorials page for Shapes lesson 7) https://artyfactory.com – this website provided with various information on art history and particularly details on historical movements; utilized this information + images in the Art History & Movements page to showcase the formation of art</p>			
Buttons	<p>Social media buttons; 20x20px; redirect to social medias – Facebook, Twitter, YouTube, & Instagram</p> 	<p>Logo</p> 	<p>Logo created manually using Pixlr editor (https://pixlr.com) utilizing .png images:</p>  	
Buttons	<p>Browser</p> 	<p>Buttons</p> 		
Software	<p>The website will be developed using Brackets tool</p> 	<p>Backgrounds</p> 	<p>Background color: #f5f5f5</p> <p>Social media icons .png image will be used in Local Artists' page (https://www.pngfind.com/mpng/TRmboxw_social-media-chalk-sticker-png-social-media-marketing/)</p> 	
Web tree	<p>Start page</p> <p>Home</p> <p>Tutorials</p> <p>Art History & Movements</p> <p>Local Artists</p> <p>About</p> <p>Art Exclusives Jo</p>	<p>The updated tree no longer includes the lessons as separate hyperlinks that are clicked on and redirected to. instead, the user should scroll down to see the lesson, since the webpage is supposed to inform about all art basics to an audience that lacks knowledge on these basic skills and therefore, would most likely wish to read and use all the lessons rather than selected or particular ones.</p>		

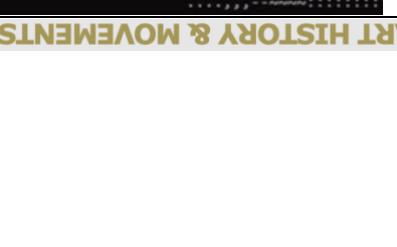
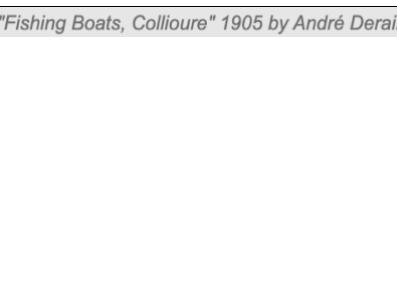
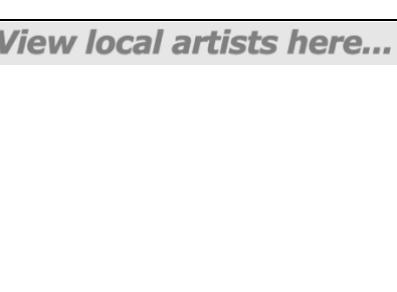
CRITERION C: STRAND 1) Construction Plan

Step	Task	Estimated time	Resources	Quality control/ assurance
1.	Prepare website mockups, to use as reference when creating the website	5 min	Wix mockups created earlier on www.wix.com This can be either screenshots of the mockup, or online access to it	 Ensure that the mockups you refer to are the final design idea mockups, and that they have the latest edits made to them
2.	Create a new folder on your desktop, and title it “website”; this is where you will be storing your images and webpage files	1 min	Desktop & file folder; you will place your file on your Desktop, by right-click → New Folder	 To avoid file mix-ups, ensure no other folder on your Desktop is titled “website”
3.	Open the Brackets application, and create 6 files, which are respectively titled: ‘startup.html’, ‘home.html’, ‘tutorials.html’, ‘art history & movements.html’, ‘localartists.html’, and ‘about.html’. Save the files once created	5 min	(On Mac) Command + N → New file; Shift + Command + S → Save As Rename files, and save to the “website” file	 Make sure that you save the files to the “website” file, since the default settings direct you to save files to internal Brackets files. Additionally, ensure that all file names end with .html to define the coding language
4.	Insert the <!DOCTYPE html> tag on all pages to define the language of the files and open <html> tag	2 min	To define the coding language, we use the <!DOCTYPE html> tag in the beginning of any HTML file The <html> tag synthesizes codes within it as HTML	Never close the <html> tag until you are finished with all the page’s content
5.	Create a stylesheet titled ‘myartstylesheet.css’; this is where all the style tags will be inserted.	1 min	(On Mac) Command + N → New file; Shift + Command + S → Save As Save to the “website” file When referring in HTML files to style tags (named as .style tag; used to place CSS code which changes the appearance of components) in the stylesheet, we use: <code><[tag] class=".name of style tag"></code>	End this file name with .css instead to indicate that it is a stylesheet and not a webpage. This sheet will organize all the style tags, such that they’re all organized in one place
6.	Begin working the startup page, which is titled ‘startup.html’. open <head> tag and insert the <link> tag to link the style tags documented in the stylesheet, to the tags in this page	5 min	Anything that is inserted in the header of the page, and therefore present on all pages in the same orientation, is placed within <head> tags. To reference style tags in the stylesheet, we use: <code><head>< link rel="stylesheet" type="text/css" href="myartstylesheet.css" > ... </head></code>	Ensure you inserted the <link> tag on all pages, to ensure all style tags apply. Also, always place the <link> tag in the <head>
7.	Insert another <link> tag to present the logo within the tab, to the left side of the browser’s tab, once previewed	2 min	To present the logo within the tab, we use the <link> tag which is where links are referenced in (href) and the type of link (rel all users, do not use the pathname & type) is specified: <code><link rel="icon" href="[logo URL]" type="image/icon type"></code>	To ensure that the image appears to URL, instead its file name; however, it must be stored inside the “website” file
8.	Insert the page’s title within <title> tags, which will appear on the tab once previewed. Then, close the <head> tag	1 min	Whatever is inserted within <title> tags, is what appears on the tab, see below:	 Best page titles provide both the webpage (Start-up) and the website’s (MyArt) name
9.	Open <body> tag and insert image background class, so that the background appears as the desired GIF selected earlier	3 min	The <body> tag is where the rest of the content lies. To ensure the entire body is the background image, we use: <code><body class="startup-background" > ... </body></code> where; <code>.startup-background { background-image: url([GIF URL]); } (selects image)</code> <code>background-size: cover; } (takes up entire page)</code>	Ensure that the body class is labelled exactly as you labelled the style tag <i>without the period (.)</i> , so it references the correct style tag
10.	Insert hyperlinked header, using <h1> tag embedded in <a href> tag. This header is the website’s title ‘MyArt’, and link it to the homepage	2 min	The <h1> tag is the largest header tag. However, when using style tags to adjust it, its font color, type, family, size, and position can all be altered, like so: <code>{ font-style:bold; font-family:Verdana, Geneva, sans-serif; color:white; font-size:80px; text-align:center; }</code> <a href> tag links a URL to any tag within it; where: <code><h1 class="startup-title">MyArt</h1></code>	Always use the <i>class=</i> tag to reference any style tag you use; for example, for the headers, reference the style tag name in the open <h1> tag, so the CSS applies
11.	Insert subheader tag <h2> where you type a quote beneath	2 min	The <h2> tag defines a smaller header; you may adjust its style using the same previous style tags; however, referencing a different name, where; <code><h1> → .startup-title & <h2> → .startup-quote</code>	Name the correct style tag when referencing, to avoid CSS mix-up, and provide clearly distinguishable names for the style tags
12.	In homepage titled ‘home.html’, create the navigation bar using tags, and place each page title in a separate cell, within tags embedded in <a href> tags	20 min	 tags define unordered lists, where list items appear without a quantitative order, and the tags have links attached to them, to open when clicked on; <code> "[Cell name]" </code>	To distinguish opened cell from unopened cell, we use <i>class= "active"</i> tag before <i>href</i> to highlight this cell when opened

13.	Add logo using tag, then close <head> tag	2 min	To insert any image (eg. logo), we use the tag where the image chosen is linked by using its file name: <code></code>	To adjust the image size we insert <code>width=""</code> and <code>height=""</code> tags after URL
14.	Open <body> tag, and specify the background color	2 min	To select background color, we use the following tag, which is a CSS code and therefore placed after style id: <code><body style="background-color: #[HTML color];"></code>	The background color should be uniform across all pages to create a modern appeal
15.	Insert <p> tags and write introductory paragraph within it	7 min	<p> tags are used to insert the text in the page. Any text inside is visible on the webpage. We can change the typography using CSS codes – color, to change font color, font-family, to change the font, and font-size, to change the font's size as so: <code>{ color:black; font-family:Verdana, Geneva, sans-serif; font-size:20px; }</code>	The style tag for this text can be used for the introductory paragraphs for all the other pages, providing a uniform harmonious appeal
16.	Insert 3 headers within <h3> tags titled 'ART HISTORY & MOVEMENTS'. Each header must have a different font color, and the second header must have a different rotation	15 min	Transforming a header, by rotating it, is done using the style tag <code>transform:rotate()</code> where the header is rotated as it would be on a Cartesian plane, and so to rotate it upside down, we must rotate it 180° like so: <code>transform:rotate(-180deg);</code>	To ensure only one of the headers rotates like such, create a separate style tag for it such that the transform element applies to 1 header
17.	Insert image table inside <div> tag using row and column elements, to organize 3 images in a horizontal alignment	7 min	<div> tags allows to separate part of the content from the rest of the content; in this example, to divide the partitions into three for the three images, we use the <code>.column</code> and <code>.row::after</code> codes to separate the images into a table. The table won't have visible outlines, but will act to separate the images into 3 equally spaced and sized images: <code>.column { float: left; width: 33.33%; padding: 0px; } .row::after { content: ""; clear: both; display: table; }</code>	The width tag can be adjusted for other divisions so that it fits more or less than 3 images, by adjusting the percentage
18.	Insert captions for each image using <figcaption> tag. The caption has to include the artwork's name, date of publish, and artist's name	10 min	The <figcaption> tag provides a caption beneath images placed; it can be adjusted using style tags, like so: <code><figcaption class= "[style name]">[Caption] </figcaption></code> , where the style tag is: <code>{ color:#6e6e6e; font-style:italic; font-family:Arial, Helvetica, sans-serif; font-size:14px; float:left; }</code> , where the float element aligns the text to the left	Ensure that there are no codes overriding the caption tag, so that the tag is positioned directly below the image
19.	Insert divider using the <hr> tag	1 min	Horizontal lines are created using the divider tag called <hr> tag which creates a horizontal line on the page, and to change its appearance we use CSS style tags – border-top specifies the divider's width, border-style defines its fill, and color defines its color <code>{ border-top: 1px; color:black; border-style: solid; }</code>	The line length can be adjusted by changing side margins as necessary
20.	Open tutorials page titled 'tutorials.html' and create text containers using <div> tag, ensuring that each lesson has its separate division. This is where all the text, images, and videos for each lesson are allocated	10 min	Containers separate from one another are achieved by creating <div> containers. Any text, image, video, or header inserted will accommodate to the container's settings. These are set using CSS style tags – border-style defines the dashed appearance of the border: <code>{ background-color: #[HTML color], border-style:dashed; border-color:#[HTML color]; } (+ margin)</code>	Container tags allow the components within the container to be organized in a very neat manner, such that the elements are automatically organized
21.	Insert video container for lessons 2 and 4 using the <iframe> tag, where the embedded YouTube link is placed	5 min	Video containers are defined by the <iframe> tag which defines the video as the media inserted, like so: <code><iframe src="[YouTube URL]"></iframe></code> Embedded video links the video to your webpage without causing the user to open YouTube separately to view the video. This is achieved like so: https://www.youtube.com/watch?v=... → https://www.youtube.com/embed/...	Position the video frame using position:absolute style tag and varied margin placements, to ensure white space surrounding is ideal
22.	Create a break between divisions using tag	1 min	The tag acts as a margin that you don't need to make yourself. It is a single tag and doesn't get closed. It helps make negative space between containers.	Use tag to increase white spaces in the page.
23.	Open art history & movements page titled 'art history & movements.html' and insert arrow images using tag and rotate as necessary using transform style tag. Save changes made	15 min	To rotate an image, we use the <code>transform:rotate()</code> style tag. To flip an image and therefore change its direction, we use the <code>transform:scaleX()</code> tag, where the image is changed with a scale factor to change its appearance over the hypothetical X axis, like so: <code>{ transform:rotate(180deg) scaleX(-1); }</code> Before  After 	Vary the rotation and scaling increments so that the image rotates differently. Ensure that you only rotate small, less visually bold graphics, as transforming large graphics, or texts, is disturbing to the eyesight.

24.	Open local artists page titled 'localartists.html' and add social media buttons for each artist, using <fa> or tags embedded in <a href> tag, so that, when clicking on icon, social media links for a specified artist opens	15 min	Create functional social media buttons using and <a href> tags like so (eg. for Facebook icon) where the <a href> tag is where you place a link such that the image enclosed within this tag hyperlinks: 	Preferably only insert the artists' active social medias only, so that the user actually benefits from their social media presence and uses it for maximized insight.
25.	Use z-index element to position a .png image in the background, behind the other webpage elements. Save changes made	15 min	The z-index element can position an item frontward or backward depending on the value inserted; to send to back, we use negative values: z-index:-1;	The z-index element values work best at -1 and 1, primarily since layering shouldn't be excessive.

STRAND 2) Technical skills

Technical skill	Evidence of codes/tags/commands	Preview
GIF startup background: the startup page's background is comprised of a GIF picture which is enlarged to fit the full background using the background-image: url() and background-size: cover style tags. It's positioned behind the text using z-index: -1 tag. This GIF is utilized such that Python codes are used to create interactive art that resembles a 3D donut. It ties together themes of virtual environments and art.	HTML: CSS:	
Rotated headers: the homepage and Tutorials page feature 180° rotated headers that create visual intricacy. These are achieved by using the transform: rotate(-180deg) style tag, and then adjusting the margins as necessary to align it with headers around it; margins are adjusted using margin: px style tag.	HTML: CSS:	
Image captions: placed beneath images in the homepage, Art History & Movements, and Local Artists pages, these captions allow the user to gain a brief about the images. They're achieved by using the <figcaption> tag and the font is further adjusted using font style tags. In instances where other codes override the caption, the position: absolute style tag is used to customize its position settings as necessary.	HTML: CSS:	
Hyperlink: I used a hyperlink in the homepage to quickly redirect users to the Local Artists page, if that's exactly what they are looking for. This was achieved using the <a href> tag, and style tags were used to change its appearance from the tradition blue underlined font. text-decoration: none is used to remove the underlining, and color style tag is used to change its color from blue to grey.	HTML: CSS:	
Staggering image positions: for visual variation, I ensured images presenting the tutorials were positioned in a staggering format where some images are raised while others are lowered. This was achieved by firstly creating a <div> tag which acts as a table using column and row commands. I inserted all the images within <div> as separate divisions to adjust their positions separately. Images for lessons 2 and 4, were lowered using margin-top style tag to increase top margin and thus lower it. However, to keep all images of the same size and spacing in between, I ensured that all images had width:20% such that each image takes 1/5 th of the space, given that there are 5 images.	HTML: CSS:	

3-image horizontal container: using the same table element as the staggering images, I used `<div>` tags to arrange three images next to one another. I adjusted the width setting to `width:33.33%` to equally divide the width amongst the 3 images. This allows the images to look neat next to one another, and to maintain uniform white space.

<p>HTML:</p> <pre><div class="row 4c-img" style="box-sizing:border-box"> <div class="column"> </div> <div class="column"> </div> <div class="column"> </div></pre> <p>CSS:</p> <pre>.column { float: left; width: 33.33%; padding: 0px; }</pre>		
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Navigation bar: I used the `` and `` tag to create an unordered list, and then adjusted its appearance using the `border-radius` style tag to give it rounded edges, and the `.active` element to distinguish the appearance of opened cells from unopened cells. To allow users to access the different pages, I used the `<a href>` tag so that each cell is linked to a certain page.

<p>HTML:</p> <pre><center><ul class="nav-bar"> Home Tutorials <li class="active"> Art History & Movements Cal Artists Local Artists About </center></pre> <p>CSS:</p> <pre>li a { display: block; color: black; padding: 10px 22px; text-decoration: none; font-family:sans-serif; font-weight:100; font-size:20px; letter-spacing:1px; text-align: center; } .active { background-color: #e0e0e0; border-radius:25px; border:2px solid #e0e0e0; } li { display:inline-block; margin-right:15px; margin-left:15px; }</pre>		
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Text container: for the Tutorials page, I created a text container for each lesson, which outlined each lesson separately for easy distinguishing. It was achieved by creating separate divisions using the `<div>` tag for each lesson. The container's interface was adjusted using style tags such as the `border-style:dashed` style tag to give it a dashed border, and `background-color` style tag to give it a light grey color.

<p>HTML:</p> <pre><div class="container"> <!-- lesson 1 --></pre> <p>CSS:</p> <pre>.container { background-color: #fafafa; border-style:dashed; border-color:#bdbdbc; border-width: 1px; padding-left:275px; padding-right:275px; padding-top:10px !important; margin-top:20px; margin-bottom:20px; margin-left:30px; margin-right:30px; }</pre>		
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Scissor icons: the scissor icon was positioned upwards and downwards for each container, to give the illusion of cutting paper which reflects on the concept of arts and crafts. The icons were positioned using the `position:absolute` style tag, and then adjusting the margins as necessary to situate it exactly where necessary. The icon was rotated from its initial position in the image obtained, using the `transform:rotate(-deg)` style tag. Its opacity was minimized from the initial darkness using `opacity:50%` style tag, to allow it to blend in with the container's border.

<p>HTML:</p> <pre><!-- lesson 1 scissors icons --> </pre> <p>CSS:</p> <pre>.scissors-up { position: absolute; transform: rotate(-45deg); opacity:50%; } .scissors-down { position: absolute; transform: rotate(-225deg); opacity:50%; }</pre>		
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Social media buttons: the buttons, which are present in the Local Artists page, are created using the `` tag which classifies the buttons as images rather than icons, corresponding to technical errors which didn't allow me to make them into `<fa>` icons. `<a href>` tags were used to embed hyperlinks within the images to redirect to separate social medias. `position:absolute` style tag was used to adjust the positions of the buttons as necessary. Width and height elements were used to unify the sizes.

<p>HTML & CSS:</p> <pre><!--social media buttons--> </pre>		
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Z-index position: in the startup, Local Artists and About page, I had to position an image behind other elements on the page, to incorporate more graphics that further evoke art concepts. This is achieved using the `z-index:-1` style tag and the `position:relative` tag which to minimize potential interference of this image with images around it. I then set the image's class, which I placed in a separate `<div>` tag, to these style settings.

<p>HTML:</p> <pre><div class="absolute"> </div></pre> <p>CSS:</p> <pre>.absolute { position: relative; display:inline-block; z-index:-1; }</pre>		
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<p>Logo animation: the logo is animated such that it moves slightly when hovered over with the mouse. This hints to the use that the logo is responsive, since when clicked, it redirects to the startup page. I achieved so using the <code>:hover</code> style tags and <code>@keyframes</code> tags which transform the image using <code>translate()</code> and <code>rotate()</code> style tags, which perform relevant to the animation timeframe indicated by <code>shake 4s</code> – which means the shake animation cycle occurs for 4 seconds, and repeats infinitely until h-over is stopped.</p>	<p>HTML:</p> <pre></pre> <p>CSS:</p> <pre>.Logo { margin-top:-30px; position: absolute; top:0; right:0; } .Logo:hover { animation: shake 4s; animation-iteration-count: infinite; } @keyframes shake { 0% { transform: translate(1px, 1px) rotate(0deg); } 10% { transform: translate(-1px, -2px) rotate(-1deg); } 20% { transform: translate(-3px, 0px) rotate(1deg); } 30% { transform: translate(3px, 2px) rotate(0deg); } 40% { transform: translate(1px, -1px) rotate(1deg); } 50% { transform: translate(-1px, 2px) rotate(-1deg); } 60% { transform: translate(-3px, 1px) rotate(0deg); } 70% { transform: translate(3px, 1px) rotate(-1deg); } 80% { transform: translate(-1px, -1px) rotate(1deg); } 90% { transform: translate(1px, 2px) rotate(0deg); } 100% { transform: translate(1px, -2px) rotate(-1deg); } }</pre>	
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STRAND 3) Following plan

Date	Steps followed	Preview
Feb 14, 2021	<p>Steps 1-5: I created the webpage files for the different website webpages, and placed them all in one file titled “website” on my Desktop. I titled the files ‘startup.html’, ‘home.html’, ‘tutorials.html’, ‘art history & movements.html’, ‘localartists.html’, and ‘about.html’, and I created a stylesheet and titled it “myartstylesheet.css” to distinguish from prior stylesheets I’ve used. I placed screenshots of my mockup in a separate file to refer back to when I begin working on the webpages’ content. I will be placing all the images & files in the same folder.</p>	<p>website mockups</p> <p>startup.html home.html tutorials.html art history & movements.html local artists.html about.html myartstylesheet.css</p>
Feb 16, 2021	<p>Steps 6-8: I began working on the startup page, but I spent most of the lesson researching how to adjust the tab title and add a logo to the tab preview, to give the tab a more professional appeal. I found the <code><title></code> and <code><link rel="icon"></code> tags to achieve so.</p>	<p>Start-up - MyArt</p>
Feb 17, 2021	<p>Steps 9-11: I finalized the startup page, by inserting the background image, which is the GIF animation, and adding the website title and quote in the center of the page. I placed the style tags for so in the stylesheet, and linked them to the respective background image, title and quote using ‘<code>class="”</code>’. I linked the homepage to the title, to enable access to the actual website. Therefore, the startup page is now complete.</p>	<p>MyArt You are about to join the nearest art community...</p>
Feb 21, 2021	<p>Step 12: I created the navigation bar today. It was complex as I had to customize the style tags to a great degree. I had to research how to minimize the selected cell’s padding so it didn’t take up a great width and looked more similar to the mockup. This meant that the navigation bar would look different to the one in the design idea because I could not fully remove the padding on either end. Researching how to minimize the padding and eventually minimizing it required 10 additional minutes of work. Moreover, I finalized the navigation bar, and placed all active cells in their respective pages, so the navigation bar is fully responsive on all pages.</p>	<p>Home Tutorials Art History & Movements Local Artists About</p>
Feb 22, 2021	<p>Steps 13-15: I added the logo to the page, and positioned it appropriately. I then came across image animation when checking for a code online, and therefore implemented it within the logo because I realized that I wanted the logo to be responsive and open the startup page, and wanted to ensure that the logo appears to have a hidden function. I found that adding a h-over animation would make its functionality obvious. Moreover, implementing this change required 15 additional minutes as I adjusted the animation timing intervals myself to make the animation subtle. Then I specified the background color, and applied this code through copy and pasting it to all the pages. Then, I copy-pasted the introductory paragraph written in the Wix, into the <code><p></code> tags in the homepage, an adjusted the font as specified in my specifications, using style tags. I researched how to edit the font family, and used the Verdana, Geneva, sans-serif font family.</p>	<p>"Every artist was first an amateur," - Ralph Waldo Emerson. Art is an expansive field of creativity and emotion. It is one of the most popular resorts where we can explore their thoughts, perspective, and identity through various means. Stepping outside of our comfort zone, there is no right or wrong way to approach art, or any particular schematics to build up artistic skills. But it is completely up to you to decide how you perceive art, and how you choose to express yourself. By allowing yourself to approach art with open-mindedness and engaging in basic art forms, you become a part of this exciting community. Here in Amman, many artists break the art traditions in various ways; if you wish to become one of them too, feel free to explore this website to familiarize yourself with the community.</p>
Feb 23, 2021	<p>Steps 16 & 17: I created the font variations for the three ‘ART HISTORY & MOVEMENTS’ headers in the homepage, and placed them as needed. This took a lot of time as I needed to change the font color used, and transform the second header and re-position it so it is aligned perfectly with the other headers. Then, I worked on the images below the headers, which I created. Using the table layout to position them evenly and in an organized manner.</p>	<p>ART HISTORY & MOVEMENTS ART HISTORY & MOVEMENTS ART HISTORY & MOVEMENTS</p>

Feb 24, 2021	<p>Steps 18-20: I finalized the homepage by inserting the captions for each image and styling the captions, and then inserting a divider and adding more text beneath. I then began working on the Tutorials page as I inserted image container and adjusted the width settings of the first container used yesterday, to fit 5 images instead. Later in the day, I added the customized captions for each image, and followed up by creating the container shell to insert content within the day after.</p>	
Feb 28, 2021	<p>Steps 20-22: I inserted all the content from the mockup by copy-pasting it and then proofreading it one last time. I added the images, GIFs, and videos as planned. There were 5 containers present, with margins in between. I lastly added the scissors icons by using position:absolute element and then adjusting the margins as necessary. I was encountered by an issue when inserting bullet points for the second and fourth container as the margins were edited to fit the video containers into place. The tag for the navigation bar was overriding the bullet points in the container when trying to fix the issue, so I kept the tag to maintain a margin separating this content from the content above it. Furthermore, the bullet points wouldn't show as seen, and trying to fix this issue took 30 minutes. Eventually, I finalized the Tutorials page.</p>	
Mar 1, 2021	<p>Steps 23-24: I worked and finalized the Art History & Movements page today by copy-pasting the content from the mockup and then adjusting arrows as intended in step 23. I finalized the page early enough to start working on the Local Artists' page by inserting the content. Upon inserting the initially chosen image for the background of the page, I realized that the image was not in .png format and therefore had a checkered background that was visible and looked very tacky. I therefore looked for another image to use, and used it. This took an additional 10 minutes.</p>	
Mar 2, 2021	<p>Step 24-25: I created the social media buttons for the Local Artists' page today and therefore finalized it, and I curated and finalized the About page content, and used the z-index tag to adjust the positioning of color palette visual behind local art images. Therefore, I finalized the website today.</p>	
<p>Updated annotations:</p> <p>500x500px Python donut animation (GIF); white</p>		

Art history dates back to thousands of years ago. Most certainly, art did not emerge over a short period of time. Styles, mediums and topics of inspiration evolved as human development and the overall quality of life changed tremendously over many centuries. Art also differed from one culture to another - and therefore, from one place to another. Below you can discover the various changes art has undergone, and where we stand today.

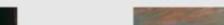


The Renaissance (1450-1650 AD) was the period of artistic development in Italy when art broke away from the rigid Byzantine and Gothic styles. Art moved towards more naturalistic and modern approaches to drawing and the organization of figures within a scene. It was also the period for the revival of the classical ideals of beauty and proportion. Drawing, a sense of scientific accuracy in drawing, a sense of color and psychological response to color and composition, are an acceptance and appreciation of classical content as the subject matter for art.

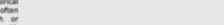
Byzantine art (330-1450 AD) evolved as a cultural mix from the east and west. It was the period of the Eastern Roman Empire - the region where Byzantine Art emerged. The three main forms of Byzantine Art were large-scale mosaics used to decorate the walls and interior of churches, smaller scale religious icons which were portable panel paintings of Christ and the Blessed Virgin Mary, and religious manuscripts from the Gospels and other religious texts. Byzantine figures were stylized, using frontal symbols for inviting spiritual power and offering protection to the devout.



Gothic Art (1150-1400 AD) differed much of the late medieval art that grew out of the Byzantine and Romanesque traditions. These were very formal and hierarchical representations of figures that limited the personal creativity of the artist. At this time, the quality of an artwork was judged by the richness of its detail and the complexity with which they were applied. Gothic art is distinguished from its predecessors by an increasing naturalism in the representation of figures, and an expressive use of line, pattern and color, allowing the artist more freedom of interpretation.



Modern art (1860-1970 AD) is defined by the rejection of history and conservative values such as realistic depiction of subjects, innovation and experimentation with materials, colors and lines that make up the work), with a tendency to abstraction, and an emphasis on ideas, techniques and processes. Modernism has also been driven by various social and political agendas. These often utilized modernism was in general associated with ideal vision of human life and society and a belief in progress.



Baroque art (1600-1700 AD) is identified by realistic subjects that depict spectacular scenes and generate powerful emotions. Religious, mythical and historical subjects were often used to propagate the Church or State, were brought to life with chiaroscuro, strong contrasting clothing, by naturalistic painting of textures, dramatic lighting and lighting (chiaroscuro) and bold asymmetric and diagonal compositions.



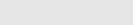
Expressionism



Cubism



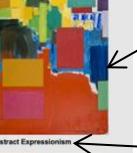
Fauvism



Pop Art



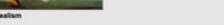
Surrealism



Abstract Expressionism



Realism



Timeline: Artistic movements

Impressionism

1860s

Post-Impressionism

1886 and 1905

Pointillism

1880s

Modern Impressionism

1880s

Post-Impressionism

1880s

1890s

1900s

1910s

1920s

1930s

1940s

1950s

1960s

1970s

1980s

1990s

2000s

2010s

2020s

2030s

2040s

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411

<p>Muhanna Al-Orras (1938-2021) was a Jordanian painter widely regarded as a pioneer of the Jordanian Arts Movement and for being the first to introduce Cubism and abstract art into the Jordanian visual arts community. He was a professor at the Faculty of Fine Art and Design at University of Jordan and served as the President of the Jordan Association of Fine Arts. Al-Dura gained inspiration from his surroundings - mainly people from around him - to formulate into his artworks, if he wasn't creating an abstract piece. His works can be found at the National Fine Arts</p> <p>Wajdan Ali (1939-) is a Jordanian artist, art historian, educator and diplomat. She was trained under Muhammed Al-Durra. Ali wrote, edited and contributed to a number of publications on traditional and contemporary art from the Islamic world. She is the founder of the Royal Society of Fine Arts (1979), and the National Gallery of Fine Arts (1980), in Jordan; founder and dean of the Faculty of Arts and Design at the University of Jordan (2001-2002). Ali particularly specializes in Islamic art in modern themes.</p>	<p>visibility; moreover, it is an insignificant change to the UI.</p>	
<p>values are situated.</p> <ul style="list-style-type: none"> • Say that the light source is to the left of the artwork; whatever facing the light, must be shaded with lighter values - me the strokes must be lighter, and the pressure applied to the tools is weaker. Inversely, the back of the object which is the light, must be shaded in with darker hues to create shadows mimic the appearance of an object symmetrically also fade out as they go further away from the object. • Shadows & lighting aren't only used to make an artwork realistic; they can be used to draw attention to and a different elements. Illuminating an object is associated with attention, because the focal point of attention is one that and in contrast with its surrounding. Using this methodology should illuminate areas of focus to drag attention towards them. • Similarly, shadows in excess help draw attention to a deeper meaning behind the artwork - which is a sadder one. Darkness and sadness are strongly linked in the world of art. 	<p>I changed the image used in the background of the Local Artists page as it did not have a transparent background and therefore I had to use an image with a transparent one, so it blends seamlessly with the background. I replaced it with another image which showcases different social media logos, therefore signifying the presence of some media awareness in the page. Furthermore, I had to change the image's dimensions to suit the new image dimensions; I set them to 1000x800px, and I centered its position. This will not hinder the visual appearance of the website as the image is at a low opacity and does not overlap other content, and thus it will not have negative impacts on the user's experience with the UI.</p>	<p>to introduce art into the local arts is a professor of Fine Art and President of the Royal Society of Fine Arts (1979 & 1980), in Jordan; founder and director of the Faculty of Arts and Design at the University of Jordan (2001-2002). Ali particularly specializes in Islamic art in modern themes.</p>   <p>has attended numerous exhibitions and workshops in Jordan and abroad, including the Royal Society of Fine Arts (1991 & 1992), the National Gallery of Fine Arts (1998 & 1999), and the Jordanian National Gallery of Fine Arts (1998), in Jordan. She has participated in numerous group shows in the U.S., Canada, Japan, and the U.K. Her work focuses on society, and the reality and complexities of the human condition. Her paintings of Amman highlight the chaos and charm of the city's old cafés and neighborhoods.</p> <p>Her work has been characterized by her use of bold, expressive patterns and combined to a personal, and single mother of the political and women's experiences. Her work has been exhibited in numerous international galleries and museums, and has been collected by the U.S. Embassy in Jordan.</p> <p>Her work has been exhibited in numerous international galleries and museums, and has been collected by the U.S. Embassy in Jordan.</p>
	<p>The bullet points for lessons 2 and 5 are not present in the final product due to technical issues where an unidentified code is overriding the <code></code> settings and thus the bullet points won't show. There was, however, list indentation present which separated the supposed listed information from the rest of the paragraph. This will hinder the effectiveness of the user's experience when reading through content, considering that bulks of text are visually unappealing and lack of bullet points lowers the organization present, thus harming the efficiency of conveying the content.</p>	<p>the lighter and darker values are situated.</p> <p>Say that the light source is to the left of the artwork; whatever object facing the light, must be shaded with lighter values - meaning that the strokes must be lighter, and the pressure applied to the coloring tools is weaker. Inversely, the back of the object which is not facing the light, must be shaded in with darker hues to create a shadow. Shadows mimic the appearance of an object symmetrically. Shadows also fade out as they go further away from the object.</p> <p>Shadows & lighting aren't only used to make an artwork more realistic; they can be used to draw attention to and away from different elements. Illuminating an object is associated with attention, because the focal point of attention is one that is lighter and in contrast with its surrounding. Using this methodology, you should illuminate areas of focus to drag attention towards them. Similarly, shadows in excess help draw attention to a deeper meaning behind the artwork - which is a sadder one. Darkness and sadness are strongly linked in the world of art.</p> 

CRITERION D: STRAND 1) Testing methods

Testing method 1: Expert appraisal – I consulted my client (Shahrouri, Expert appraisal on my website) to present her with the website and give her enough time to interact with it and comment on success aspects relevant to testing methods earlier specified in Criterion B, in addition to several other questions. Through a Zoom meeting, I gave my client remote control to use the website, only guiding her on the startup page use – where she accesses the homepage by clicking the title. I asked her about the **logo choice**, **content quality**, and the **effectivity of promoting a sense of belonging**.

My client really enjoyed the **logo choice**. After she suggested previously that I developed a better logo with cultural resemblance, she was impressed by the logo redesign. She found the logo to be very fitting within the theme, since the colors used were not overly distracting, but the pattern was greatly appealing. Additionally, she commented on the logo animation, stating that it was very favorable and exciting, considering that the animation has mild movement and does not lag. Regarding the **content quality**, she commented that the content is very rigorous and maintains consistency in its language of delivering ideas and information. She found the tutorials page to be highly informative to art beginners, and said that this information would've been highly useful to her when she was first learning art. She said that the local artists' page is particularly ideal, because it brings awareness towards local talents, and thus brings the local community to live and puts it in perspective. Also, she commented on the fact that the grammar quality was very high, and she found no grammatical errors. Lastly, she found that she felt very **comforted by the website**. She said that users new to the community would be very satisfied with



the website, because it combines high quality content and interface together effectively. She stated that the use of various medias and layouts helps the user enjoy their learning experience. The provision of social media options for local artists maximizes the users' interactivity with the community, thus enhancing the sense of belonging. She did suggest, however, that I add more content to the Art History & Movements page as there is no information briefing on the basics of each movement presented. This would "let the users have better knowledge of movements and how to interpret them in their artworks, or in museums when they see different artworks & distinguish between them."

To conclude, my client found that the logo choice, content quality and effectivity in promoting sense of belonging to be excellent. Moreover, she suggested that I can further develop content by synthesizing brief content about art movements.

Testing method 2: Field trial – I tested the product's performance professionally with the aid of a professional coder (Janabi) I am familiar with. I gave him no instructions on how to use the website, and rather had him discover it alone and then complete a survey about comments he has regarding different aspects of the website, since I couldn't conduct a Zoom meeting with him due to time zone differences.

Overall, the coder provided me with various insight on his opinions of the website ([see appendix 5](#)). Commenting on the technicalities, he found that almost all aspects of the website maintained professional technicalities which appeared to be crafted by experts, as he commented about the aesthetic choices specifically. He commented that the choice of color palette for the website was ideal for the current preferred ergonomic and that the selection of components was suitable overall in terms of shape and orientation. He found that the navigation utility functioned quickly and redirected to the correct webpages always. He enjoyed the different layout choices for each page, while maintaining the high content quality – he also found that this gave the website a professional appeal, considering that the layout would have been hard to achieve. He also enjoyed the logo animation and found it to be subtle and beneficial in guiding the user towards its functionality. However, he suggested that the potential SEO of the website would be medium and not high, considering that the website has no social media pages of its own. He also added that the videos do not have full screen display options which may hinder the viewing experience for users. Lastly, he stated that I should add a comment box or form to collect feedback and comments from users to further support the website, so that I optimize the website to the users' needs and wants.

To conclude, the professional found that aesthetics, navigation utility specifics, layout choice and logo animation were effective and professional-appealing, but he suggested that I boost the SEO by creating social media pages for the website, improving video streaming accessibility, and creating a comment box for the About page to maximize interactivity options.

Testing method 3: Performance testing – I tested out the website performance through measuring loading speed time, testing website's functionality on Safari, Chrome and Firefox, testing buttons functionality, and seeing potential video loading issues through different laptops.

Firstly, I measured the loading speed time of pages from the moment I click on the page's cell in the navigation bar, to the moment all the page's components load. The average loading time per page was 0.6 seconds, which indicates a very fast loading speed. Additionally, I tested the loading speed for videos from the moment I click on the play button, to the moment the video begins playing. The average loading speed was 1.0 second, which indicates a fast video loading speed. These measurements are subjective however since different Wi-Fi strengths influence the loading speed differently; moreover, I had a strong Wi-Fi connection while doing this procedure. Secondly, I tested the website on three different browsers to see if there would be any changes in the layout, content display or video functionality. On Safari, there were characters that appeared strangely and therefore made the textual content look like it has been coded incorrectly or with errors. On Firefox, there was an alternative option to full screen video display, which shows the video in a separate widget that can be made larger or smaller, and can be positioned wherever the user wishes to position it. I therefore concluded that the optimum settings for the website are found in the Firefox browser. Thirdly, I found that all the buttons were functioning properly, and found no lag or redirecting issues on all browsers. I tested the navigation bar buttons, logo, and social media buttons. Lastly, I tested video loading on all browsers and measured the loading time to see if any browser had faster loading speed, and concluded that all browsers have an average loading speed of 1.0 seconds.

I concluded that the loading speed and functionalities of all the website's components are ideal however reliant on the Wi-Fi connection's strength. The most optimum settings for the website are on Firefox browser, although Chrome works efficiently as well.

Testing method 4: User observation – I initiated a meeting with a user over a Zoom meeting to collect any comments and feedback she provides during her use of the product. I guided her only on accessing the homepage through clicking the startup page title, and allowed her to explore the website freely.

She found that the website was very easy to use and navigate through. She commented on the simplicity of the navigation layout which made its very easy to know what page is being accessed based upon the navigation bar titles. She found that the website was constructed with high level of design professionalism, primarily commenting on the use of varied header colors and styles to achieve an eye-catching look. She said that the interface choices reflect on the theme of art evidently, citing the color choices and unique layouts as the reasons for so. She said that she learned a lot from the content provided, especially about art history, considering she had no awareness of how art originated. She

Comment on the aesthetic choices made eg. colors, shapes, component sizes, & theme

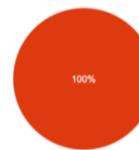
1 response

The color choice is very modern and elegant, nowadays the most successful websites have a black & white theme and this website uses this similar theme when using grey shades and white & black components. This gives the website a very professional look, like it has been made by expert web designers. The tutorials containers are actually very appealing and unique, the use of scissors on the left and right margins is very creative and very professionally placed. There is clear contrast in shapes, where the edges of the nav bar are rounded, while containers are square straight edges. The At history & movements page uses different orientations of arrows which is very interesting and exactly positioned in the page. I think the choices are overall very successful and it is evident you carefully crafted the website.

How would the potential SEO of the website be, considering page titles, website title, content, etc.

1 response

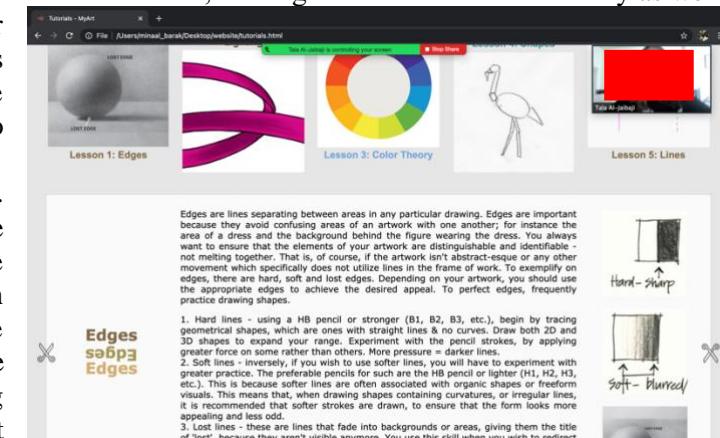
High SEO
Medium SEO
Low SEO



Provide any additional commentary and/or suggestions here

1 response

I think that you should create social medias for the webpage, if possible, to further maximize the SEO of the website. I also suggest you add a comment box or form at the about page so you can cultivate many responses from users on how to improve the website and receive more feedback from the actual users of the website, although I personally really enjoyed it.



appreciated the **variation in image choices** and the **abundance of image use**, which made the experience more visually interactive and exciting for her. She commented on the video choices, saying that they were ideal; however, the **video** on the Art History & Movements page **was too long** since it was 9 minutes long.

Overall, she said that she developed a great sense of belonging to the art community as she explored art in such a simplified but informative manner. She has increased awareness about local artists, and wishes to further explore them in the near future. She was satisfied by the aesthetic choices made and the content presented; however, she suggests that to prevent boredom when exploring art movements, I should seek a shorter YouTube video to exemplify on the movements.

Testing method 5: User trials – I conducted a 7-question survey (see appendix 6)

which I sent out to 20 volunteer users which asked several questions regarding the website. To inform them on the website use, I provided a screen recording of how to use the website. I then attached a file folder containing the website for them to test out.

The first question asks, “On a scale of 1-5, how would you rate the image’s clarity, in terms of size and quality?,” to which all responders rated it 5 out of 5, therefore having the greatest size and quality settings. **The second question**, which asked “How sufficient was the text size?,” further specifying the text visibility and size choice, all responders found the text to be highly sufficient and easy to read. **The third question** which asks,

“Did you enjoy the font colors selected?,” garnered 19 responders which voted **Yes** while one responder voted **To an extent**, and therefore the vast majority did enjoy the font color choices. **The fourth question**, which asks, “Was the Tutorials page’s layout organized?” and further specifies the presence of no difficulties in distinguishing content, collected all positive responses where users had no difficulties interpreting the page’s layout. **The fifth question**, which asks the same about the Art History & Movements page, collected 18 responders which had no difficulties with the layout, while 2 responders voted **To an extent**. **The sixth question**, “After using the website, to what extent has your sense of belonging developed towards the local art community?,” collected 19 responders which voted **a great extent** while one responder voted **some extent**. **The last question**, “How likely are you to recommend this website to others wishing to partake in the local art community?,” which provides a scale of 1-5 from least to most likely, garnered 17 responders which voted for 5 and therefore **most likely to**, while 3 responders voted for 3 which is **likely**.

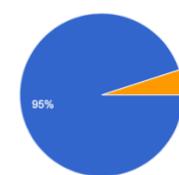
To conclude, the users certainly **enjoyed using the website** considering the very positive feedback received through the survey. There are a few opinions which varied slightly from the majority’s votes, but I will take those lightly in my considerations of changes to make later onwards.

STRAND 2) Critical evaluation

	Specification & Score /10	Testing method	Strengths	Weaknesses	
Aesthetics - 10/10	Field trial, user observation		According to the design specifications, the website colors remained relevant to the website topic and the regional color palette, since muted blues and beiges were used in headers, while the background colors and containers were white and grey to prevent contrast. There is evident use of vibrant images all throughout the website, further alluding to the art theme. The website maintained a modern design by using 2D shapes, and clean edges which created a professional appeal. According to the testing methods, the color selection was perfect for the current ergonomic and the interests of modern societies. This makes the website seem as though it were made by a professional designer, and thus maximizes the user’s attraction towards it.		N/A
Target audience - 9/10	Expert appraisal, user trials		According to the testing methods, the target audience was successfully targeted through the website. Firstly, survey results showed that majority of users (19/20) had a maximized sense of belonging to the art community. Also, the expert mentioned that the website establishes a balanced UI & UX to create a sense of comfort amongst users.	According to the testing methods, the survey showed one user whose sense of belonging was increased to some extent & not to a great extent. This can indicate that the website may require developing more exclusive understanding of the local art community to ensure all users feel very belonging to the community.	
Function - 10/10	Field trial, performance testing, expert appraisal		According to the design specifications, the website’s UI did not interfere with the textual content of the pages. Images were spaced sparingly away from text, and graphic elements were sized such that they don’t overwhelm the display . According to the testing methods, the website’s layout was sufficiently created such that it gives the pages a quality appeal while maintaining the content’s effectiveness. Loading speed testing showed that medias quality did not hinder the loading speed . Navigation buttons functioned at great speeds at an average of 0.6 sec. The expert commented on the content’s grammatical attributes stating that there are no grammatic errors present. This ensures that the users can interpret the content presented with ease and without any discomforts .	Colors are should be work - correct specific the color different things. - as in Mars are	N/A

Did you enjoy the font colors selected?

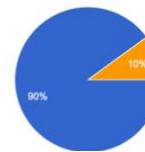
20 responses



● Yes
● No
● To an extent

Was the Art History & Movements page’s layout organized? meaning, did you have no difficulties distinguishing between parts of the webpage?

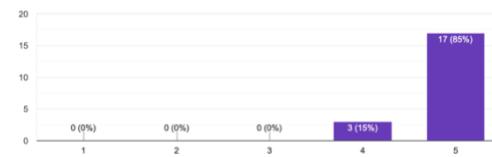
20 responses



● Yes
● No
● To an extent

How likely are you to recommend this website to others wishing to partake in the local art community?

20 responses



MyArt

Exploring art through a creative lens

Art History & Movements

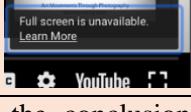
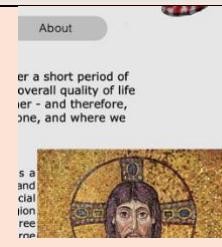
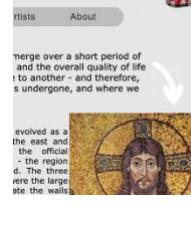
Lines
Color Theory
Color Theory



Images - 7/10	User observation, user trials	<p>According to the design specifications, there were 50 images used and thus more than anticipated; however, since this doesn't hinder the loading speed, it is an advantage to the website, since there is more visual graphics present to better communicate art. Various images are used in all pages. Additionally, images were increased in size to maximize their clarity; this is a positive change. According to the testing methods, image abundance makes the user experience more exciting, especially considering that survey results show all users think the image quality is very high.</p>	<p>According to the design specifications, there are little image captions present through the website, considering that images in tutorial containers and the art history images are not captioned. This may minimize the user's understanding of what the images are supposed to represent.</p>
	Fonts - 10/10	<p>According to the design specifications, there was ideal use of typography throughout the website. Headers were in Verdana font in varied colors from the selected color palette. Textual information was in Arial font, in the specified font sizes. According to the testing method, all responders (20/20) found the font choices were very sufficient for visibility and therefore excellent font selections were made.</p>	<p>Edges are lit because the area of a di</p> <p>N/A</p>
Video streaming - 5/10	Performance testing, field trial, user observation	<p>According to the design specifications, there was efficient use of videos as 3 videos in total are present in the website as specified. The video container sizes were enlarged to fit containers as necessary. According to the testing methods, the videos functioned seamlessly and had very fast loading speeds. The links were functional and therefore the correct videos loaded. This maximizes the users' desire to watch the videos.</p>	<p>According to the testing methods, the video containers' full screen display option is not functional; this hinders the visibility of the video especially considering video containers in the Tutorials page which are small relevant to the video display size. Additionally, the video on the Art History & Movements page is too long and thus may bore the user over a longer period of time.</p>
Logo - 10/10	Expert appraisal, field trial	<p>According to the design specifications, the logo's size was enlarged to make it more visible on the page. According to the testing methods, the logo choice was very sufficient and relevant to the topic of local art. The expert found the logo to be very resembling of the local culture since the pattern is that of traditional attire. Also, the logo animation was very helpful in indicating the logo's functionality as a button, and it was a fun surprise to discover upon scrolling over the logo.</p>	<p>N/A</p>
Organization - 8/10	Field trial, user trials	<p>According to the design specifications, there is evident use of white spaces on all sides of the webpage; however, the margins were minimized to 10px since 50px margins caused excessive unnecessary white space. There is also white space present between containers and other visual elements in the website. According to the testing methods, there was evident organization present through all the pages. There were no comments received regarding potential cluttering. This led the majority of users (avg. 19/20) to find that the page's layouts were very organized. This helps the users browse through pages without feeling overwhelmed by the content's layout, or needing help figuring out how to interpret content.</p>	<p>According to the testing methods, a few users (2/20) found that the layout of the Art History & Movements page is organized to some extent and not to a great extent. This can be due to the asymmetrical use of white spaces and organic organization of visual elements in the page, which is unusual and different. This may cause some users to get confused while reading the webpage.</p>
NavBar - 10/10	Performance testing, field trial	<p>According to the design specifications, the navigation bar is created with excellent degree of accuracy. The navigation bar's width was minimized to take up less space while maintaining a modern appearance. The bar's appearance is very appealing considering the rounded corners which are very popular presently. Selected cell has lighter shade than unselected cells. The typography is light and not overly distracting, and it is very readable. According to the testing methods, the nav bar has a very fast loading speed of 0.6 seconds when clicked on any cell. It also redirects to the correct pages all times. This allows users to have a smooth navigating experience, without difficulties in accessing the exact pages they're looking for.</p>	<p>N/A</p>

Content - 6/10	<p>Expert appraisal, user observation, field trial</p> <p>According to the design specifications, the content is sufficiently divided throughout the webpages. There is a homepage that clearly introduces users to the website. Additionally, there are 5 tutorials, art history & movements briefing, local artists awareness, and an About page. According to the testing methods, the content is very efficient and provides all users with insight on various art aspects. The users have well-rounded knowledge after using the website. The expert commented on how the information provided would be very helpful for beginners.</p> 	<p>According to the testing methods, the content regarding art movements is not sufficient considering that there is no textual information regarding basic ideas of each movement displayed. This hinders the users' knowledge on these movements since they are not guided on how to evaluate the difference between different movements. Also, there is lack of interactivity content options in the website, considering there are no personalized social medias or comment boxes to allow users to interact throughout and voice their opinions and ideas through.</p> 
SEO - 5/10	<p>Field trial, performance testing</p> <p>According to the design specifications, there is no JavaScript used and thus the potential SEO would be high. Additionally, page titles were added to the page tabs which further boosts the SEO. According to the testing methods, the webpages' layout remains the same across the most common browsers, & so all users can access the website with optimum display settings through any browser, thus maximizing the SEO since the accessibility is maximized.</p> 	<p>According to the testing methods, the website's text can endure strange characters due to text compatibilities across different browsers, which may hinder the content's SEO on different browsers considering the potential issue present. Also, there are no website social media options which minimizes its accessibility and simultaneously its SEO. Lastly, the lack of interactive options between the user & client further minimize the SEO considering users desire interactivity and induced accessibility options.</p>

STRAND 3) Suggested changes

Strengths	Weaknesses	Improvements
<p>According to the conclusions made, there is evident use of captions beneath some images in the website. The captions are perfectly sized; they are visible, but do not distract from the images they brief on. The captions provide with brief text that informs on the nature of the image, such as in the homepage and Local Artists page where artworks are titled, while in the tutorials page the caption lets the user know the relevancy of each image to each tutorial.</p> 	<p>According to the conclusions made, there isn't a sufficient number of captions, relevant to the amount of images present. Some images, which should be preferably elaborated on, lack captions – for instance the tutorial images in the tutorials page, and the artworks in the art history section of the Art History & Movements page. This can make interpreting the images slightly confusing for users.</p> 	 <p>In accordance with the need for more captions, captions were added to more images in the website. In the Tutorials page, captions were added below each image. In the Art History & Movements page, captions were added below images in the art history section. In the About page, images were added below each image as well.</p>  <p><i>Step 1: Trace shapes</i></p>
<p>According to the conclusions made, the videos displayed function successfully and swiftly. There is no lag present when loading the videos, and the links show the exact videos specified. Video containers are clearly distinguishable, and they take up the perfect amount of space. The videos feature default settings where the user can pause, play, rewind, use captions, speed up/slow down and adjust the video quality.</p>	<p>According to the conclusions made, the videos cannot be viewed in full screen mode. The functionality is unavailable for unresolved technical reasons. This hinders video viewability considering that video containers in the Tutorials page were made small to fit in the text container. This means that users may not see the video very well and have visual restraints video viewing undesirable. This hinders the content's sufficiency considering video content may not be viewed. Also, the video used in the Art History & Movements page is too long and thus viewers may be discouraged from watching it considering they may feel bored after a while.</p> 	<p>To maximize video accessibility, the code for the <iframe> tag was adjusted such that it presents a full screen view on all browsers, effective upon testing. Additionally, the video used in the Art History & Movements page has been replaced with a shorter video to ensure users can still learn about art movements but in a faster manner.</p>  <p>0:02 / 2:02</p>
<p>According to the conclusions made, the webpages layouts are very unique and thorough, considering that the content is displayed in an organized manner. There is evident use of white space consistently throughout all the webpages, which allows the users to distinguish between different graphics and</p>	<p>According to the conclusions made, the Art History & Movements page utilizes a complex layout that can be hard to interpret by users. Due to the use of arrows with varied orientations, and lack of image labelling, the user may feel confused as to where to begin reading the content. This can cause the</p> 	<p>To ensure the user knows where to start reading the content from, an additional arrow graph has been added that directs the user from the Art History & Movements introductory paragraph to the first image container to</p> 

components smoothly and without difficulties.

user to feel overwhelmed and potentially skip this content overall.

read, so the user knows this is the ‘starting point’ of their reading.

According to the conclusions made, the content provided is **highly sufficient**. There is **varied explanation** of tutorials, a **variety of medias** to learn from, and **different art concepts** introduced to grasp. To maximize cultural sense, there is local artists awareness which **maximizes the users’ knowledge of their local art community**, instilling a sense of belonging. The content is **distributed evenly** and appropriately within pages, in a very obvious manner as indicated by the navigation bar. Content is **proofread** and written in **great grammatical context**, such that there are no issues with interpreting the text’s language.

According to the conclusions made, there is **insufficient content in the Art History & Movements page**, considering that there is **lack of effective and brief breakdown** of each art movement listed. This may hinder the user’s knowledge of the most dominant art movements, leaving them unaware of the differences between each and how to distinguish between them when presented different artworks. Therefore, the knowledge obtained about art movements only goes to a certain extent and to a far extent where immense information about movements is gathered.



Briefing text has been added below each art movement to provide the

Fauvism
Fauvism developed in France at the beginning of the 20th century by Henri Matisse and André Derain. Fauvism utilizes color to express the artist's feelings about a particular subject. Fauvist paintings have two main characteristics: simplified drawing and exaggerated color.

most relevant characteristics of each movement and allow the user to differentiate in a very simple manner between one movement and another. This will maximize their knowledge of all the most prominent movements for future implementation when creating artworks inspired by, or viewing art at museums which allude to the content.

According to the conclusions made, the potential **SEO** of the website is **very good**. There is use of **titles in the tab titles** which signifies that, if the website were looked up online, the search results would show specific results relevant to key words about art. Additionally, **only HTML & CSS coding languages were used** and thus the files are simpler and more recognizable by artificial intelligence, so the website would have a higher SEO classification. The website is **lightweight** and utilizes **compressed images and content**, thus making it quick to load and more desirable by audience, maximizing its SEO.

According to the conclusions made, the website’s **SEO would be lacking** considering the **lack of accessibilities** provided within the website. The website itself has **no social medias** of its own, and therefore cannot be reached through such means. This hinders the SEO. Also, there are **no comment box features** and thus users would feel unable to contribute to the website or maximize its popularity, which further hinders the SEO. Lastly, the **lacking of video expansion options** and character incompatibility across certain browsers may further allude to lowered SEO considering technicality issues present.

Social media icons tab has been added to the right side of the page such that users can access different social medias linked to the website. Additionally, a comment box has been added at the About page such that users can place their input there. Also, **<meta>** tags have been added to maximize text compatibility across all common browsers.



STRAND 4) Impact of solution

My website has helped in *developing a sense of belonging to promote synergy within a community*. My website has targeted the selected audience which are teens aged 14-18 in Amman, Jordan, wishing to partake in the local visual art community. I achieved so by creating the functional website which establishes interconnected art concepts for users unfamiliar with such, to strengthen and broaden their knowledge on various art concepts. **The website solves the issue of these people and improves their situation** in the sense that they are provided with various knowledge relevant to art. They can advance their art skills, and learn more about art progression over the centuries, and introduce themselves to significant Jordanian artists. The website successfully brings those users together virtually without requiring face-to-face interaction to strengthen this knowledge. It utilizes multimedia through the use of text, images, videos, GIFs, and social medias to effectively introduce and break down the community and basics of what it offers. The website is crafted with great technical skills such that the user has a very smooth and efficient experience when exploring the website. There are many learning opportunities for the user to implement, and all of this knowledge combined leaves the user feeling a sense of belonging to the community, as they enhance their involvement in this knowledge and gain awareness about it. **Therefore, the target audience’s problem has been solved to a great extent.**

The design brief has been met to a great extent. The website is in fact comprised of 5 key pages, which are the homepage, Tutorials, Art History & Movements, Local Artists, and About page, in addition to the startup page. The website utilized various visuals relevant to the topic of art – this was achieved through using various images to represent different artworks and movements, and to further guide in tutorials. The color scheme was selected as intended, to reflect on the theme of art though utilizing varied colors in headers and simultaneously represent colors present in the geological and cultural nature of Jordan, while retaining a generally muted theme to prevent distracting from the key visuals such as the images. This was achieved through using a color palette comprised of greys and white, as well as blues and beiges. The content was synthesized such that it is easy to understand and interpret, it utilizes terminology related to art, and it maintains a comforting tone so that users feel like they are being taught with care and with appreciation for art, rather than in an overly formal tone. The content was presented in various forms, where the Tutorials page utilized bullet points, step-by-step images, videos, and GIFs to exemplify on different skills – and the Art History & Movements page utilized a diagram in presenting art history. One thing that was not met, was that tutorials were not presented such that the user has easy and medium-leveled lessons. The tutorials are presented on the basis of varying the skills and not varying their difficulty, considering that the users should not feel the need to live up to a certain difficulty level to feel more or less capable of learning through this website. I did not establish this metric on the basis of ensuring all users feel like they can develop all skills without challenging themselves to live up to certain

difficulties, so they view this learning process as a journey that satisfies their joy rather than a journey that is competitive. The limitations introduced in the design brief were overcome very successfully. The issue of having to create several pages was resolved by grouping all the tutorials into one page. However, I did not hyperlink each lesson title at the top of the page, to wherever it is located within the page. This is because I want the users to expose themselves to all the lessons and not just select whichever one they desire, because exposing them to all the skills maximizes their knowledge about the creative art process, and thus allows them to be capable of achieving more advanced drawing and painting skills within themselves. Additionally, textual information was in fact obtained from websites that originate from artists. Furthermore, the artists themselves synthesized the knowledge I obtained, and I paraphrased the knowledge and changed its tone such that I utilize the information gained to present for my audience, in a language that comforts them and suits their language capabilities considering their smaller knowledge of complex art terminologies.

[The website has little negative effects](#). Considering that the location of the target audience is Arabic speaking, users with weaker knowledge of the English language and stronger knowledge of the Arabic knowledge may have difficulties using the website, because it is an all-English website. This means that less of the targeted audience can participate in using this product. Moreover, the website does not have special accessibility features such as speech-to-text or color inverting to suit the needs of users that have visual or audial impairments. The website is less accessible to the target audience considering the greater preference of apps over websites, since they are easier to find considering there are more limited options on the App Store rather than on search browsers, in addition to the enhanced security of applications which is not present in most websites. Lastly, the website does not directly cite the sources which have been utilized, and therefore this may cause copyright issues since there is no direct way in which the artists whose information has been obtained from, is properly addressed.

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