

APPENDIX 1:

I interviewed local artist Dina Malkawi, which is an expert experienced in art education. I contacted Malkawi through Instagram and asked her the below inquiries:

1. for what reasons may people find art interesting?
2. Do you feel like there is enough local representation of the local art community?
3. If I was to create a website that introduces people interested in art to art basics – what information/resources related to art do you think I must include?

Her answers were in voice message form, however she responded:

Hi Mina first of all I thank you for your questions I hope you don't mind I'm going to record a voice note because I don't have the time to type all of that the reasons behind people finding art interesting OK first question,

So for your first question there's a lot of reasons, it could be, first of all, the artwork must talk to the viewer, touch them, it might relate to an experience or a memory they had, visually interesting visually like the shapes, the colors, the content, the concept – so there are a lot of reasons why people are interested in art. It evokes and communicates with them in some way and it also – art can create this kind of change in our society, well there's a lot of reasons why people are interested in art.

Just remember art is a tool to communicate and to express your feelings and your thoughts; it's really one of the most powerful tools of communication, it's universal anybody can understand it.

OK for question number two, do I feel like there's enough look representation? No, I don't think there's enough local representation in Jordan specially. How it can be enhanced – trying maybe communicate with other organization like a global organization to shed light on them try to – I think the thing is why there's not enough representation of the local art, simply the culture really controls that; it's our culture that limits that kind of representation in our country or society.

For the last question what kind of information – try to check out artmejo it's one of the most amazing let's say art magazines and online as well and it's like an organization as well, and try to see the content and the way they present art scenes that happens in here in Jordan and worldwide and the topics and the articles they include. I think this is the best way to be able to know what you're supposed to include in case you want to create a website or maybe I can connect you with them that would be even better. If you want I can talk to someone there to have an interview with them and ask whatever you want to know, what do you're supposed to do in case you want to create a website and what to include and so on. And I think this is the best idea Mina, to connect you with them.

APPENDIX 2:

After contacting Malkawi I was connected to local magazine editor and co-founder of ArtMejournal Sama Shahrouri. I contacted Shahrouri through WhatsApp and asked her the below inquiries:

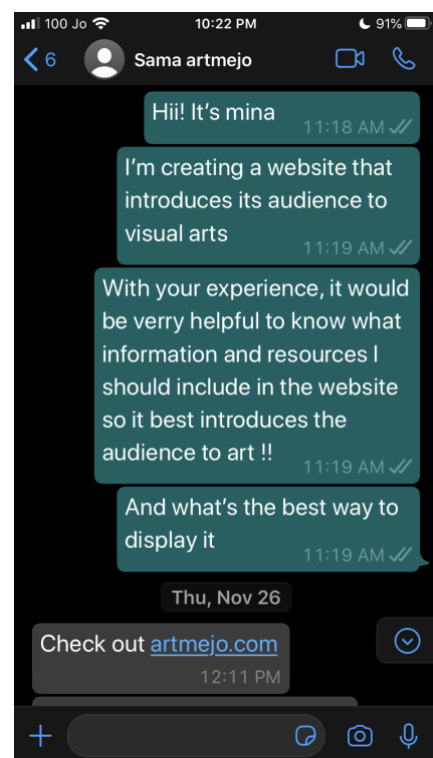
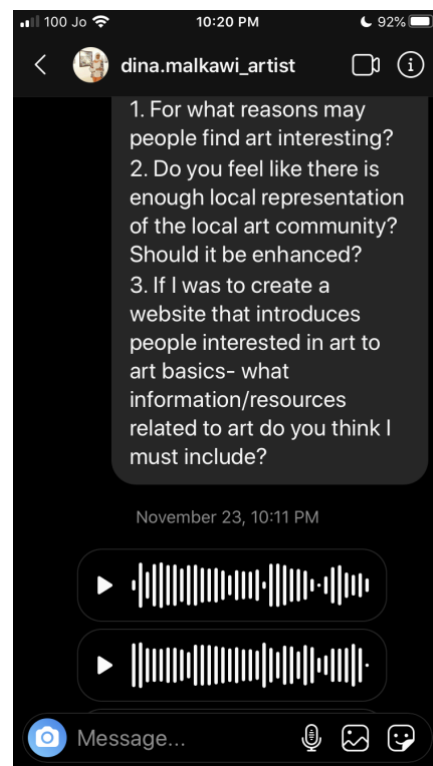
1. What information and resources should I include in the website?
2. What is the best way to display collected information and resources (based upon her experience)?

Her answers were in voice message form as well, however she responded:

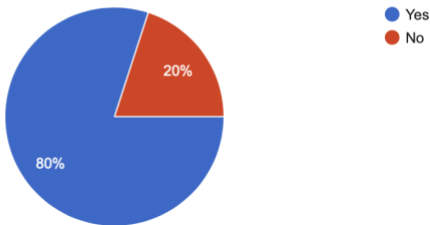
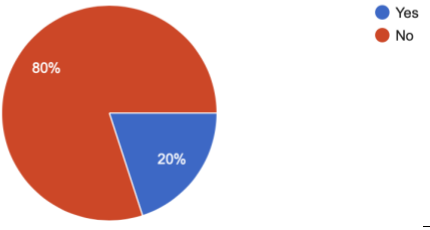
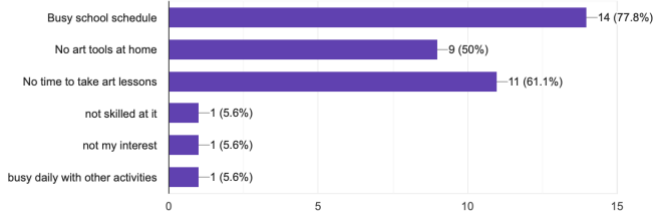
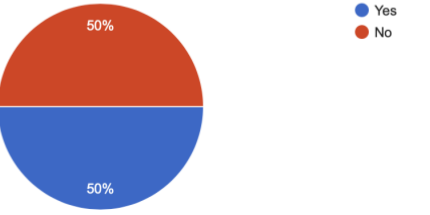
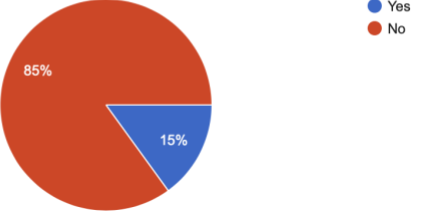
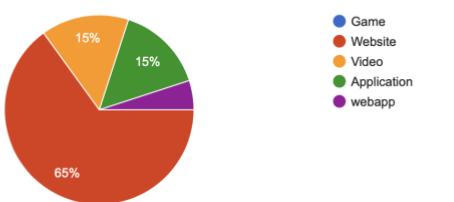
Basically check out artmejo, I co-run this platform. There's a portfolio on the website which is projects and art advisory, online magazine titled artmejournal where we do interviews with artists from across the middle east and international artists that are from the middle east, we also have a section for artists that are local artists that can exhibit their online portfolio at our website and sell their artworks there, we have a tab for galleries here in Jordan that introduces audience to venue spaces here, we have events page that shows ongoing events here in Jordan in galleries and museums. Aside from that we also have different social media platforms and channels that support the website eg. YouTube, Instagram, Facebook, Twitter and all these platforms feed into one platform and that's the most important thing to focus on in my website. the info has to be firsthand information from the artists directly to give you their biography, pictures, and most importantly to be very transparent – the information that you get; you should identify exactly where you get it from. And that's it!

APPENDIX 3:

I conducted a survey with 20 volunteers which are students in Amman, Jordan aged 14-18. The survey, which asked 6 questions, was initiated to determine several areas of knowledge regarding the goal and what product to decide on.



APPENDIX – MINA AL-BARAK

<p>Have you expressed interest in visual arts at any point in your life?</p> <p>20 responses</p>  <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Yes</td><td>80%</td></tr><tr><td>No</td><td>20%</td></tr></table>	Response	Percentage	Yes	80%	No	20%	<p>This survey question inquires on the users' interests in visual arts, to indicate how much of the community is actually not a part of the community. Of the 20 responses, 16/20 people expressed interest in art at some point, while 4/20 have not. This may indicate that, of students in Amman, Jordan aged 14-18, 16 in 20, or 8 in 10, have expressed interest in art at some point in their life.</p>															
Response	Percentage																					
Yes	80%																					
No	20%																					
<p>Do you partake in practicing visual arts frequently at present?</p> <p>20 responses</p>  <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Yes</td><td>20%</td></tr><tr><td>No</td><td>80%</td></tr></table>	Response	Percentage	Yes	20%	No	80%	<p>To indicate how much of the users actually are members of the art community presently, this question was provided. Of the 20 responses, 16/20 responders are not affiliated with visual arts at present and therefore are not active members of the community currently, while 4/20 responders partake in it. This can determine that, of students in Amman, Jordan aged 14-18, 16 in 20, or 8 in 10, do not participate in visual arts frequently presently.</p>															
Response	Percentage																					
Yes	20%																					
No	80%																					
<p>If no, what reasons do you not practice visual arts for?</p> <p>18 responses</p>  <table><tr><th>Reason</th><th>Count</th><th>Percentage</th></tr><tr><td>Busy school schedule</td><td>14</td><td>77.8%</td></tr><tr><td>No art tools at home</td><td>9</td><td>50%</td></tr><tr><td>No time to take art lessons</td><td>11</td><td>61.1%</td></tr><tr><td>not skilled at it</td><td>1</td><td>5.6%</td></tr><tr><td>not my interest</td><td>1</td><td>5.6%</td></tr><tr><td>busy daily with other activities</td><td>1</td><td>5.6%</td></tr></table>	Reason	Count	Percentage	Busy school schedule	14	77.8%	No art tools at home	9	50%	No time to take art lessons	11	61.1%	not skilled at it	1	5.6%	not my interest	1	5.6%	busy daily with other activities	1	5.6%	<p>By determining the reasons for which the 16/20 responders do not partake in visual arts, this question was introduced. Answers to this question helped better understand the issue and the needs of which these students must combat in order to create a product that accommodates for these needs. the most common reason is 'busy school schedule'; thus indicating the need of a fast-learning tool. Then, 'no time to take art lessons'; further indicating the need of faster learning methods, and lastly 'no art tools at home'; indicating the preference of learning through digital means, or by using simpler tools to learn basics first. This may suggest that users are immersed by digital medias such as videos, diagrams, images, forms, etc.</p>
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Busy school schedule	14	77.8%																				
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<p>Are you intrigued by any style of visual arts, or a particular art movement?</p> <p>20 responses</p>  <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Yes</td><td>50%</td></tr><tr><td>No</td><td>50%</td></tr></table>	Response	Percentage	Yes	50%	No	50%	<p>This question was presented to assess the responders' general knowledge on art. Responders that have awareness on any art movement (10/20) are more likely to have greater interest to the visual arts community, and therefore reader to be introduced to more varied art content. This question helped me indicate that only half of the responders are, to some extent, aware of basic art knowledge.</p>															
Response	Percentage																					
Yes	50%																					
No	50%																					
<p>Do you feel a sense of belonging to the visual arts community locally?</p> <p>20 responses</p>  <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Yes</td><td>15%</td></tr><tr><td>No</td><td>85%</td></tr></table>	Response	Percentage	Yes	15%	No	85%	<p>Essentially, I needed to find the need for developing a sense of belonging in people wishing to partake in the community, and therefore I had to inquire directly on whether responders felt a sense of belonging to the <i>local</i> art community, considering that responder may feel more connected to art from international regions due to social media awareness. This showed me that 17/20 responders did not feel belonging, which is enough people to issue a product to solve this issue.</p>															
Response	Percentage																					
Yes	15%																					
No	85%																					
<p>Through what product would your sense of belonging to the visual arts community be enhanced?</p> <p>20 responses</p>  <table><tr><th>Product</th><th>Percentage</th></tr><tr><td>Game</td><td>15%</td></tr><tr><td>Website</td><td>65%</td></tr><tr><td>Video</td><td>15%</td></tr><tr><td>Application</td><td>15%</td></tr><tr><td>webapp</td><td>15%</td></tr></table>	Product	Percentage	Game	15%	Website	65%	Video	15%	Application	15%	webapp	15%	<p>I wanted to ensure that the users selected a product that would best suit their needs, and so 13/20 responders found that creating a website would be most beneficial for their needs. I believe that this is due to the fact that a website can be accessed whenever without the need to install it as an application. Additionally, introducing art knowledge cannot be presented through a game, considering that the user should not be guessing the knowledge they're obtaining but rather explore it. Lastly, a video would be too long if it were to provide with all the knowledge I wish for the product to provide</p>									
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webapp	15%																					

APPENDIX 4:

I created a 5-question survey to assess 10 responders' opinion on the design ideas I created. I attached images of each design idea, and had them observe the ideas and select their favored ideas accordingly, depending on the several features questioned on.

<p>Rank the general image quality</p> <p>10 responses</p> <table><thead><tr><th>Rank</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>0</td><td>0%</td></tr><tr><td>2</td><td>0</td><td>0%</td></tr><tr><td>3</td><td>0</td><td>0%</td></tr><tr><td>4</td><td>2</td><td>20%</td></tr><tr><td>5</td><td>8</td><td>80%</td></tr></tbody></table>	Rank	Count	Percentage	1	0	0%	2	0	0%	3	0	0%	4	2	20%	5	8	80%	<p>Of 10 responders, 8 found the overall image quality to be excellent. This is greatly due to the fact that the images were partially compressed when used, and therefore their quality is still HD, thus image details were retained. Possibly there were a very few images whose quality was not as great, and this is potentially why 2 responders rated the image quality 4/5.</p>
Rank	Count	Percentage																	
1	0	0%																	
2	0	0%																	
3	0	0%																	
4	2	20%																	
5	8	80%																	
<p>How satisfied are you with the video responsiveness?</p> <p>10 responses</p> <table><thead><tr><th>Satisfaction Level</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>Very satisfied</td><td>6</td><td>60%</td></tr><tr><td>Moderately satisfied</td><td>4</td><td>40%</td></tr><tr><td>Moderately unsatisfied</td><td>0</td><td>0%</td></tr><tr><td>Very unsatisfied</td><td>0</td><td>0%</td></tr></tbody></table>	Satisfaction Level	Count	Percentage	Very satisfied	6	60%	Moderately satisfied	4	40%	Moderately unsatisfied	0	0%	Very unsatisfied	0	0%	<p>This question was placed to assess the potential video responsiveness of the website, considering that Wix utilizes the same default settings as an <iframe> video in HTML would. Furthermore, 6 of the responders were very satisfied with the video responsiveness; considering there are 4 responders that were only moderately satisfied, I contacted the responders privately to investigate the issue, and concluded that it was a technical issue on Wix’s behalf where the video would take a long time to load.</p>			
Satisfaction Level	Count	Percentage																	
Very satisfied	6	60%																	
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<p>Which design idea had the most favored content layout?</p> <p>10 responses</p> <table><thead><tr><th>Design Idea</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>Design idea 1</td><td>0</td><td>0%</td></tr><tr><td>Design idea 2</td><td>1</td><td>10%</td></tr><tr><td>Design idea 3</td><td>1</td><td>10%</td></tr><tr><td>Design idea 4</td><td>8</td><td>80%</td></tr><tr><td>Design idea 5</td><td>0</td><td>0%</td></tr></tbody></table>	Design Idea	Count	Percentage	Design idea 1	0	0%	Design idea 2	1	10%	Design idea 3	1	10%	Design idea 4	8	80%	Design idea 5	0	0%	<p>I began to assess the favored design ideas by investigating the responders’ choice of favored design ideas on different features. Here the responders are asked on their favored content layout – this suggests what navigation, color, and content choices they favor. 8 responders favored design idea 4, followed by 1 responder favoring idea 2 and 1 responder favoring idea 3.</p>
Design Idea	Count	Percentage																	
Design idea 1	0	0%																	
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<p>Which design idea utilized the best fonts?</p> <p>10 responses</p> <table><thead><tr><th>Design Idea</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>Design idea 1</td><td>0</td><td>0%</td></tr><tr><td>Design idea 2</td><td>0</td><td>0%</td></tr><tr><td>Design idea 3</td><td>5</td><td>50%</td></tr><tr><td>Design idea 4</td><td>5</td><td>50%</td></tr><tr><td>Design idea 5</td><td>0</td><td>0%</td></tr></tbody></table>	Design Idea	Count	Percentage	Design idea 1	0	0%	Design idea 2	0	0%	Design idea 3	5	50%	Design idea 4	5	50%	Design idea 5	0	0%	<p>This question asks the responders on which design idea utilizes the best fonts. 5 responders enjoyed design idea 3 and 4’s fonts respectively. Both these design ideas utilize varied brightness of font colors which are very appealing to the targeted audience and are frequently found in the most popular magazine issues and advertisements. Therefore, I must keep in mind the choice of font colors with varied brightness since it attracts users visually.</p>
Design Idea	Count	Percentage																	
Design idea 1	0	0%																	
Design idea 2	0	0%																	
Design idea 3	5	50%																	
Design idea 4	5	50%																	
Design idea 5	0	0%																	
<p>Which is your overall favorite design idea?</p> <p>10 responses</p> <table><thead><tr><th>Design Idea</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>Design idea 1</td><td>0</td><td>0%</td></tr><tr><td>Design idea 2</td><td>1</td><td>10%</td></tr><tr><td>Design idea 3</td><td>0</td><td>0%</td></tr><tr><td>Design idea 4</td><td>9</td><td>90%</td></tr><tr><td>Design idea 5</td><td>0</td><td>0%</td></tr></tbody></table>	Design Idea	Count	Percentage	Design idea 1	0	0%	Design idea 2	1	10%	Design idea 3	0	0%	Design idea 4	9	90%	Design idea 5	0	0%	<p>I needed to have the responders’ opinion on which design they generally favor. 9 of the responders favored idea 4, while 1 responder favored idea 2. Therefore, I will go with design idea 4 for my product.</p>
Design Idea	Count	Percentage																	
Design idea 1	0	0%																	
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APPENDIX 5:

I contacted a professional coder that I personally know, and sent out the website file to him for him to see and use the website, without any guidance or instructions. I then sent him a survey which contains questions for him to answer. Below are the answers:

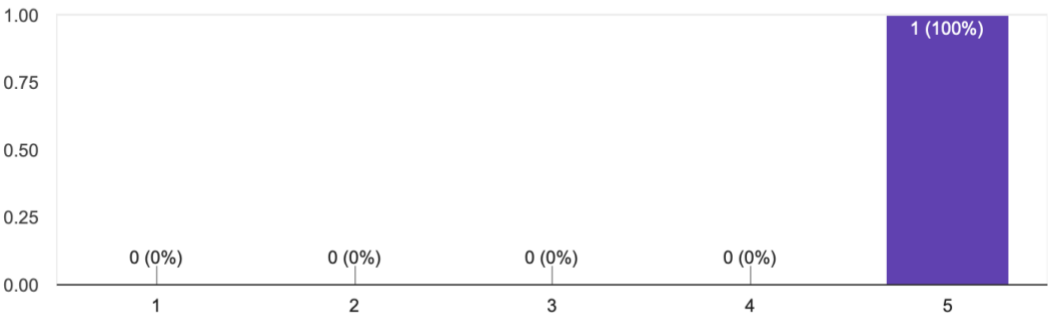
Comment on the aesthetic choices made eg. colors, shapes, component sizes, & theme

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 compionents . 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 .

Rate the navigation utility and its accuracy in loading pages (both the loading speed and page redirection accuracy)

1 response



Comment on the website layout and the extent of professionalism in creating the different page layouts

1 response

I enjoyed having different layouts in the different pages . changing the appearance of the webpage in every page while keeping the same theme throughout, is actually quite challenging even for web designers . I think that this balance as achieved though, as you can clearly tell there is the same fonts , shape colors etc. being used in the pages to create this harmony . The layouts are different in their own ways but they do not distract from the content .

Comment on the video streaming options; did they function properly?

1 response

The videos opened perfectly and loaded on all the pages, but the full screen feautre was not working , and i think that is an issue, because the video containrs are relatively small compared to the video content's size, so the full screen feature should be fixed for best viewing experience

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

1 response



Comment on the logo animation; was it unique? Did it function seamlessly?

1 response

I was really impressed by the logo animation, I was not expecting it , but it was a very nice addition and it allowed me to discover that the logo is actually functional and opens the startup page. I like how the animation speed is slowed down because this makes it less visually straining

Provide any additional commentary and/or suggestions here

1 response

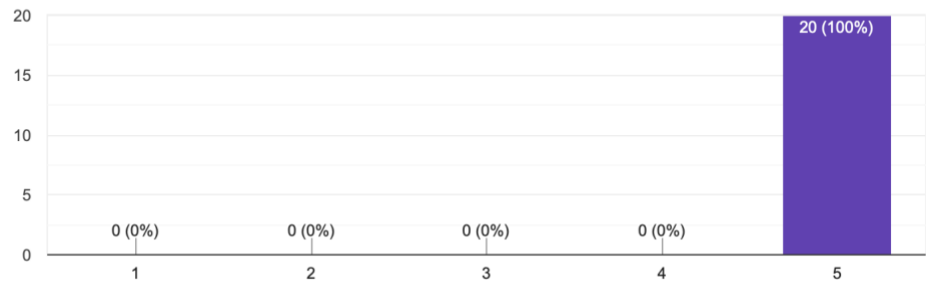
I think that you should create social medias for the webpage , if possible, to further maximize the SEO of the website . I also suggest you add a comment box or form at the about page so you can cultivate many responses from users on how to improve the website and receive more feedback from the actual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

APPENDIX 6:

I conducted a survey with the 20 responders that answered the first survey for Criterion A. I had provided them with access to the website, and a screen recording of me using the website, to inform them on how it works. The survey, which is comprised of 7 questions, allowed me to collect a general opinion of the target audience on several different ideas regarding the website. Below are the answers:

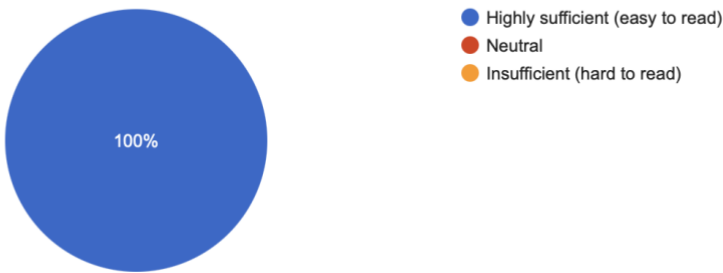
On a scale of 1-5, how would you rate the image's clarity, in terms of size and quality?

20 responses



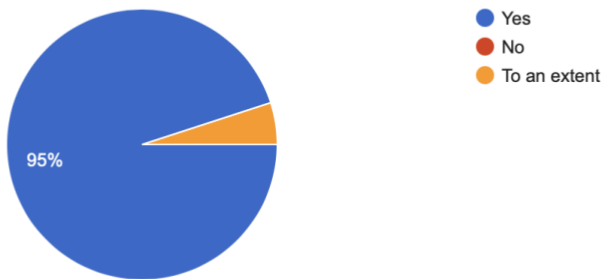
How sufficient was the text size; could you read textual information easily, or was the size too big/small?

20 responses



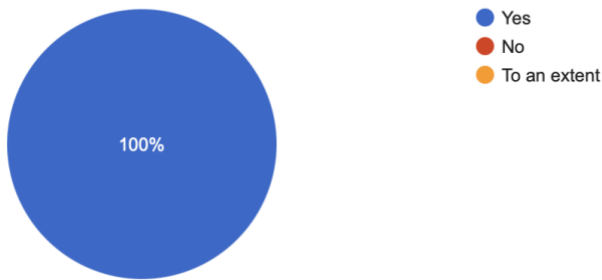
Did you enjoy the font colors selected?

20 responses



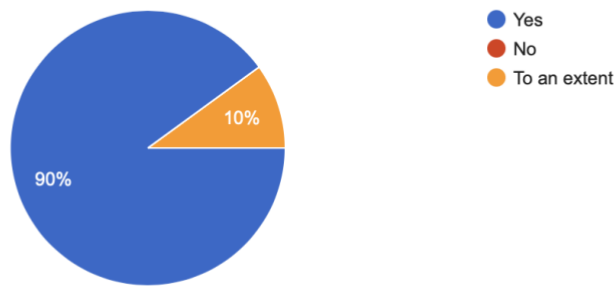
Was the Tutorials page's layout organized? meaning, did you have no difficulties distinguishing between parts of the webpage?

20 responses



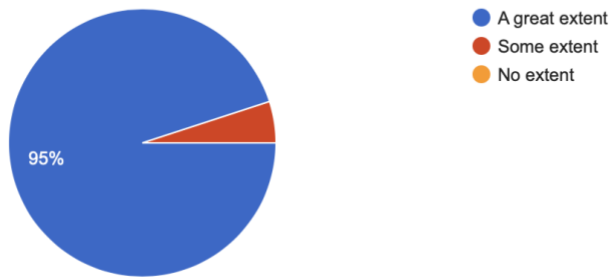
Was the Art History & Movements page's layout organized? meaning, did you have no difficulties distinguishing between parts of the webpage?

20 responses



After using the website, to what extent has your sense of belonging developed towards the local art community?

20 responses



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

20 responses

