

# LEARNING FROM A PROFESSIONAL WEBSITE TO BUILD YOUR OWN SITE

CCT360

Professor Ramtin L.

Tuesday, 2PM - 5PM

Date: October 16<sup>th</sup> 2018

Project #1

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# ASSIGNMENT INFORMATION

## Wikipedia Page

- Title: “Banksy”
- Link: <https://en.wikipedia.org/wiki/Banksy>

## Professional Page:

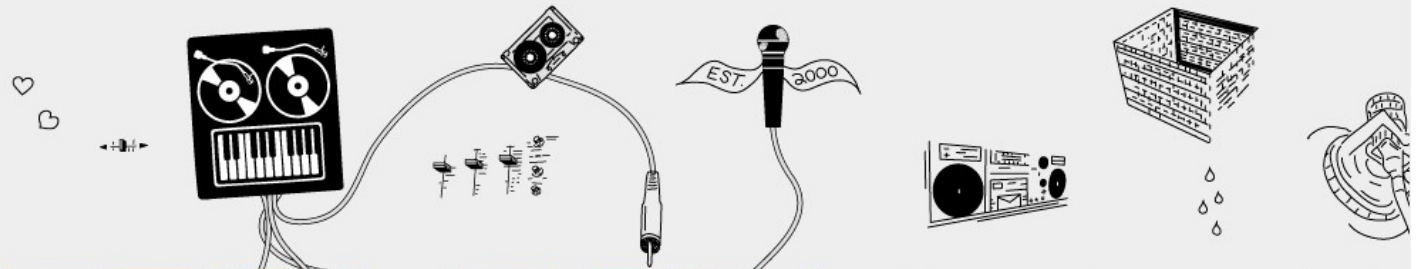
- Title: “UGSMAG”
- Link: <https://ugsmag.com/>

Screenshot of  
Professional Website  
(Homepage)

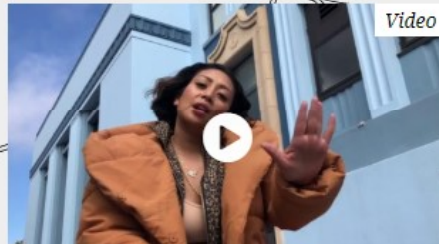
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# UGSMAG



Third Verse: Episode 34 –  
More Or Les



VIDEO: Rocky Rivera – “Best  
Shot”

First video off of Rocky Rivera's upcoming  
album 'Rocky's Revenge' - dropping  
October 16.

2 days ago by 319



VIDEO: New Fame –  
“Custom Made”

New video from New Fame, the duo of  
Adrienne Mack-Davis and Felecia Cruz.  
Track produced by Beebb of Jaunty  
Maniacs.

2 days ago by 319



VIDEO: hERON (Live Set on  
Radio Concuss)

Live set from hERON; the Seattle/San  
Antonio collaboration between Progeny of  
Chisme/Ghost Palace (MPC) and Rob  
Castro of Grayskul/Ghost Palace (bass).

2 days ago by 319





Screenshot of  
Professional Website  
(Inner page - Contact)

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# UGSMAG

## Contact Us

### Submissions

For digital submissions, send to [info@ugsmag.com](mailto:info@ugsmag.com) and please include links to embedded media whenever possible (i.e. youtube, vimeo, soundcloud, bandcamp, etc.).

### Third Verse: Episode 34 – More Or Les

We sat down with More or Les of the

# **RATIONALE OF CHOICE**

## **Wikipedia Page**

The idea of graffiti never fails to impress me, whether it is the elements or the textual components. Graffiti artists in particular are creative and innovative with bringing a different type of approach to the arts industry and being able to turn any public wall into an incredible art piece. Banksy, a well-known graffiti artist has established a standard of graffiti art and uses his platform effectively by sometimes creating an artwork that would essentially support a social or political movement. Banksy has also used several opportunities to raise various social issues such as anti-war. Besides the relevance of the topic, the Wikipedia page also fulfils all the requirements that the project outline asks for, such as approximately 1000 words.

## **Professional Page**

UGSMAG was chosen for this particular assignment because of the template. The background in the header is the highlight of the website and the idea aligns with graffiti and wall art. The website also offers space for mostly graphics and less text which is beneficial as Banksy has several artworks to present with a bit of written background on the artwork. The inner page of the UGSMAG that was integrated was “Contact”, because the information provided on Wikipedia needed more space and this page was the most relevant.

# PROCESS

## Brainstorm

Node-line tree diagram, wireframe, fonts, etc.

## Visual Studies

Process  
(Brainstorming)  
Fonts and header  
background

# BANKSY

Final Logo PNG file

## Fonts Suitable For UGSMAG Theme

UGSMAG	BANKSY
UGSMAG	BANKSY
UGSMAG	BANKSY
UGSMAG	BANKSY

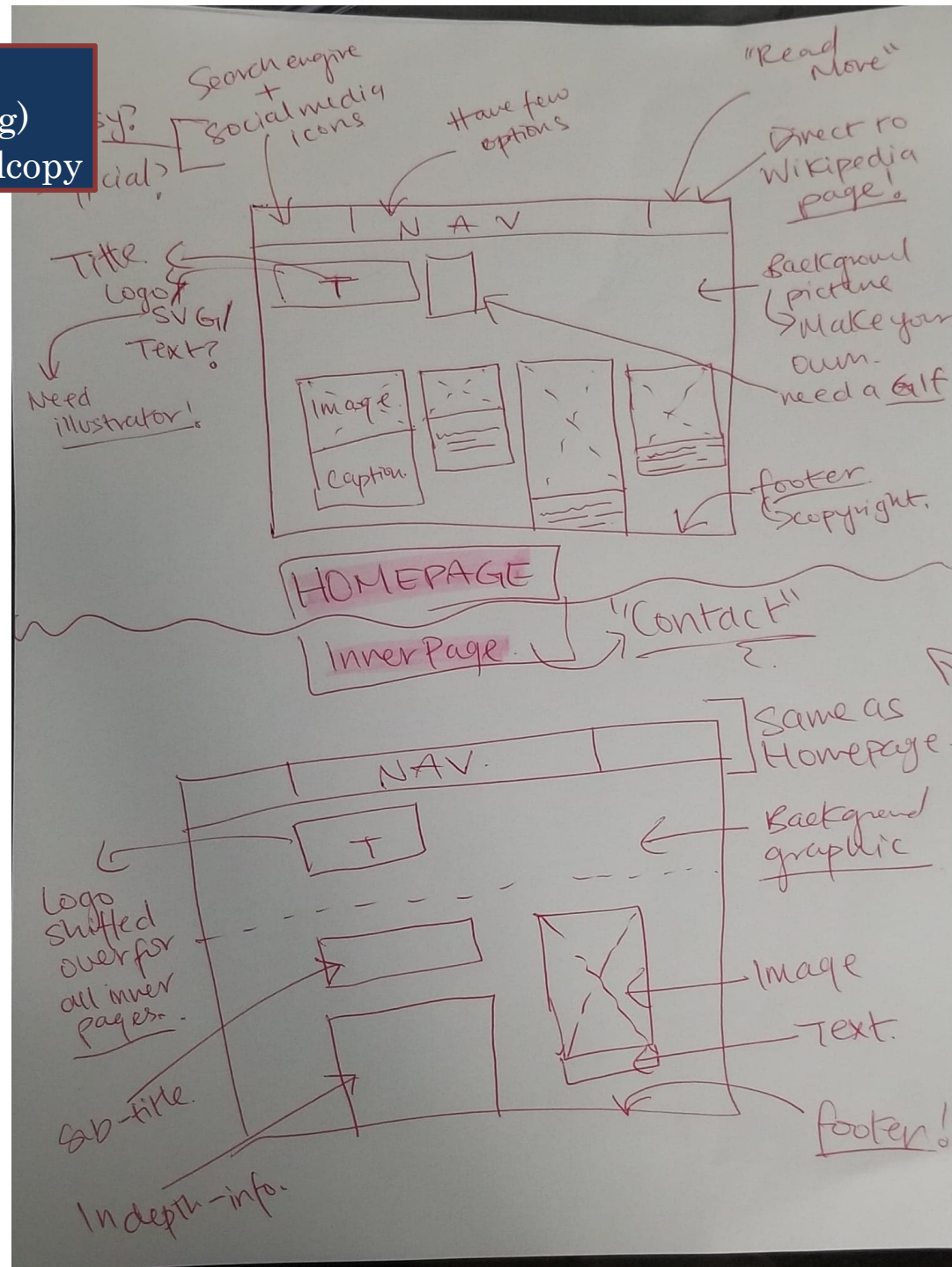


Compilation of online (PNG)images.

To create the header background for all of the HTML pages, around seven PNG, graffiti related files were downloaded from Google, which are saved in the 'images' folder.

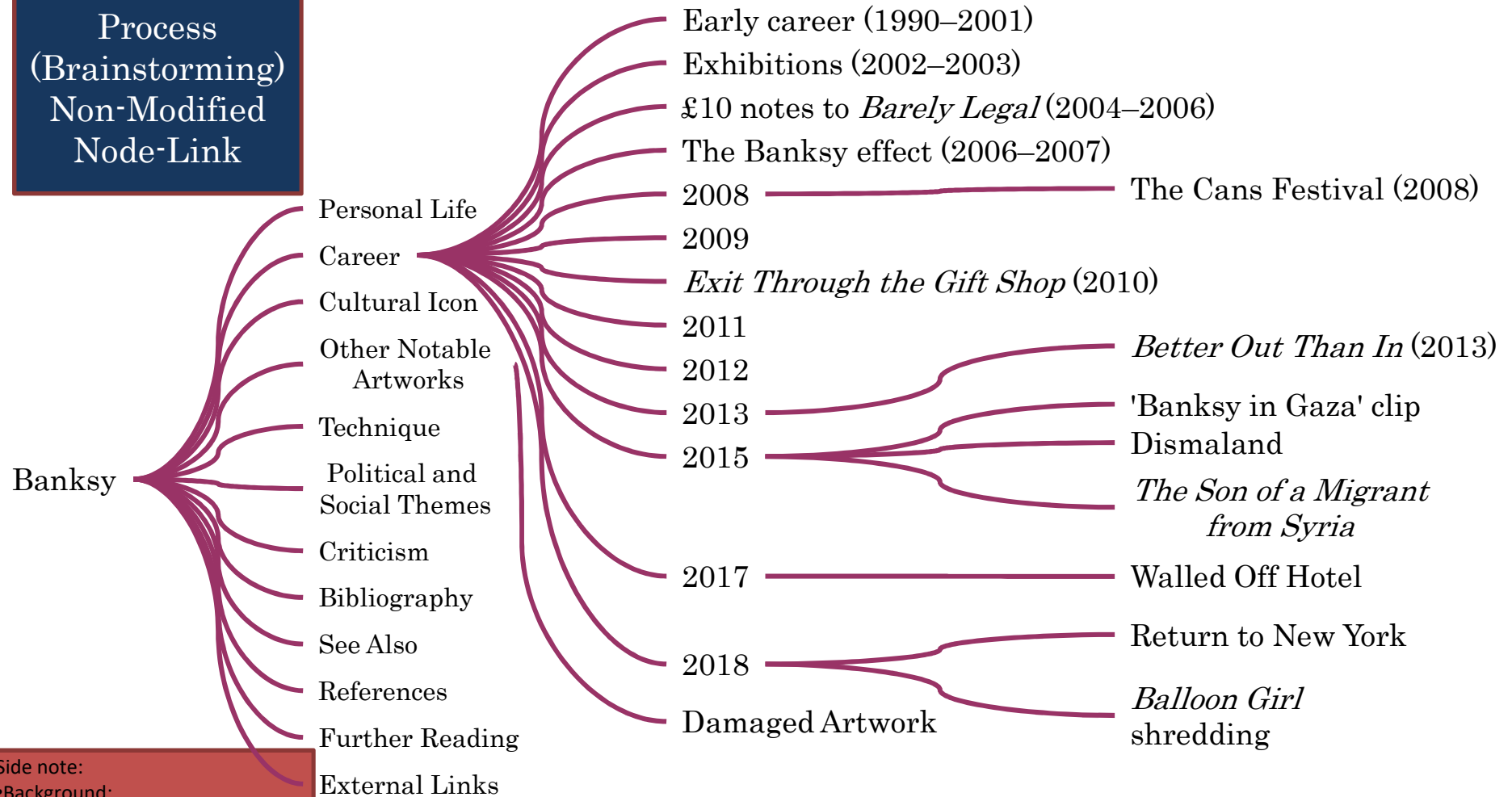


Process  
(Brainstorming)  
Wireframe - Hardcopy





Process  
(Brainstorming)  
Non-Modified  
Node-Link



Side note:

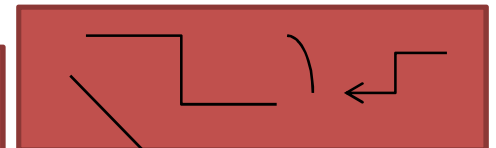
•Background:

- White: whiteboard effect but too bright. Maybe?
- Black: too bright

•Lines

- Curve or straight or w/ arrows?
  - Curvy: looks nicer for a node-link
- Colour?: black+white+ 1 colour- pink, hot pink0

Which one?



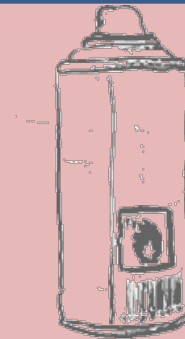
Process  
(Visual Studies)

Not sure?



Upload the screenshot?

Confirmed list of images



GIF file for the header



# **PERSONAS**

Two Distinct User Personas



# Amanda Tyler



**GENDER FEMALE**

**AGE 25**

**LOCATION LONDON, ENGLAND**

**OCCUPATION CURATOR ASSISTANT**

## MOTIVATION

AS A CURATOR ASSISTANT, AMANDA'S TASK IS TO GATHER AS MUCH STREET ARTWORK AS SHE CAN BECAUSE THE "LONDON STREET ARTS" EXHIBITION IS IN SIX MONTHS. HER BOSS, THE CURATOR OF THE "GALLERY OF LONDON" HAS ASSIGNED AMANDA THIS ROLE AND HAS GIVEN HER DEADLINES SO THAT THE EXHIBITION CAN BE CARRIED OUT SMOOTHLY.

## GOALS

- FIND TWO AUTHENTIC ARTWORKS BY A WELL-KNOWN STREET ARTIST
- ATTEMPT TO CONTACT THE ARTIST TO ATTEND THE EVENT
- HOPING TO RECEIVE THE ORIGINAL ARTWORKS BY THE END OF THE FOLLOWING MONTH

## FRUSTRATIONS

- PRESSURE FROM CURATOR AND SENIOR MANAGEMENT TO GATHER ARTWORKS ASAP
- BANKSY, BEING ANONYMOUS, MAY NOT SHOW UP

## ACCORDING TO AMANDA, MOST INTERESTING ARTIST:



Personas  
(Persona #2)

# Francis Fahim Freud



**GENDER** MALE

**AGE** 20

**LOCATION** YALE UNIVERSITY (USA)

**OCCUPATION** STUDENT

## MOTIVATION

RESEARCHING IF GRAFFITI IS CONSIDERED AS 'VANDALISM' OR 'ART'. HE NEEDS SECONDARY SOURCES TO SUPPORT HIS ARGUMENTS AND HE IS ON A TIME CRUNCH TO SUBMIT THE ASSIGNMENT. HE HAS OTHER COMMITMENTS TO COMPLETE, THEREFORE HE IS IN A RUSH TO ACCUMULATE ALL THE INFORMATION AND PRESENT THEM AS FACTS .

## GOALS

- FIND OTHER RELEVANT SOURCES, USE YALE UNIVERSITY DATABASE
- HE IS ALSO LOOKING INTO POLITICAL RELATED ISSUES IN RELATION TO GRAFFITI ART
- CURATE AND SEND EMAILS BY THE UPCOMING FRIDAY

## FRUSTRATIONS

- DIFFICULT TO CONTACT INTERNATIONAL ARTISTS
- BUSY SCHEDULE; SOCCER SCHEDULED FOR THE EVENINGS

ACCORDING TO FAHIM, MOST  
CREATIVE INTERNATIONAL ARTIST:

**BANKSY**



**A1ONE**



**MADC**



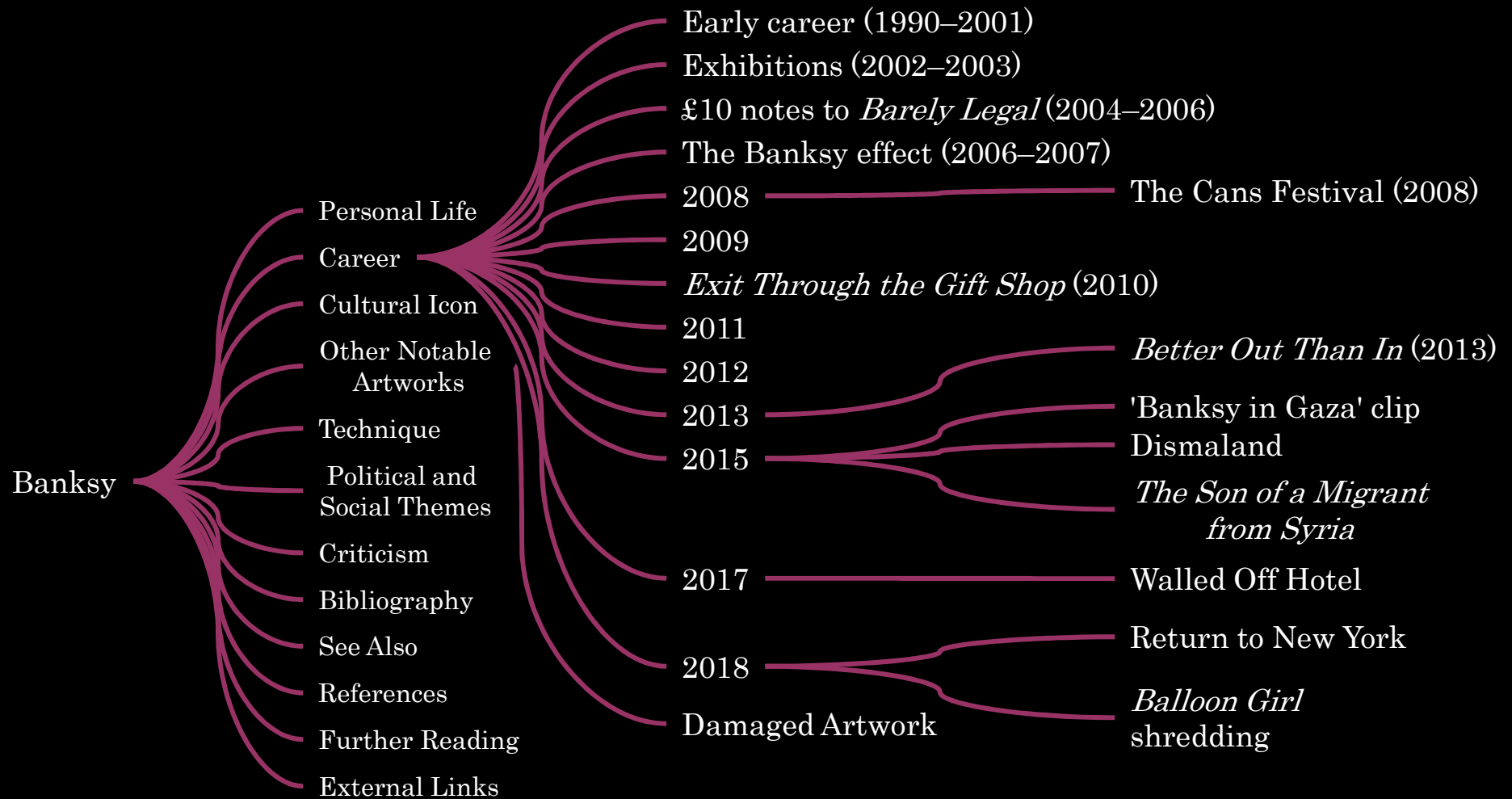
# **INFORMATION ARCHITECTURE NODE-LINK (TREE DIAGRAMS)**

Non – Modified Content  
&  
Modified Content



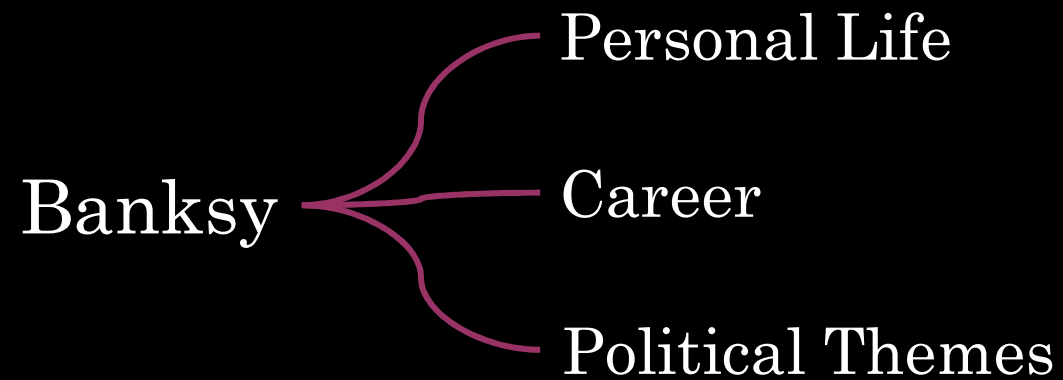
# NODE-LINK TREE DIAGRAM

## NON-MODIFIED CONTENT



# **NODE-LINK TREE DIAGRAM**

## **MODIFIED CONTENT**



# **WIREFRAMES**

Homepage  
&  
Inner Content Page



Search |

Navigation Bar

Title (Logo)

Background (Graphics)

Media

Media

Media

Media

Caption

Caption

Caption

Caption

Footer

Search |

Navigation Bar

Title (Logo)

Background (Graphics)

Sub-title

Content

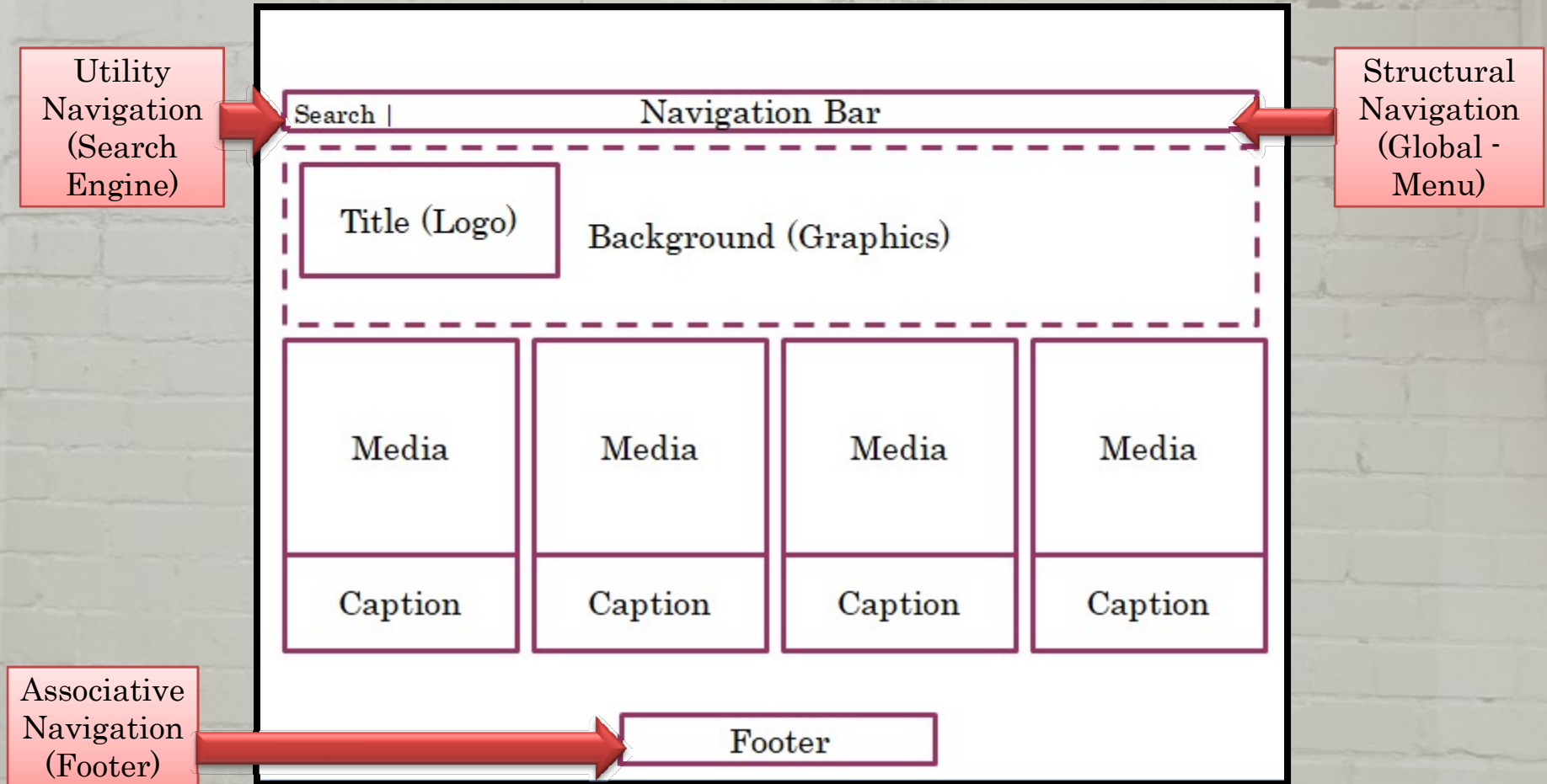
Media

Caption

Footer

# NAVIGATION

## (LABELS)





# PRINCIPLES OF USABILITY

## Wireframes

The wireframes respond to the personas effectively because the homepage and inner page provide a decent amount of information, specifically about the artwork that both Amanda and Fahim want to learn more about. The homepage illustrates a wide amount of artworks that Amanda can choose from, to display in the exhibition. On the other hand, Fahim is essentially looking at the political related artworks displayed in the navigation bar.

## Information Architecture: Node-links

The modified node-link of the Wikipedia page was purposely designed in such way that it can assist the users to find what they are looking for easily. Otherwise, the non-modified node-link consists of a lot of information that the user may get confused and may not want to invest more time to explore the site.

# REFERENCES

- 12 Grunge Spray X (PNG Transparent). (n.d.). Retrieved from <http://www.onlygfx.com/26-grunge-spray-paint-stroke-banner-png-transparent-svg/>
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- <https://ugsmag.com/>