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Web Design Basics
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Project 2 Proposal

For Project number 2 I plan on designing a portfolio website for my own work. Ultimately, I want the design of my website to correspond to the aesthetic of my paintings; to have the virtual space in which I display my canvases be evident of the same deliberation and idiosyncrasies I feel are found in my work.

I've selected two websites of artists whom I admire. I feel that they reconciled the issue of creating a site that deals with the pragmatic needs of being navigable, but also allows for the work to be reflected in it's design without superseding its utility as an artist's website and not as art itself.

<http://www.larrysultan.com/> is highly simplified site of the photographer, Larry Sultan. The picture takes precedence. The navigation bar is reduced to its simplest form, but rather than seeming negligible, its function is clear, especially in conjunction with the comparative largeness of the slideshow of single images which cycles through the entire body of the artist's work

<http://www.jonrubin.net/> is more extravagant in it's organization of the artist's work, which is a mixture of photographs and performance pieces. Here, the artist's name and navigation bar are horizontally aligned at the top of the page. Stills of the work are divided into three evenly spaced columns, each with their titles underneath in a small font. As the cursor hovers over the still, the image becomes slightly highlighted, indicating that the user will be redirected to another page offering more information.

I'm not sure if it's helpful to design my site for an intended audience, as my work isn't made specifically for any group in particular. Also, the layout of the two artists' websites I've chosen feel like they considered more the functionality of the site (without being bland) and let their work be what attracts the audience, than having the site's design itself be what the audience relates to.