My website was created with the thought of easy accessibility, simplicity and minimal complimentary colouring in mind. I aimed to create my website's general layout to be straightforward and focus less on wording and more on the artworks made by my chosen artist to be displayed. Including the simplicity of the navigation through pages.

When I initially started to build my website, I followed along with my previously designed wireframes. Beginning on the home page. My aim for the homepage was to display every possible route there is throughout the website and where they are to lead to. While also making it welcoming as a first page.

With this in mind, I added an artwork in the centre and a most recent category to the right hand of the page, while having the navigation and circular picture to the far left of the page keeping in line with the pictures. I did this by creating 3 main columns (this was used all through the pages), where I wanted the navigation and the circular picture to lie, the main picture in the centre and the most recent category off to the right. I then implemented CSS to align everything as I saw fit, as well as tweaking with the sizing of the pictures, the radius of the circular picture and any colouring that was to follow. When implementing the welcoming feel to the website I decided to add an each-day updated text message from the artist himself.

I then moved on to creating the rest of the pages in my website, including the about page which I decided to tackle first, as I thought it would be the easiest out of all the pages. I decided to go for a simple look, keeping with the theme of the website. I added a picture of the artist's official character and a paragraph to the right explaining a bit about the artist and who he is. There was consistency in all the pages as I needed the navigation to be situated the same for all the pages. When finalising the about page I realised that there was no way to navigate back to the home page from any other page, which is why I decided that I needed to have the circular picture that ties in with the navigation on each page, to always link back to the homepage when clicked on. I managed to do this by simply having the picture to link to the homepage and use that throughout the pages, thus improving the functionality of the website.

Moving on to the articles page, I wanted to create 3 categories which were displayed by 3 artworks and accompanying text above each one, for portraits, character studies and general artworks. When the pictures were to be clicked on, the user will be redirected to a dedicated page for each category, displaying all the artworks which fall in line with that category.

In means of doing this, I needed to create 3 additional pages that were linked to the three pictures. Which all consisted of the associated artworks with the category. I did this by downloading all the pictures I needed, moving them in the file for this website and linking each one to their individual pages.
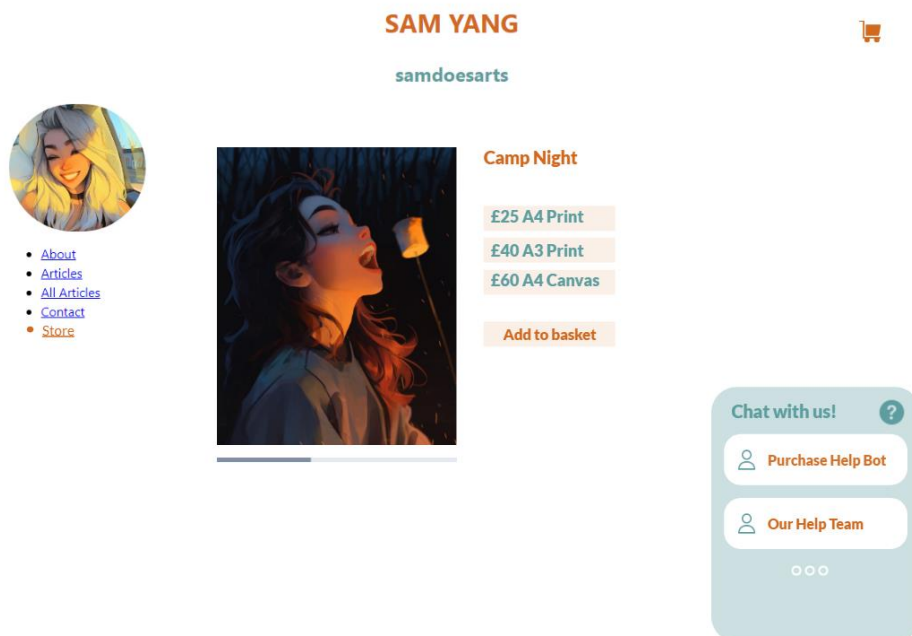
As for the all articles page, I decided that I didn't want to over complicate things, and chose to display all the artworks centred in a tile like pattern, with slight spacing from the right and left columns of the page. Having the rounded image linking to the homepage and navigation located above the artworks.

Finally, the contact page. Keeping with the theme and colour scheme of the website, I created first name, last name, topic, subject and email address fields with a message field in means of having a way for any viewers to contact the artist directly through the website.

Regarding any improvements on my website currently, I would say that the alignment of various sections throughout the pages need adjusting, as well as the contact page's sections could use further polishing. My difficulties during this process of creating my website consisted of alignment errors and making use of a piece of code I searched online which I experimented with, I found it made the process much simpler but I figured out further down the line that it was separating each asset I applied it to and ruining the general structure of my website.

In means of adding more dynamic and interactive content to my website, I believe that it could vastly benefit if it were to have elements of e-commerce and communication services implemented. Such as being able to purchase artworks through the website and being able to directly communicate any problems faced when purchasing through communication services.

E-commerce and communication services mockup example.

Anon. 2020. *Sam Yang (@samdoesarts) • Instagram photos and videos*. [online] Instagram.com. Available at: <https://www.instagram.com/samdoesarts/?hl=en> [Accessed 27 January 2023].

Anon. 2023. *Explore the Best Samdoesarts Art | DeviantArt*. [online] Deviantart.com. Available at: <https://www.deviantart.com/tag/samdoesarts> [Accessed 27 January 2023].