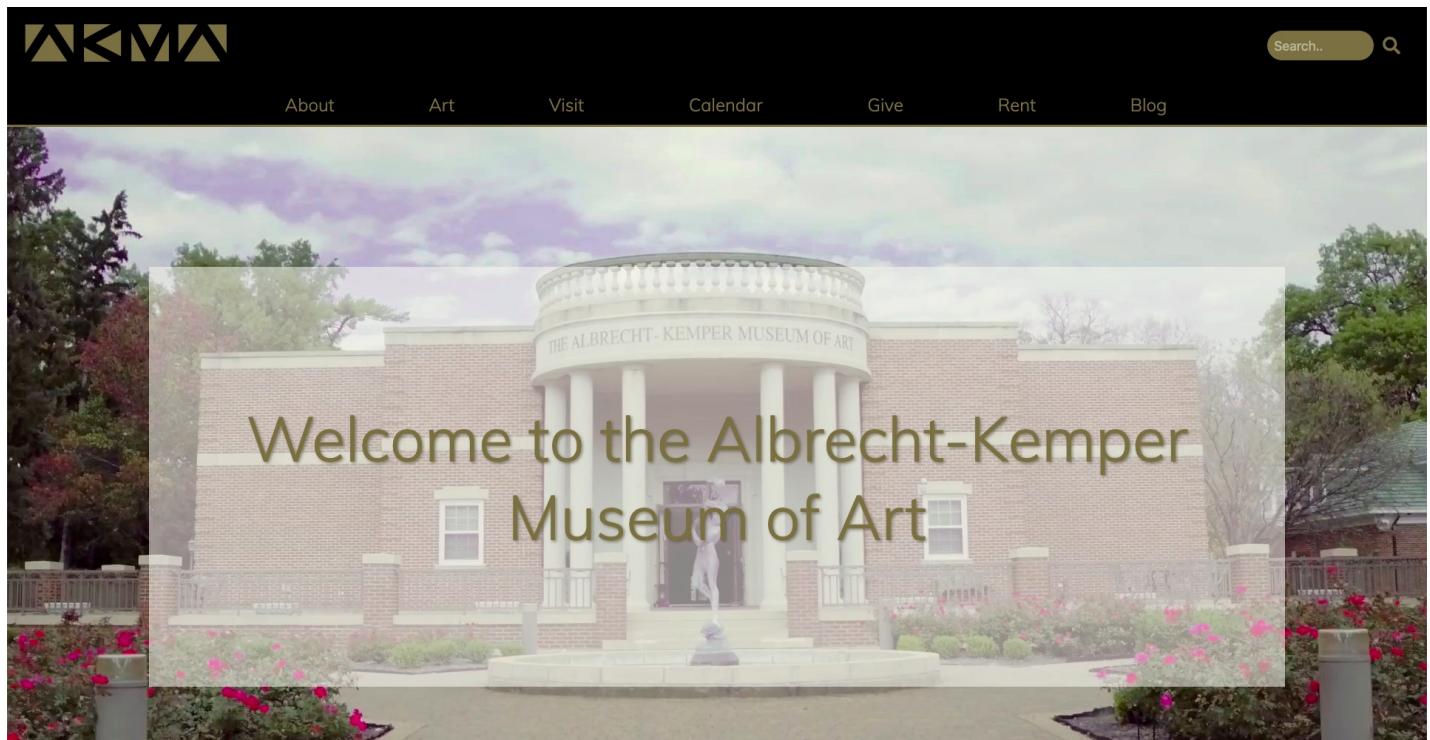


# Web 122 Final Project

Ray Martin

July 29, 2021

Albrecht-Kemper Museum of Art



# Website Audit

The Albrecht-Kemper Museum of Art (AKMA) is a cultural arts center in St. Joseph, MO specializing in 18th-21st century American Art. The website for the museum is found at <http://albrecht-kemper.org>. The goal of the site is to inform, educate, and promote the museum so that members of the community will be more likely to visit and potentially make a donation. Outside of regular viewing hours, there are many events held on campus which often raise money for an exhibit or the museum itself. People are able to rent spaces for their own events which is another potential stream of revenue for AKMA.

## Positives

There are a lot of positive attributes to this website. It has a consistent color scheme throughout the site with a classic black and gold theme. The content areas of many pages have a white background that pairs nicely with this theme. The text is not too black, but rather a dark gray providing excellent contrast. Beautiful photography helps tell a visual story of what the grounds and building look like as well as offer images of a great deal of art one can see at the museum. There is a well balanced amount of content which gives enough information to a viewer, but does not overwhelm or distract from the purpose of each page. In regards to the markup and design, the site looks great on a mobile device. It appears to have a slight mobile-first approach and the navigation is very simple which helps a user find what they are looking for without the paralysis of choice with too many options.

## Challenges

One of the biggest potential challenges for a user who visits AKMA's site is that while the pages load nicely on a mobile size viewport, it isn't really an effective site when it comes to responsive design on larger screens. Most notably is the navigation which is the same on any size screen and has a hamburger icon in the header section. The navigation dropdown consumes the entire screen which is somewhat traditional on a mobile size screen, but it's awkward on larger sizes. Another responsive opportunity is with content areas. There is a breakpoint that changes content and the footer from a stacked mobile layout to something wider, but in the content areas there is a sidebar to the right with social media icons. The main content really doesn't fill the screen and appears small on larger viewports. The social media icons are in the footer and it's redundant to have them in the content area of the page. Having the social media icons in a sidebar is a distraction to the purpose of each page.

Because the content doesn't respond to larger viewports the image gallery pages are not balanced on the page and they appear too small. When a user selects an image in a gallery information pops up full screen, but it can be easy to forget which image the information is related to. When pages load, there is an animation that appears that is attractive, but unnecessary. It would be better for the page to load quickly than to have the animation. There are a couple of donate buttons that are outdated PayPal buttons which do not match the overall color scheme of the site. Some pages have long lists of donors or news stories and because of the lack of responsiveness they are not very attractive. It is likely important to list donors to the museum, but there is likely a better way to display them.

The footer has a few design opportunities. The email address is not a mailto link. It and the copyright information are white text which also don't match the scheme. While the footer is the most responsive section of this website, there are redundant items that could be removed which would make it less cluttered. There are navigation links which are especially redundant when the navigation is sticky and always available at the top of the screen.

The home page itself should be a first impression of the organization and the intention is there with a landing page design that attempts to be a walking tour from the outside into the galleries on larger screens and then static images on mobile size screens. The images however are not very high resolution and appear grainy. The navigation itself doesn't work well on tablets and even on a desktop behave clumsily. The static images on mobile screens work better.

There is some confusion in the page titles with the content that is on their pages. There's a calendar page which lists upcoming events in a list, then a News page which is really a blog with posts about things going on at the museum. On the About page there is a section titled "News" that has links by month of external sources that had news or public relations stores about AKMA. It would be confusing for a user to know where to find certain things.

Lastly, content pages utilize breadcrumbs to help the user know where they are, but this isn't necessary on a site that is so basic in its navigation.

## **Navigation Structure**

The navigation of this site is very simple and a positive trait. It's unfortunate that it isn't responsive because it would look nice as a simple flexbox stretched across the header. There are seven main categories with no direct sub-categories. There are no need for elaborate dropdowns. Because the navigation is so simple, it may not be necessary for the header/navigation area to be sticky when scrolling down the page, especially because it costs the design screen real-estate. Perhaps if the header was more narrow it would be more attractive and less of a distraction.

## **Branding and Coherent Design**

Overall the consistent black and gold color scheme along with excellent images make the branding of the site one of its best qualities. The AKMA logo appears in the header. There is a good use of contrast in the content areas with the white background and dark gray fonts.

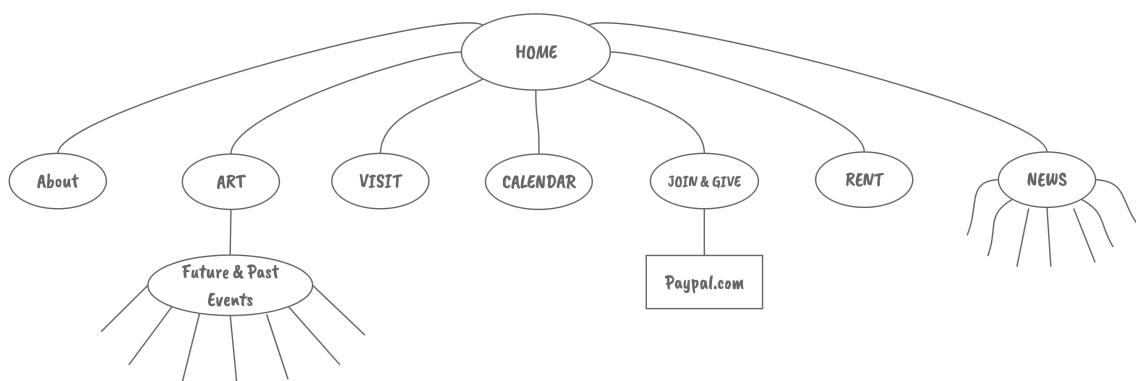
## **Responsive Design**

While there is an early breakpoint in the design of this website, it is not a true responsive design. The footer is the best example of responding to different viewport sizes as the columns stack on a mobile screen and then spread out on larger screens. The navigation is mobile only rather than mobile first. It does not change on larger viewports and the content pages only have a sidebar of the social media icons that moves from the bottom of the content on mobile to the right side. As wider monitors and displays emerge, this layout does not take advantage of the available space.

## Relative Content and Graphics

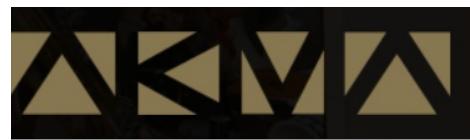
AKMA's content is very good. They have a nice logo and consistent color scheme. The images on this site are good with the exception of the home page. The home page itself could have more relevant content like upcoming events or a current exhibit rather than the walk through landing page. It doesn't offer much value and requires a user to at minimum navigate to a different page to find what they came to the site to do. Again, the art gallery images would benefit from being larger on non-mobile viewports and having their content on the same screen as the image if that's a popup or simply a larger, more basic gallery.

AKMA Sitemap



# Interface Inventory

## Graphic UI Elements



NAVIGATION

- Home
- About AKMA
- Visit
- Art
- Things to Do
- Join and Give
- News

AKMA ON SOCIAL MEDIA

THE ALBRECHT-KEMPER MUSEUM

2818 Frederick Avenue  
Saint Joseph, Missouri 64506  
Phone: (816) 233-7003  
Fax: (816) 233-3413  
Toll Free: 1-888-254-2787  
Email: [frontdesk@albrecht-kemper.org](mailto:frontdesk@albrecht-kemper.org)

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[VIEW FUTURE AND PAST EXHIBITIONS](#)

[View Calendar of Events](#)

[Donate](#)

AKMA

ABOUT AKMA

ART

VISIT

CALENDAR

JOIN AND GIVE

RENT THE MUSEUM

MUSEUM HOURS AND ADMISSIONS

NEWS

ADDRESS

2818 Frederick Ave  
St. Joseph, MO 64506

# Content & Images

## MUSEUM HOURS AND ADMISSIONS

### CURRENT EXHIBITIONS



#### A GROWING COLLECTION: THE PAST 10 YEARS

This exhibition showcases artworks that the museum has accessioned within the past ten years. Works were carefully chosen to represent the diversity of the permanent collection and the artists that have created this body of artwork. While some of these... [View More](#)



#### PEREGRINE HONIG: JUNE 20 – SEPTEMBER 12, 2021

"It can be about anything. Birth, death, war..." – Peregrine Honig Kansas City-based artist, Peregrine Honig, has her first solo museum exhibition at the Albrecht-Kemper Museum of Art. Honig has participated in over 17 group exhibitions and her work is... [View More](#)



Outdoor space



Terrace Dining room



Terrace Dining room



Terrace Dining room



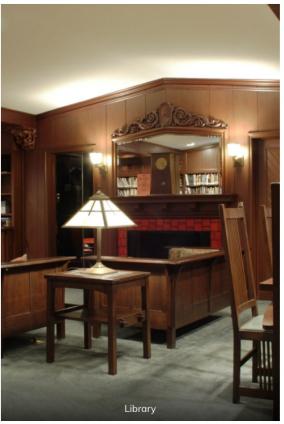
Table Setting



Waterfall



Bridal Suite



Library

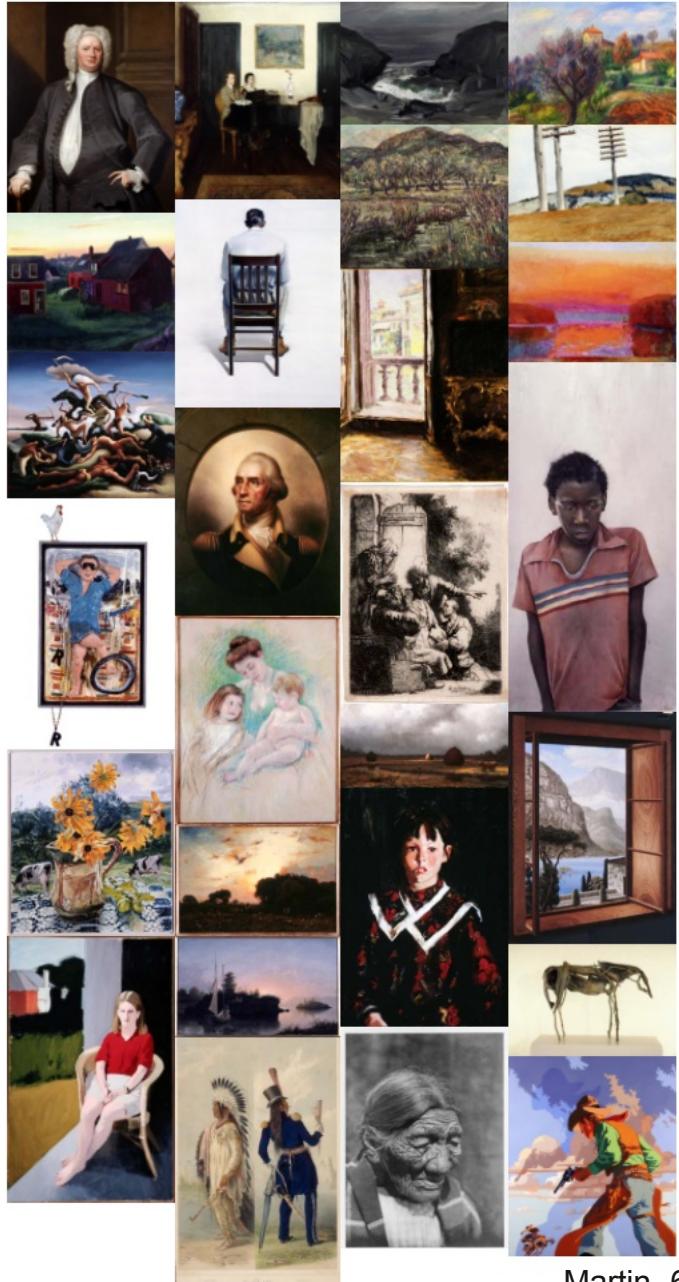
Bridal suite photo courtesy of Megan Hoppe Photography

### PAST EXHIBITIONS



#### 5TH ANNUAL NATIONAL UNDERGRADUATE JURIED EXHIBITION

For the past four years, the AKMA has welcomed the National Undergraduate Juried Exhibition. After a record-setting number of entries, currently-enrolled undergraduate students from across the United States were selected by a jury of MWSU and AKMA experts to be... [View More](#)



# Design Brief

## Objectives

In order for visitors to albrecht-kemper.org to have an optimal experience and for AKMA to be able to effectively inform, educate and promote events at their cultural arts center there are design modifications that should be addressed and improved. The biggest overall challenge that will make the most dramatic improvement will be responsive design. Although the current site has one breakpoint, the content doesn't adapt to larger viewports. Image galleries on the current site need some attention. This is an art museum, but the image galleries are not very attractive on larger screens. Fast page loading is very important to the user experience especially on mobile devices and the current site has an animated window that appears while each page is loading and that could cause a user to lose interest and bounce away from the site. The overall color scheme is well done, but there are a couple inconsistencies with text color and buttons that should be corrected. Finally, a better quality home page will improve the first impression that visitors experience when arriving on the website.

## Proposed Changes

In order to overcome the challenges noted in the objectives the following modifications are suggested:

- 1.A mobile first approach to the design with breakpoints for tablets and full screen monitors will make better use of the different size screens users may be using when visiting the site.
- 2.The navigation will also become responsive with a hamburger menu as it has currently for smaller screens then a simple traditional menu of links across the header. The sticky header will be changed to a traditional format in order to allow more use of the full height of a viewport.
- 3.Content areas will more effectively use the full width of a larger screen with responsive layout changes and the awkward sidebar with redundant social media icons and breadcrumbs will be omitted.
- 4.Image galleries will be reformatted with flexboxes to better respond to screen size.
- 5.Page loading speed will be increased with the use of lazy loading images.
- 6.Button links will be more consistent.
- 7.Multiple column sections will be created for lengthy lists such as donors and events to more effectively take advantage of larger screen sizes.
- 8.A responsive design will improve the layout of the footer and text will be consistently all gold. Redundant navigation will be omitted.
- 9.A search bar will be created to help find specific topics on the site.
- 10.The home page will be redesigned with quality images from the museum, but without the scrolling tour on larger screens.

# Content & Structural Modifications

Overall the content of the website will remain the same. There is some confusion when looking for news and events at AKMA. The news page is more of a blog style page with posts about events occurring at the museum. However, the About AKMA page contains links to external news and public relations stories. It is recommended that the current News page be changed to “Upcoming Events” or consolidated into the Calendar page and there be a News page created for the links to external stories.

## Page Templates

The following pages will be redesigned as examples for the site moving forward:

- 1.Home
- 2.About AKMA
- 3.Art
- 4.Blog Post Gallery
- 5.Blog Post

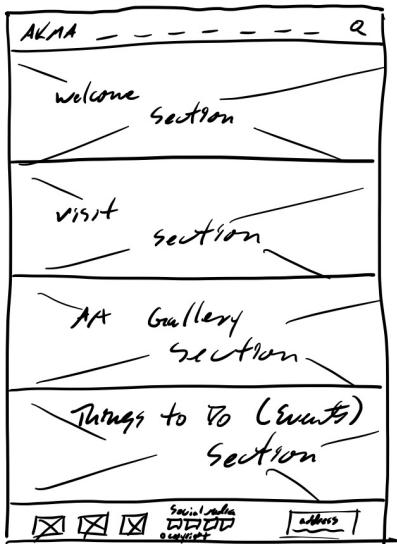
## Style Tiles

This style tile displays the visual identity for the AKMA website's home page. It features a dark header bar with the AKMA logo, a search bar, and navigation links for About, Art, Visit, Calendar, Give, Rent, and Blog. Below the header is a large image of an artwork by Paul Pletka titled "A Growing Collection: the Past 10 Years". To the right of the image is a text block detailing the exhibition, followed by a color palette section. The color palette includes three swatches labeled Gold, Black, and Cream, each accompanied by a small square sample. At the bottom left is a "Font: Mulish" note, and at the bottom right is a "Button Example" button.

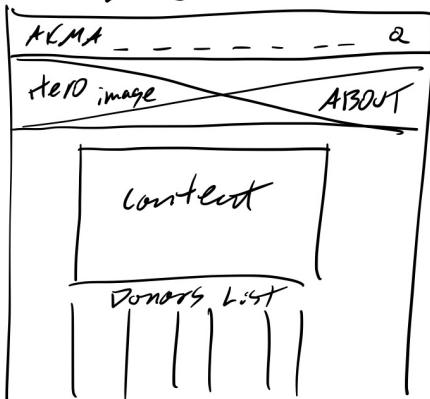
This style tile displays the visual identity for the AKMA website's calendar page. It follows a similar header structure with the AKMA logo, search bar, and navigation links. The main content area features a grid of event cards. Each card includes a thumbnail image, the event title (e.g., "Peregrine Horng June 20-September 12, 2021"), a brief description, and a "Read More" link. To the right of the event grid is a color palette section. The color palette includes three swatches labeled Gold, Black, and Cream, each accompanied by a small square sample. At the bottom left is a "THE ALBRECHT-KEMPER MUSEUM" footer with logos for St. Joseph Missouri, Missouri Arts Council, and National Endowment for the Arts. At the bottom right is a "AKMA ON SOCIAL MEDIA" footer with links to social media platforms.

# Concept Sketches

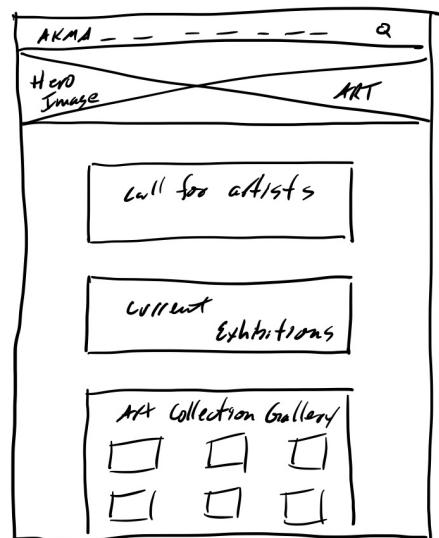
## Home



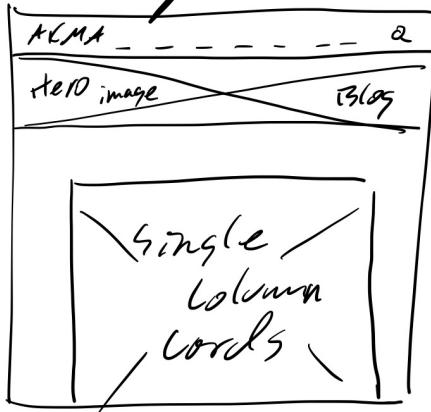
## About



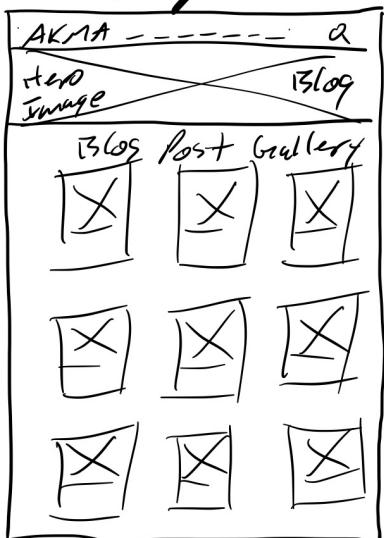
## Art



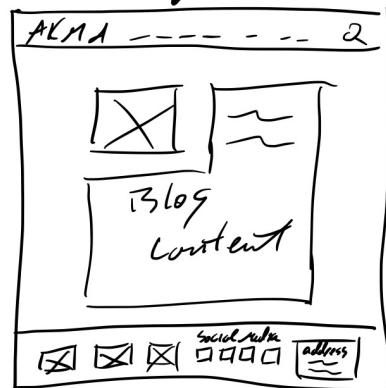
## Blog Mobile



## Blog



## Blog Post

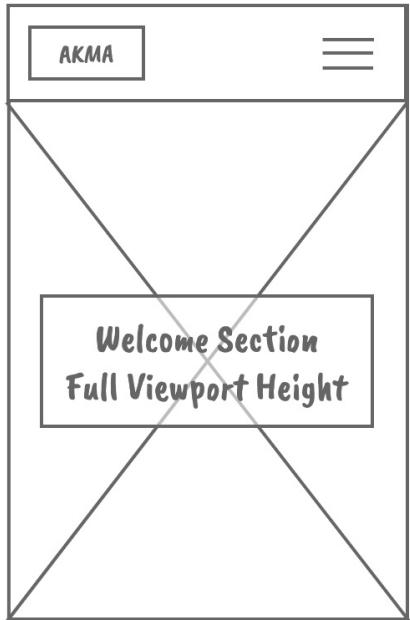


## Art Mobile

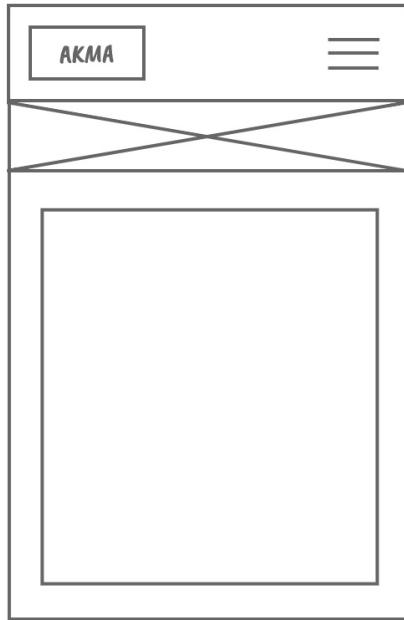


## Wireframes - Mobile

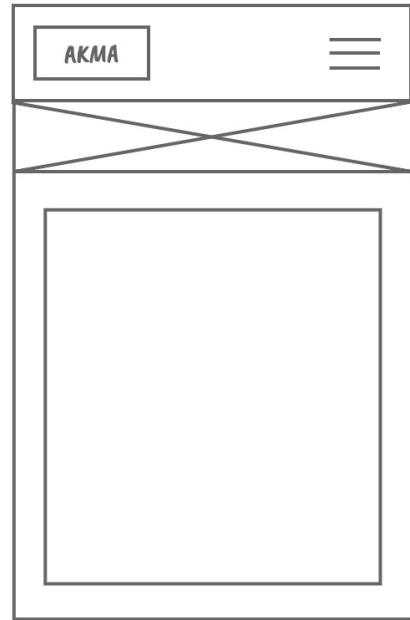
Home



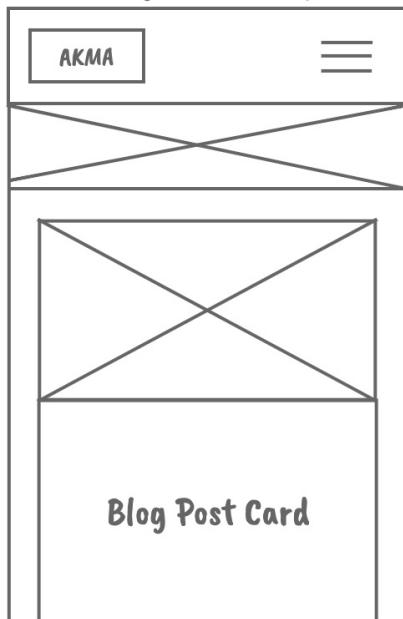
About AKMA



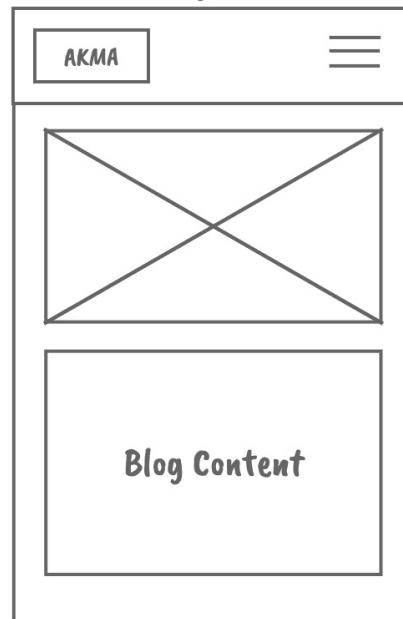
Art



Blog Post Gallery

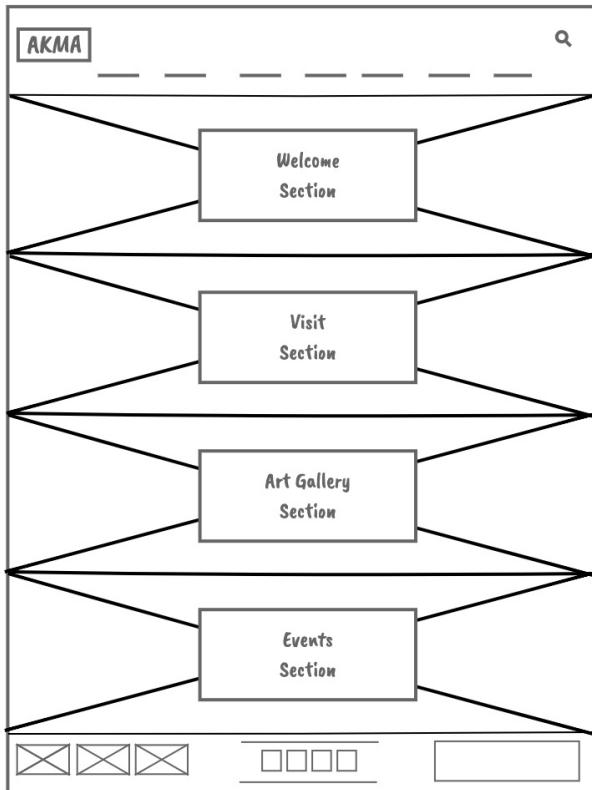


Blog Post

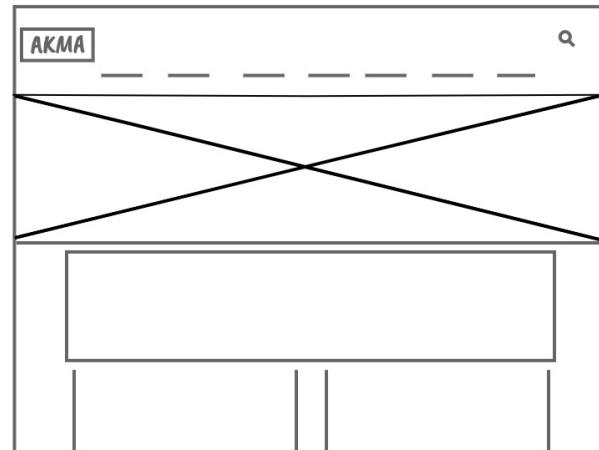


# Wireframes - Tablet

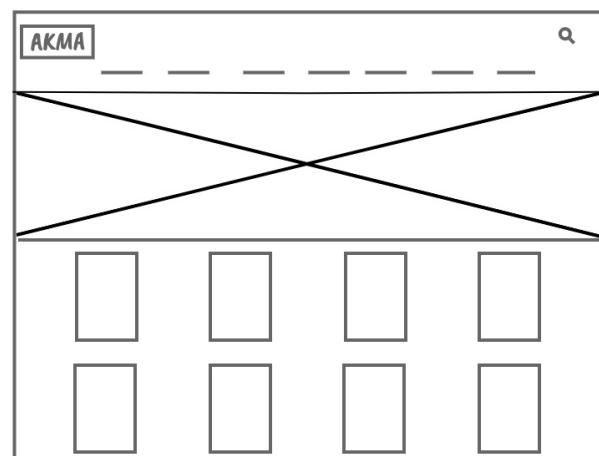
Home



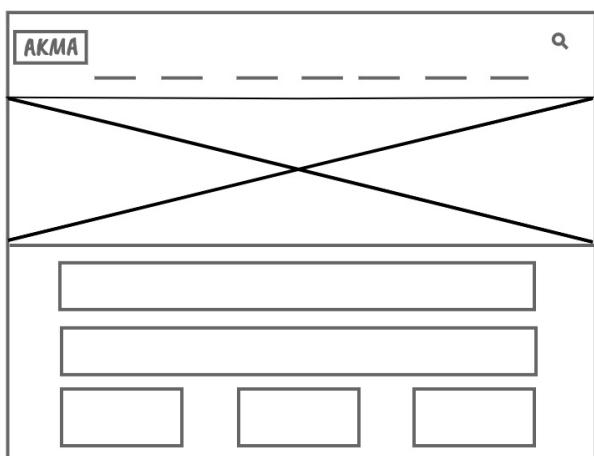
About AKMA



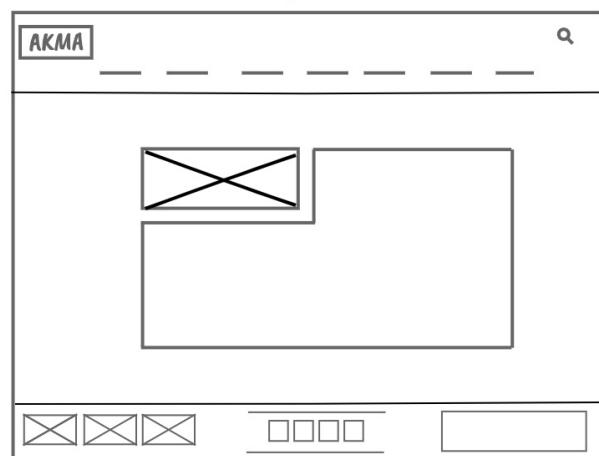
Blog Post Gallery



Art

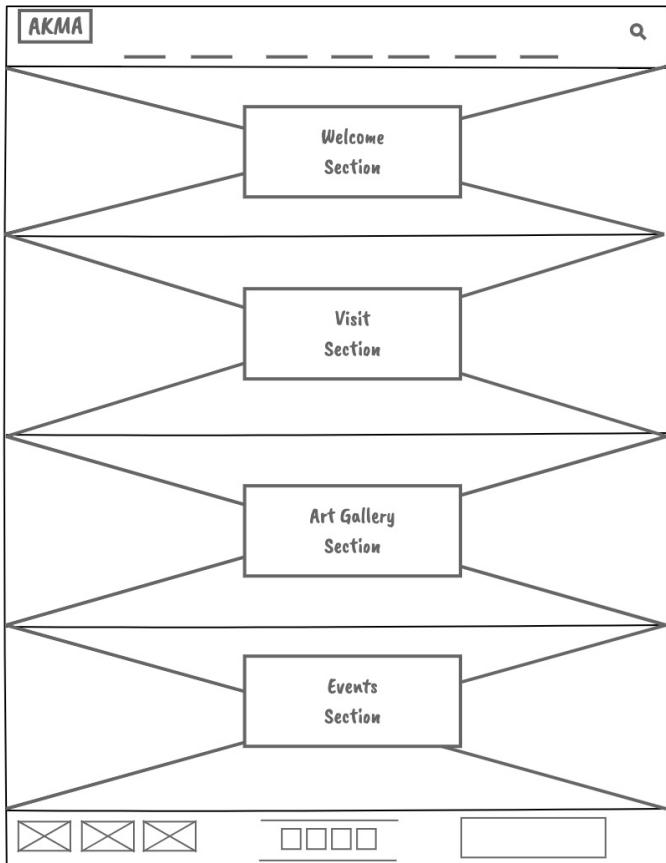


Blog Post

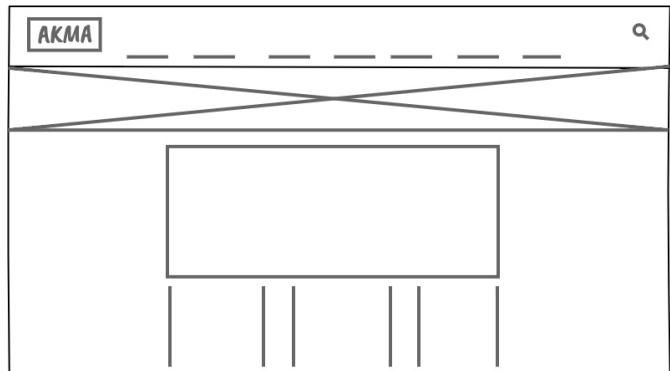


# Wireframes - Desktop

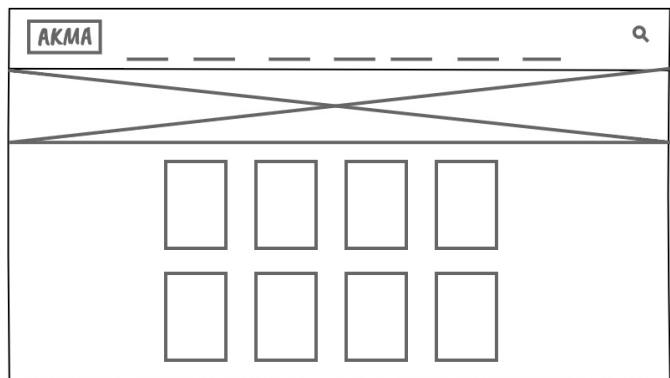
Home



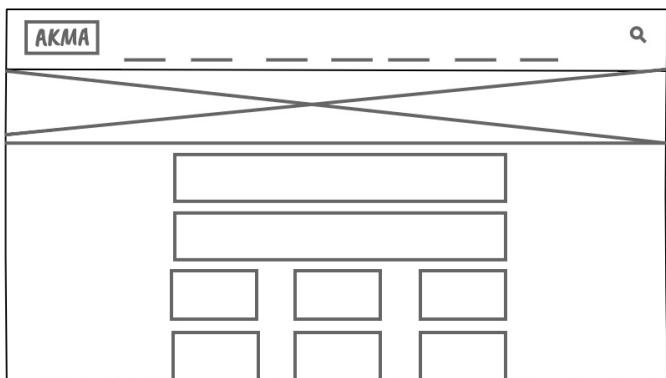
About AKMA



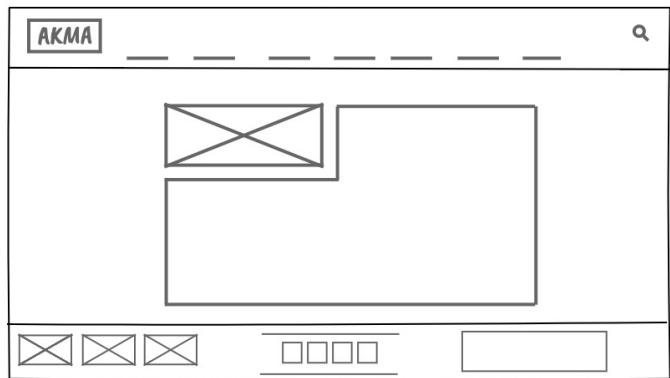
Blog Post Gallery



Art



Blog Post



# Style Guide

## Colors



Gold  
#87774f  
RGB(135, 119, 79)  
HSLA(43, 26%, 42%, 1)



Black  
#000  
RGB(0, 0, 0)  
HSLA(0, 0%, 0%, 1)



Cream  
#f6f4ef  
RGB(246, 244, 239)  
HSLA(43, 26%, 95%, 1)

## Typography

Font: Mulish (Updated version of original font, Muli)

Paragraph Color: #222 Charcoal

Heading Color: AKMA Gold #87774f in all caps

## Link Styles

Font: Mulish

Link Color: AKMA Gold #87774f with no decoration

Link will get lighter when hovered over on cream backgrounds and darken on black backgrounds.

## ABOUT

The Albrecht-Kemper serves as a cultural arts center for Northwest Missouri. The Albrecht-Kemper Museum of Art has one of the finest collections of 18th- through 21st-century American art in the Midwest region.

## Navigation

The mobile Header will feature a black background with a gold bottom border as original site and a hamburger menu which will dropdown to reveal the links. On larger viewports the links will appear in the header and stretch across the screen in a flexbox.

# Search Components

The header will contain a magnifying glass icon for searching when clicked will open a search dialogue on larger viewports. The search icon will not be available on mobile devices.

## Buttons

There will be one button style which will work on either dark or light backgrounds with a gold background and cream text. The button will get lighter when hovered similarly to links on light backgrounds or darken on black backgrounds.

Button Example

## Icons

Icons will be gold like links and buttons. They will lighten when hovered on a cream background or darken on a black background.

FOLLOW US



## Graphic Styles

Other graphics will utilize our color scheme when applicable such as the logos in the footer will remain gold. Images or content areas may have a black or gold border when needed to offset from the other content on the page. Using a cream color background related to the brand gold in content areas rather than white will be a slightly lower contrast ration with charcoal text and be easier on the eyes of the online user.



## **Mockups**

Interactive draft designs of the final site may be viewed with the following links:

- [1.Mobile](#)
- [2.Tablet](#)
- [3.Desktop](#)

## **Final 5 Web Pages**

The final redesigned web pages can be found at <http://rmarti98.web.csit.jccc.edu/web122/final/home.html>. A couple of notes regarding the project:

1. There are navigation links beyond the 5 redesigned pages, but they intentionally don't link to any pages since they were not designed.
2. The code required to generate search results is beyond the scope of this project, so it has been designed, but is not generating search results.