

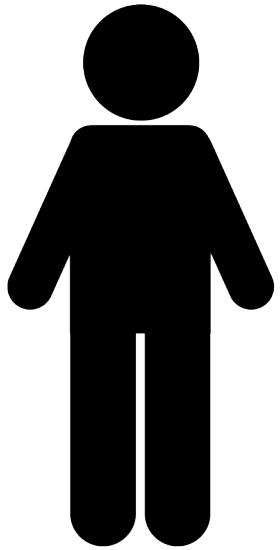
# TIME TO SURF

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WEBSITE DESIGN  
SOPHIA CONDON 5.1

# WEBSITE IDEA GENERATION & PURPOSE

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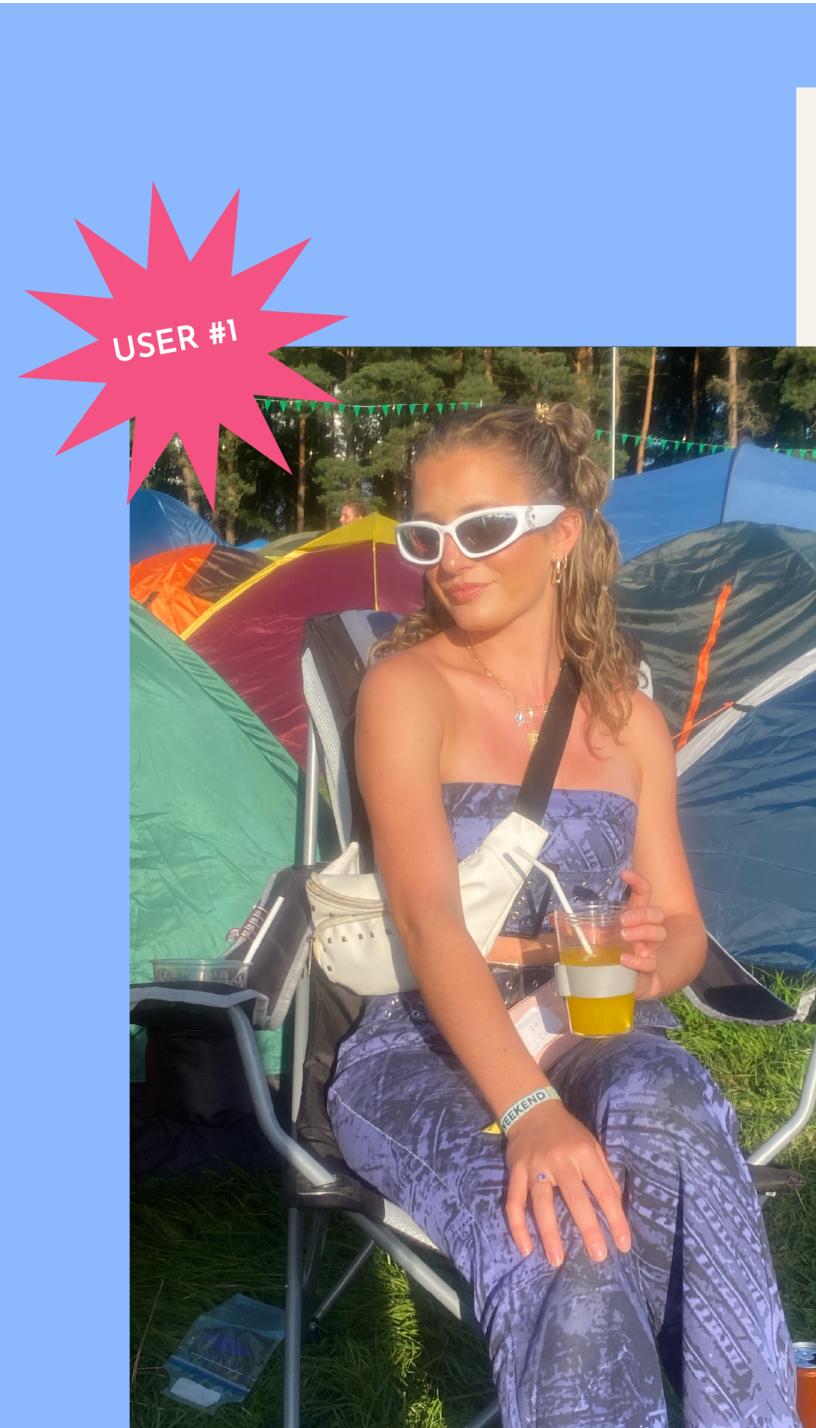


I propose a platform for graphic designers and individuals with a passion for art to discover design icons.

For example Famous Designers such as Paula Scher, will have a page with pictures and text, which will be a curation of her work. An archive of designs by popular, well known and up and coming designers.

It will be an outlet to inspire and educate artists and individuals globally.

# USER PERSONAS



**Name: Chloe**



**Demographic:**

- 21 Years Old
- 3rd Year Graphic design Student
- Two year relationship

**Interests:**

- Gym, Socialising, Reading, Music

**Future Goals:**

- Work in a design studio in London. Do more Passion Projects

**Frustrations:**

- Struggles to find female graphic designers for inspiration.

UX PERSONA

# USER PERSONAS



**Name:** Richard



**Demographic:**

- 64 Years Old
- Full time business manager
- Married with two children

**Interests:**

- Family, Golfing, Music, Outdoors

**Future Goals:**

- Spend more time with family, see his two daughters happy.

**Frustrations:**

- Struggles to understand what his daughter is studying in college.

UX PERSONA

# USER PERSONAS



**Name:** Allen

**Demographic:**

- 16 Years Old
- Secondary Student
- Single

**Interests:**

- Drawing, Festivals, Travel, Film

**Future Goals:**

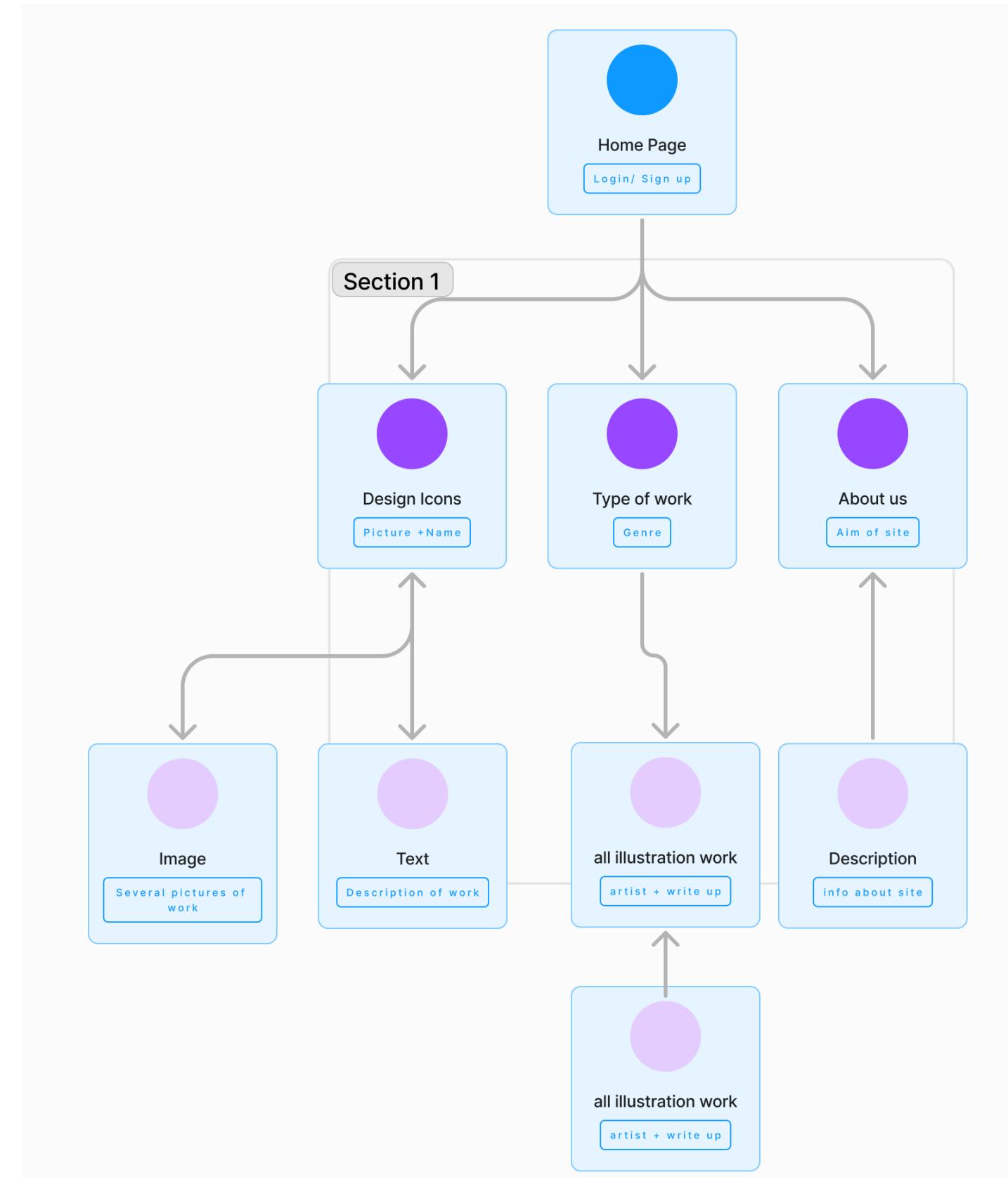
- Get into college, take photography more seriously.

**Frustrations:**

- Struggles to decide what to study in college.

UX PERSONA

# SITE MAP



# STYLE GUIDE

## Style Guide

Featuring minimal colour, San serif bold text, theme created is a mix of brutalist, Swiss and minimalistic.

The style guide page includes the following elements:

- Color Swatches:** A row of four colored squares with their hex codes: #000000, #ffffff, #0000ff, and #0000ff.
- Icons:** Two simple black stick figures.
- Text Examples:** A box showing text in Neue Haas Grotesk Display Pro Extra Light, including "AABBCC", lowercase letters, numbers, and punctuation.
- Text Examples (continued):** A box showing text in Neue Haas Grotesk Display Pro Black, including "AABBCC", lowercase letters, numbers, and punctuation.
- Text Block:** A box containing "Off Set Text" followed by a long string of random characters: "hjhaskjhdkaejshflkaejflkjadh-flkjhaelkfjhdelkfylekhgflenwhjgffle-jwhbjsnclsabckjbskjfbekqkjbkejqbfkeqjbf".
- Layout Diagram:** A diagram titled "Scattered Square Layout For Images" showing a black frame with several white square boxes of varying sizes scattered within it.
- Large Text:** The words "DESIGN" and "CABINET" in large, bold, black capital letters.
- Number:** A red circle containing the number "1." with two arrows pointing upwards towards it.

# IPO CHART

The screenshot shows a Microsoft Excel spreadsheet titled "IPO CHART WebDesign". The ribbon menu is visible at the top, showing tabs like Home, Insert, Share, etc. The main content is a table with three columns: A (Input), B (Process), and C (Output). The rows represent user interactions with the website.

A	B	C
Input	Process	Output
1) User enters correct Login details	Validation of user input	Account made, brings user to 'gallery' page
2) User enters incorrect Login details	Rejection of user input	Account access denied, user has to re enter details
3) User clicks an image from the 'gallery'	Art work is loading	User sees an image of the artist along with text
4) User clicks an art work on the right	Art Work is loading	User sees artwork blown up with text
5) User clicks another art work from right of artist page	Art work is loading	User sees artwork blown up with text
6) User clicks 'Gallery' at top right of nav bar	Page changes	User is back at 'gallery' page
7) User clicks an image from the 'gallery'	Art work is loading	User sees an image of the artist along with text
8) User clicks 'About'	About' page loads	User Learns about creators of website, contact info, location and concept of website.

# LOW FIDELITY WIRE FRAME

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Image	Image	Image	Image	Image	Image	Image	Image
<p><b>Home Page</b> <i>Featuring Login/ Sign up, Name of the website moved to top left.</i></p>		<p>Sign Up Login</p> <p>Blank Space</p>				<p>Name Of Website</p>	

# LOW FIDELITY WIRE FRAME

Name Of Website			About	Gallery	Home
Gallery Page <i>Featuring various art work, named and numbered.</i>	No. Artist Name.	Image	Image	No.	Artist Name.
	No.	Artist Name.		No.	
Image	No. Artist Name.	Image	Image	No.	Artist Name.
	No.	Image		No.	
	No.	Image	Image	No.	Artist Name.

# LOW FIDELITY WIRE FRAME

Name Of Website		About	Gallery	Home
<p><i>Artist Page</i> <i>Detailed spread</i> <i>on artist after</i> <i>clicking on an</i> <i>image from</i> <i>previous page.</i> <i>Image of artist</i> <i>with write up. On</i> <i>the left more of</i> <i>their art work.</i></p>	Artist Image	About Artist		No.
			Image	Artist Name.
			Image	No.
				Artist Name.

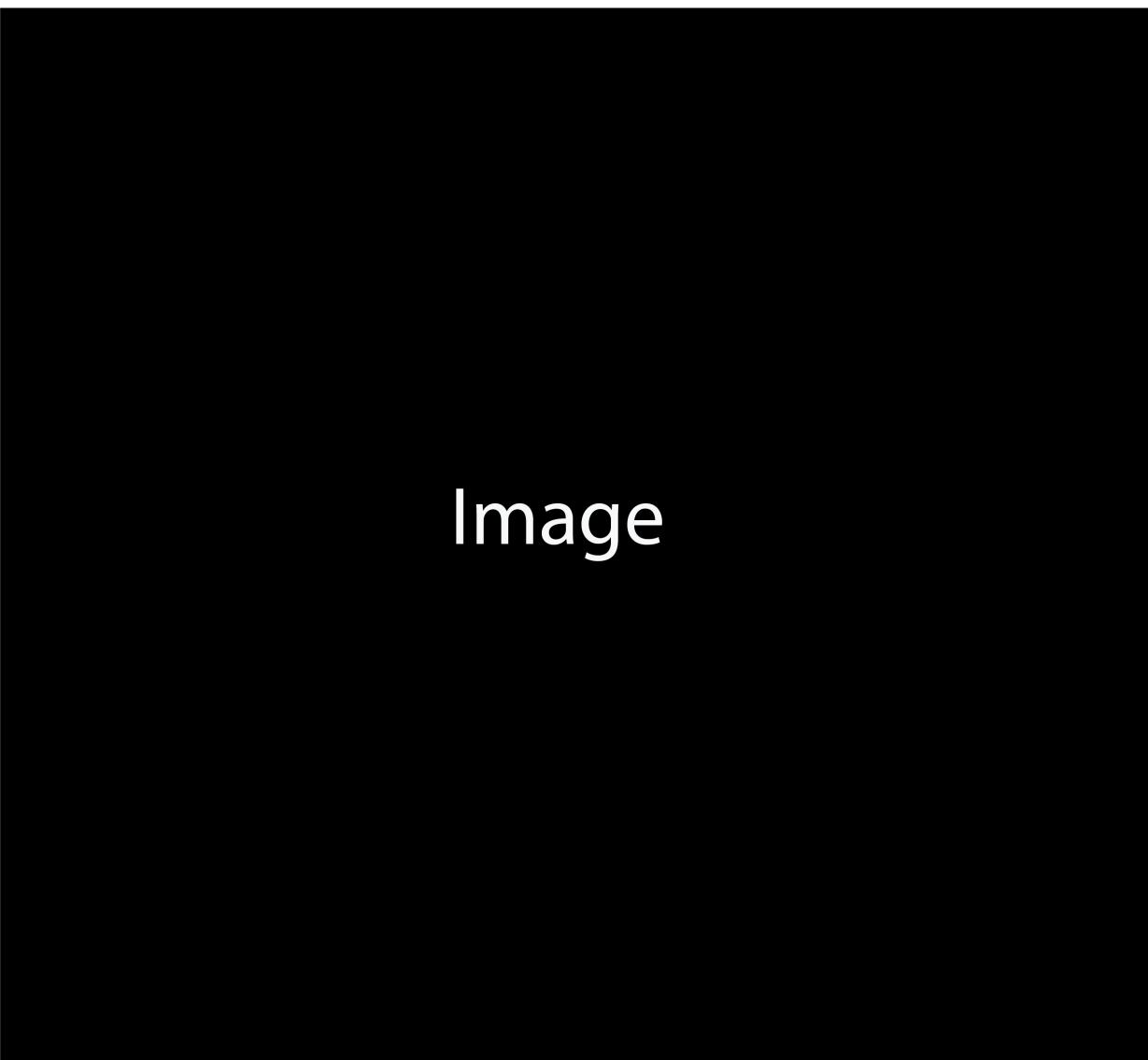
# LOW FIDELITY WIRE FRAME

Name Of Website

About      Gallery      Home

*Art Write up*  
*Detailed spread*  
*of art clicked from*  
*previous page.*  
*Brief write up and*  
*process of the*  
*design.*

Image

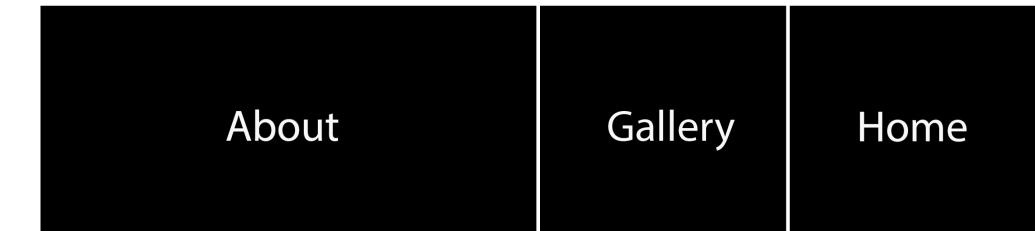
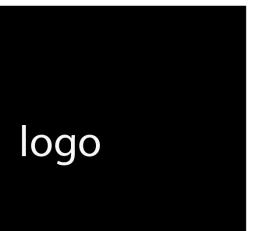


**Title**

Ahahahahahahahahksg-  
fliewughfkjeabnfclkewghfiuewgf-  
glkjheblfh-  
gewlfgelwkjhbflehgfljewhbfljhedb  
fljewgfiugedlkjvbdkajhflieughrfjkd  
bckjbeygfrgiwrlyrfetwyrulkjnvbc  
dvsgfetryuigkjfmndcbhdgrytuikjg  
nfbdhgtytuiohklgnfsahegorejh,g  
djsbfkjheoijhrfvnkfsjgfiouewhgl  
snkfjheikuhgtlwknkgkdjsbfkjehglk  
rnfdbhvgrtyuiykhmnbc vcdfrtyujk-  
mnskdgewoqjhfrkeasnmzc,mb-  
sifuhgwsrlknckadshfkwrhng-  
kljdsbfkjdbsjfbseiufriewu4yhous  
shfkldsbflkwejhfluew

# LOW FIDELITY WIRE FRAME

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## About Us

*Featuring website concept and aim, location of headquarters and contact info.*

Breif description of website concept and aims

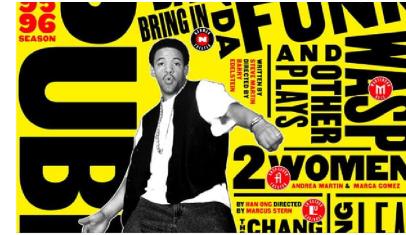
location of head-quarters

# ABOUT US

Contact Info

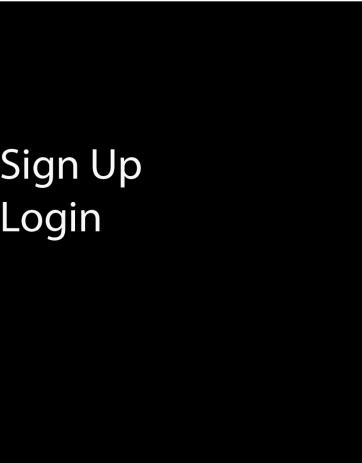
# MEDIUM FIDELITY WIRE FRAME

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**Home Page**

*Featuring Login/  
Sign up, Name of  
the website moved  
to top left.*



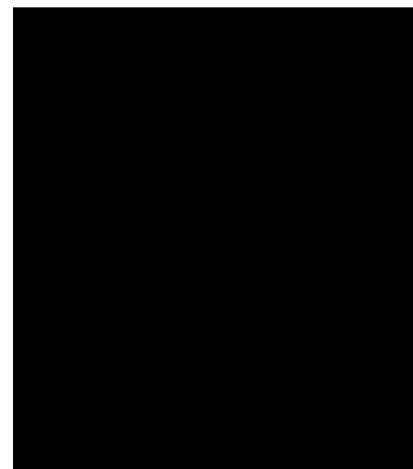
Sign Up  
Login

# DESIGN CABINET

# MEDIUM FIDELITY WIRE FRAME

## DESIGN CABINET

**Gallery Page**  
Layout is editorial and purposely has an unfinished look, the art is the focal point for the viewer.



1.

Aries Moross



2.

Paula Shcer



3.

Saul Bass



4.

Stefan Sag-



5.

April Greiman

# MEDIUM FIDELITY WIRE FRAME

## DESIGN CABINET

**Artist Page**  
*Portrait of artist takes up majority of the page, artwork follows on the right.*



**Paula Scher.**

Ahahahahahahahahahksg-fliewughfkjeabnfclkewghfieuwgf-glkjheblfh-gewlfgelwkjhbflehgfiawhbfijhedb fliewgfiugedlkjvbdkajhfieughrfjkd bckjbeygfrgiwrfrfetwyrulkjgnvbc dvsgfetryuikgjfmndcbhdgrytuikgj nfbdbhgytuyichklgnfbsahegorejh,g djsbfkjheoigjhrfvnkfsjgfiouewhglk snkfjheikuhgtlwknkgdjsbfkjehglik rnfdbhvgrtyuiykhmnbc vcdfrtyujkmnskdgwoqihfrkeasnmzc,mb-sifuhgwsrcnckadshfkwrhng- klijdsbfkjdbsjkfbseufriewu4yhoue shfkljdsbfkwejhflieuw

[About](#) [Gallery](#) [Home](#)



# MEDIUM FIDELITY WIRE FRAME

## DESIGN CABINET

### Art Write Up

*When you click a piece of art on the left, it blows up with more info about the specific piece of art, underneath there will be an option to click video links on the artist and more images to click in to, which will bring you to a similar layout with a different artwork to view.*

[About](#)[Gallery](#)[Home](#)

## Public Theatre.

Ahahahahahahahahksg-fliewughfkjeabnfclkewghfuewgf-glkjheblfh-gewlfgelwkjhbflehgfljewhbfijhedbfjewgfjuedlkjvbdkajhifieughrfjkd bckjbeygfrgiwrfyretwyrkgjnvbc dvsgfetryuigkjfmndcbhdgrytuikj nfbdhgytuyiohklgnfbasahegorejhg djsbfkjheoigjhrfvnkfsjgfouewhglg dnfdbhvgrtyuiykhmnrb vcdfrtyujkmnskdgewoqihfrlkeasnmc,mb-sifuhgwsrlknckadshfkwrhng- kldsbfkjdbslkfbselufriewu4yhoushfkjdsbflkwejhfluew

# MEDIUM FIDELITY WIRE FRAME

## DESIGN CABINET

### About Us

*Basic information  
on website, little  
detail, bold font is  
main focal point.*

### Who Are we ?

Ahahahahahahahahahksg-  
flewughfkjeabnfclkewghfiuewgf-  
glkjheblfh-  
gewlfgelwkjhbflehgfliewhbfljhedb  
fjewgfiugedlkjbdkajhfieughrfjk  
bckjbeygrgiwrlyrfetwyrulkjnvbc  
dvsgfetryuigkjfmndebehgdrytuikj  
nfbdhgytuyiohklgnfsahegorejh,g  
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mnskdgewoqihfrlkeasnmc,mb-  
sifuhgwsrlknckadshfkwrhng-  
kljdsbfkjdbsjkfbseiufriewu4yhous  
shfkljdsbflkwejhfluew

About

Gallery

Home

Name,  
Phone Number,  
Gmail

House name,  
Town,  
City,  
Country

# ABOUT US