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Luchonio

Portfolio

The Luchonio website is intended to function as an artistic portfolio in such a way that it shows the art offered by Luchonio as a personal brand for the artist Luis Urquiza of Lima, Peru. This site will be located at the URL: <https://trrmann.github.io/wdd130/luchonio/index-en.html>. This report will cover the audience, goals, objectives, design process and conclusion from the project development process of this site.

Luchonio’s target audience is adults, between 20 and 35 years old, who are looking for an art style that resembles the series they had seen in their childhood and at the same time follows current cartoon style trends. In addition, it is aimed at those who seek to visualize any idea they have. Including, but not limited to logos, comics, and character design. Turning their stories into reality, allowing them to be known to the public either through social networks or in print.

This website is intended to display the brand including logo and brand colors that are used by Luis for his freelance art. This site needs to be professional and innovative at the same time to not lose the creativity and detail of the images already produced. This needs to be able to comply with HTTP5 and CSS3 guidelines in increase the opportunity to get the message out about the Art of Luchonio. In the end, it needs to showcase the art in a virtual gallery.

The design for this site came from multiple sources. First, I discussed about the logo, colors and general content with Luis. This allowed the alignment of the target to keep in theme with his brand. Luis chose the art that he preferred to put on showcase. Second, I used some modeling from the class white water rafting site as a base to work off of, then customize to match into the style needed to turn it into a Gallery. Ultimately, I used the designs available from the w3Schools components site to align the final goal of building a showcase.

The original wireframes were designed for laptop, I found that when I got to the point of opening this site to view on mobile, the narrow screen size was a challenge. I had to wrap the design for mobile to fit on the screen and still get the same level of functionality and visibility of the art.

Originally, it was my understanding that I would have multiple, separate javaScript components. This was to support the Vertical Menus and the Slide Show Galleries. After I got a look at what they were doing behind the scenes, I found it was basically the same, so I was able to simplify the model and combine the javaScript to support them as linked components.

I did however have to split the fantasy gallery out to its own script in order to compensate for the increase of images in that gallery.

When all said and done, after Luis has reviewed the site, he was very pleased with the results. He was even surprised at how modern the site actually is.

This project has taught me to get regular feedback from multiple sources and to take care of the basics first. Not to get into the weeds early as you will risk going over on time required if you have to keep reworking details through the project. The details are the key to success but you must have the basics covered before you go after deep details.

These concepts apply to more than just web development. They apply to other areas of programming as well. They also apply to regular life and to our spirituality as well.