

## TRIBUTE SITE : PROPOSAL AND MOODBOARD



Proposal written by: Trudy-Jo Daniels

## Proposal for Tribute Site: Jonathan Shapiro aka Zapiro

Known for outrageous caricature which addresses current injustices in political arena. His family background has influenced his political stance toward political injustices

Competitor sites are more personal with links to external social media and Sponsors. Subsequently this increases foot traffic as these linked sites list artist on their sites.

Problems: Current site feels like a sales page with main features being cartoons and book sales. Lacks personal touch and interactiveness. Lacks engaging links to get to know the man behind the pen.

### Solutions:

Maintain simplified structure through simple color palette (Red, Yellow, Black and White). This keeps the feel of newspaper print but with font like handwriting as his communication method is hand drawn. Introducing some moving elements brings static cartoon to life

Users searching for **caricature artists, cartoon activist, daily maverick** should find Zapiro in the top 10 (this did not happen when searching as he is currently linked to specific political figures)

Header: Signature in Black on white with smaller subtext in red

### Section 1:

- Introduce artist with brief background to understand motivation behind activism.
- Touch on artists workflow and involvement in various projects (e<sup>1</sup>.g. Cartooning for Peace )
- Link to read more articles & interviews
- Include Images of artist

### Section 2 - Moving:

- Slide show: Latest 3 Cartoons
- Single image showing at a time (sometimes cartoon is more than one panel)

This will need to be updated – Publications of Artists work is in Daily Maverick

Side panel includes:

- Link to Book Sales and
- Link as well as short description to "Cartooning for Peace"

Footer: Contains the following elements:

Icon Links to:

- Official Website
  - Facebook
  - Instagram
  - Contact Us
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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



CARTOONS E-STORE



GET IN TOUCH

First name

Last name

Email Address

Subject

Message

