Research/Prework:

For this project I have been tasked with creating a new art department page “that is not Whitworth and its own thing”. For this task I began my research into other higher education institutions to see what they did for art and design pages. Not only did I look at Universities like Whitworth but larger state institutions as well as specific art schools. There is a large range of pages and styles of pages that exist for different kinds of art programs. Some of the most exciting and dynamic ones that I found were set very dynamically and incorporated a lot of organic elements and pieces that made it stand out from the home page of the university.

Right now, Whitworths art and design page exists as an extension of the Whitworth website and marketing style which I would like to get away from in this project. I think for this project to be most effective I should still have some elements (for example color or basic elements) that either pay homage or are pulled from the Whitworth home website.

The art and design site styling will benefit greatly from the addition of organic shapes and interesting site composition. Whitworth common website appearance and layout is simple and effective for what it is aiming to get done. However, the art and design page deserve a more dynamic build that appeals to people who are interested in the art and design program. The website’s target audience will be people who are seeking out information on Whitworth’s art and design program. It will be stylish and effective in communication of information to perspective students but also compared to the modern and fun aesthetics of competing universities.

In my wire frames I have many ways that this design style idea could play out and I want to give myself space to not stick to one specific website layout or design and let it change a bit from page to page if I can. This might turn out to be too designed in practice but I would like to try and break away from traditional design limitations and take a more freestyle approach to this dynamic site.

Art and Design Page

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Art and Design Page

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