Project Description: Pottery Studio Website

Website represents: Ember Ceramic

Website Design and Developer Team: Natalia Lubskaya, Yevgeniy Mazur, Isaac Mayala

Natalia Lubskaya- project manager tea, lead

Yevgeniy Mazur- design and development

Isaac Mayala-design and development

Purpose/Website Description: An online presence that represent and celebrates the art of pottery through both creation and education. The site seamlessly integrates e-commerce functionality with interactive learning experiences and engage with the likeminded community of artist creative and curios individuals and provide place to explore the art of ceramic

Shop

* Handcrafted pottery collection
* Holiday special items
* Custom order requests
* Gift certificates
* Learning Center
* Class schedules and registration
* Online pottery courses/ Artist demonstrations
* Tutorial videos
  + Tips and techniques
  + Artist demonstrations
  + Work-in-progress videos

1. Studio Services

* Pottery painting parties
* Private events
* Team building workshops
* Birthday celebrations

1. Artist Gallery/Shop

* Featured works
* Artist profiles/ Work-in-progress videos
* Behind-the-scenes content

Target Audience:

Primary Audiences:

1. Creative Enthusiasts (25-65)

* Interested in hands-on creative activities and learning how to do pottery
* Handmade items/ Appreciate artistic experiences
* Seeking new hobbies individuals

1. Parents (30-45)

* Looking for creative activities for children
* Planning birthday parties
* Interested in family-friendly experiences
* Value educational entertainment

1. Art Students/Aspiring Artists (18-30)

* Seeking to develop pottery skills
* Interested in techniques and tutorials
* Want to learn from experienced artists
* Looking for workspace and community

1. Gift Shoppers (25-60)

* Seeking unique, handmade items
* Value artisanal products
* Looking for special occasion gifts or customized make it to order ceramic products

Secondary Audiences:

1. Corporate Event Planners

* Seeking team-building activities
* Planning corporate gifts
* Looking for unique event venues

1. Interior Designers

* Sourcing unique decorative pieces
* Looking for custom commissioned work
* Interested in bulk orders

1. Collectors (40-65)

* Appreciate fine craftsmanship
* Invest in artisanal pieces
* Follow specific artists

1. Educational Institutions

* Art teachers seeking resources
* Schools planning field trips
* Educational program coordinators

**Website navigation: 6-9 p**ages

* **Home Page:** index.html

Home page: first page to intro the pottery studio- 1 - 3 images

**Main Navigation pages**

* 1. Index.html- Homepage – **Issac**
  2. Our Studio- **about.html**- about studio and its services ( 1& 2 can be combined together considering with the team - **Natalia**
     1. Contact & Location-**contact.html, - Natalia**
        1. Contact information and social media presence
     2. FAQ + Ressources-**faq.html- Natalia**
  3. Studio Services-w**orkshops.html**-about studio teaching workshop - **Issac**
     1. Link to already existing pages for classes, custom orders, party reservations, online shopping.
     2. Reservations-**reserve.html** page to make reservations for the class/s , reserve studio for the party or event – **Yevgeniya**
     3. Classes**-classes.html-** gallery of available classes – **Yevgeniya** 
        1. **Class\_detailes.html** -class selected details
     4. Tips and online videos- **tips.html-**gallery of available recordings
        1. Classes recordings, Video recordings of teacher’s demos, artist at work, tips for various topics on pottery and clay work.
  4. Gallery & Shops- **gallery.html**- Reflect available Items- 30 images- **Yevgeniya** 
     1. **shop\_order/.html**- child page to generate purchase
     2. Custom order form- **cusom\_order.html**- form to place order for custom item – Iseec example of Js can be used
  5. Events Calendar – **calendar.html** reflect list all the events hold by the studio- **Natalia.**
* **Footer.html**
  1. Contact & Location
     + 1. Online presence/ Instagram/ Facebook/ other social media/ Contact information and social media presence
* **Nav- Natalia** 
  1. Main navigation for the site
* Style.CSS- look and feel for the website
* Scripts.js- javascript content for the site

[Liquid Layout](https://nalubskaya.github.io/dev109/m06/index.html)- send copy to the group folder

**Color Pallet** :

<ul>

<li>F7EEDD</li>

<li>C4B7A5</li>

<li>C08865</li>

<li>F6EDDA</li>

<li>9D6142</li>

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