



# The Semantic Web

## PROCESS BOOK

—  
**Mika Haughton**

**ITGM 715** Interactive Web Design



# PROJECT OVERVIEW

Your first project will allow you the opportunity to grapple with the concepts surrounding the Semantic Web. This project focuses on the nuts and bolts of how to define a project concept, execute on a rapid prototype to explore strengths and weaknesses of design patterns across multiple devices, and revise accordingly. The rapid prototype that is built in the Course Project will be fully executed and built using a front-end framework.

Your website must provide a set of products or services to the user. It shouldn't be a simple promotional or portfolio site.

## SCENARIO

You have been hired to create a dynamic, multi-platform Web interface. The system will:

- Provide a solution to the target audience
- Scale from 20 to potentially thousands of unique and searchable "pages" of data.
- Be usable across a range of screen resolutions from phone to desktop computer.
- Be ADA compliant as applicable.

## GOALS

- Develop skills in creating design proposals and design objectives.
- Develop skills for analyzing the factors in making tactical decisions regarding technical-interface design decisions.
- Develop skills in responsive-design pattern development across multiple devices.
- Develop skills in rapid prototyping.
- Develop skills in modifying CSS and JavaScript frameworks.
- Develop skills in documenting design steps and decisions.

## PART ONE:

# DESIGN PROPOSAL

## CONCEPT STATEMENT

Artarama is a monthly subscription service providing artists with high quality art supplies. Subscribers receive a monthly box with five samples of popular products with the option to swap out products for those of their own choosing. The site also provides a studio space where artists can showcase work created with Artarama products.

Artarama lets artists try out the latest and most popular art supplies from around the world. Beyond that, Artarama curates monthly boxes based on individual user preferences. Imagine receiving art supplies chosen just for you.

## PROJECT SUMMARY

There are several other websites that offer a similar subscription service. Usually, the content of the boxes are randomly selected and people test whatever products they receive. Artarama gives them the option to personalize their order so that they can test products they are interested in and suggests products based on individual user preferences. When they sign up, users can set their interests and product preferences and Artarama curates a monthly box based on that information. For example, a student can set their preferences to sculpting and Artarama will send them products related to that. Users can set up a monthly queue of personalized boxes if they wish to only receive products they want.

## TARGET AUDIENCE

**Age:** At least 13 years old  
**Gender:** Male and Female.

**Traits:** artists, students, hobbyists and art enthusiasts wanting to discover and use quality art supplies.

# USER STORIES



NINA CORPAS

## PROFILE

Nina is a 19 year old college student from Miami, FL. She is an animation major at the Art Institute of Fort Lauderdale. She is interested in traditional Japanese paper cut art.

## SCENARIO

My local art store does not sell the specialized blades I need and ordering them from Japan is much too expensive.

## NEEDS

I want access to special supplies that are hard to get on a student budget.



# USER STORIES



ANNALISA HELMY

## PROFILE

Annalisa is a 16 year old high school student from Greenville, SC. She wants to be an animator and likes character design.

## SCENARIO

Recently, I've been exploring sculpting as hobby but I don't know which supplies best suit my needs.

## NEEDS

As someone who is new to sculpting, I want a way to test out and learn about the different types of clays that professional artists use.

# USER STORIES



JOANNA SHI

## PROFILE

Joanna is a 23 year old college student from China. She is a photographer but also paints for fun on the side.

## SCENARIO

I am learning a new painting technique as well as learning to paint with oils and I want advice from those familiar with the medium.

## NEEDS

I want to connect with fellow artists to showcase my paintings, share ideas and learn new techniques.

# USER STORIES



JC GRIGGS

## PROFILE

JC is 20 years old and from Queens, NY. He goes to college and splits his time between school and 2 part-time jobs.

## SCENARIO

I'm an amateur artist and spend my free time sketching people in the park. I like to experiment with different mediums but hardly have time to go out and buy supplies.

## NEEDS

I'm looking for a feature that allows me to queue my orders with supplies I want. It would be a good alternative to spending time shopping in store.

# USER STORIES



SAMMY SELLERS

## PROFILE

Sammy is a 13 year old aspiring artist from Newark, NJ. She has been drawing since she was a child. Her parents buy art supplies so she can practice her skills.

## SCENARIO

My parents complain about how expensive really good art supplies are so they don't always buy what I want.

## NEEDS

I want access to cheap but quality art supplies. It would make my parents complain a lot less and save them money.

# USER STORIES



CHRIS JORDAN

## PROFILE

Chris is a 43 year old art professor from Los Angeles, CA. He has been teaching foundation classes for 7 years.

## SCENARIO

My students are usually straight out of high school with limited knowledge of art supplies. I'm always looking for ways to expose my students to different supplies they have never used before.

## NEEDS

It would be nice to have a service that provides students with a variety of supplies they can experiment with.

# USER STORIES



CHELSEA MCCRAY

## PROFILE

Chelsea is a 27 year old graduate student from Savannah, GA. She is a painting major at Savannah College of Art and Design. She experiments with different types of painting styles and mediums for her projects. Her goal for the future is to be a teacher.

## SCENARIO

I'm currently experimenting with impressionism and textures and often test different mixtures of paint. I want to share my methods with other artists who use similar products as me.

## NEEDS

I want a way to share her methods with other artists and aspiring artists who are using similar products- something that is like social media for artists.



# USER STORIES



RAFAEL OGARRO

## PROFILE

Rafael is a 38 year old illustrator from Chula Vista, CA. He has been a professional artist for 10 years.

## SCENARIO

I spend most of day working long hours with clients. I recently made a resolution to do more personal work and experimentation with products I've never used. However, I don't have much free time to go to art stores.

## NEEDS

I never make the time to go out and find art supplies, this is such a great way to make sure I achieve my new years resolution to draw everyday.



# USER STORIES



ANTHONY PRICE

## PROFILE

Anthony is a 57 year old manager from Dallas, TX. He is married with children. His son is an aspiring comic artist and high school student.

## SCENARIO

My son's graduation is coming up and I want to surprise him with a gift of quality supplies to get him ready for art school in the fall.

## NEEDS

I'm more or less familiar with the supplies that my son uses and want to give him a custom set of markers and pens. A personalized box of popular drawing supplies would suit his needs.

# USER STORIES



DANNY HESSELBACH

## PROFILE

Danny is 31 years old and from Maryland. He is married with 2 children. He is an art hobbyist exploring paper crafts in his spare time.

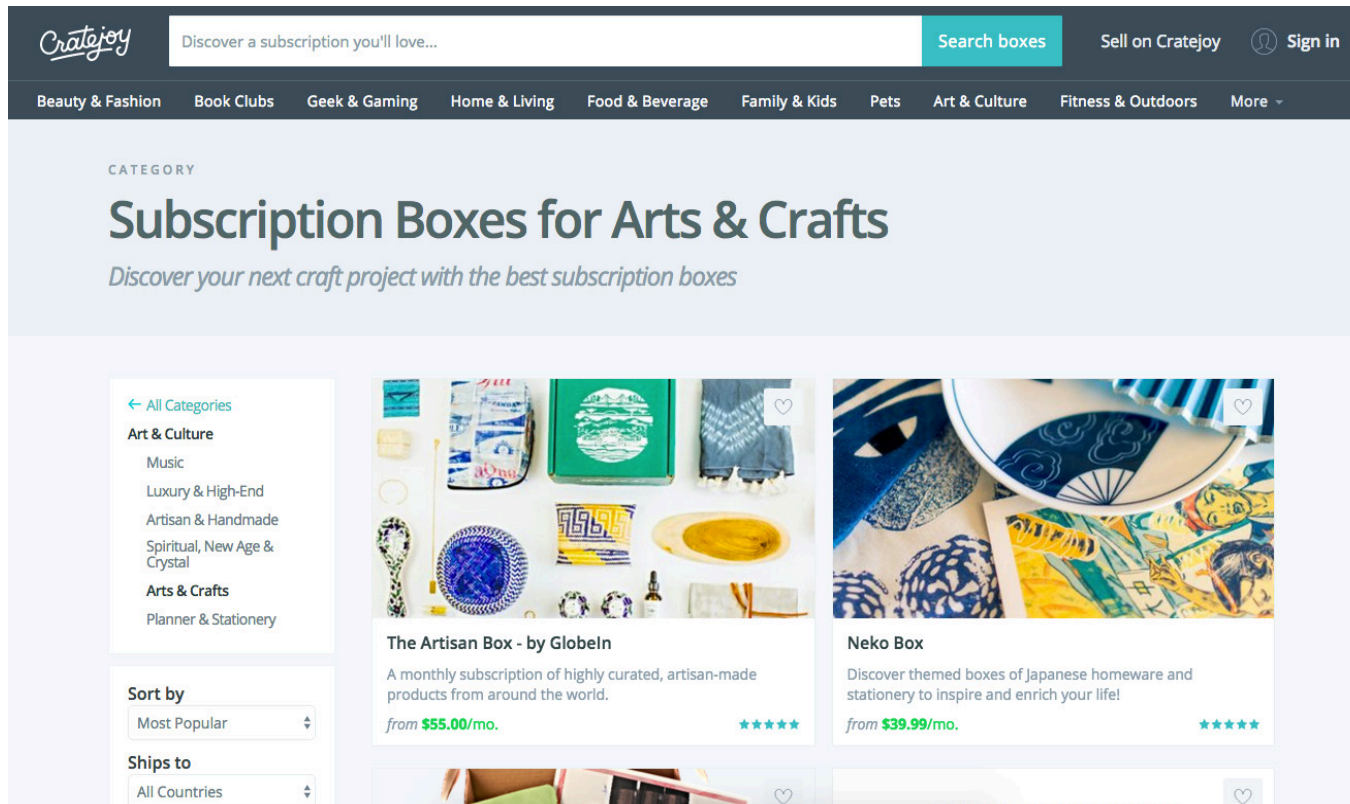
## SCENARIO

I really want to share my love of art with my family by getting them involved.

## NEEDS

I'm just looking something fun to do together with family that exposes them to arts and inspiring the children's creativity.

# COMPETITORS



## CRATEJOY

Cratejoy offers subscriptions for every type of lifestyle. No matter your interests, experts and enthusiasts will create and curate the absolute best products for your subscription box - and then send it right to your door every single month.

# COMPETITORS

Playful. Colorful. Paletteful.  
www.palettefulpacks.com

SUBSCRIBE ABOUT US FAQ #PALETTEFULPACKS PALETTEFUL PACKS SHOP REVIEW US CART (0) LOGIN

## Art Supplies Delivered to You Monthly

With Paletteful Packs, you receive creativity in a box!

With our art supplies subscriptions we send you a handpicked selection of art supplies ranging from pens to paint every month. Choose between the Paletteful Pack or Young Artist Box.

Shipping is free in the U.S.!

August Box Deadline: July 15th

## Paint, Draw, Create!

SUBSCRIBE SHOP

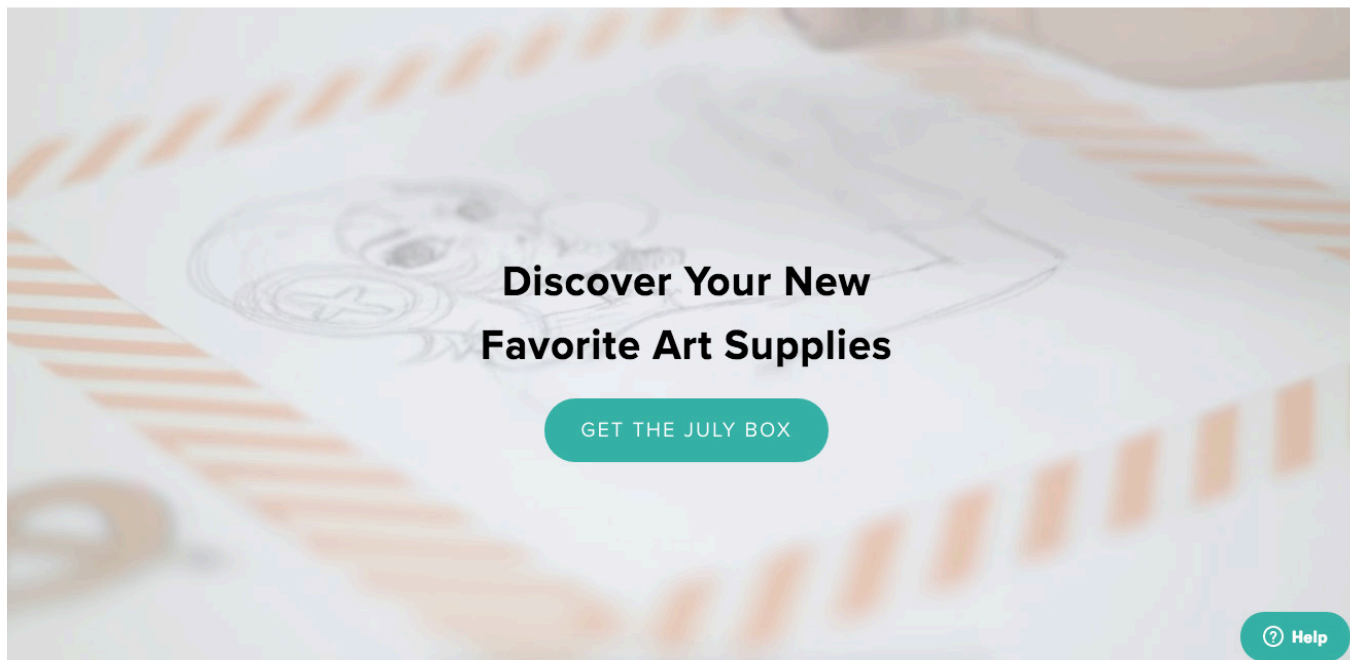
## PALETTEFUL PACKS

Paletteful Packs is a monthly subscription service that gives you the best art supplies no matter your age or skill level. Each month you receive a curated selection of art supplies ranging from pens to paint. They offer two box choices: Young Artist for children ages 8+ and the Paletteful Pack for adult beginners, professionals, or anyone in between.

# COMPETITORS



[HOW IT WORKS](#) [ABOUT](#) [COMMUNITY](#) [SIGN UP](#) [SHOP](#) [GIFT](#) [LOGIN](#)



## ARTSNACKS

ArtSnacks is a monthly subscription service for the best art products around, providing artists all over with top-of-the-line art supplies. Unlike Palettful Packs, they don't offer options for people of different skill levels.



# COMPETITORS

SKETCHBox About Sign Up Give As Gift FAQ Collective Featured Artists Previous Box Shop LOGIN CART (0)

## SKETCHBox

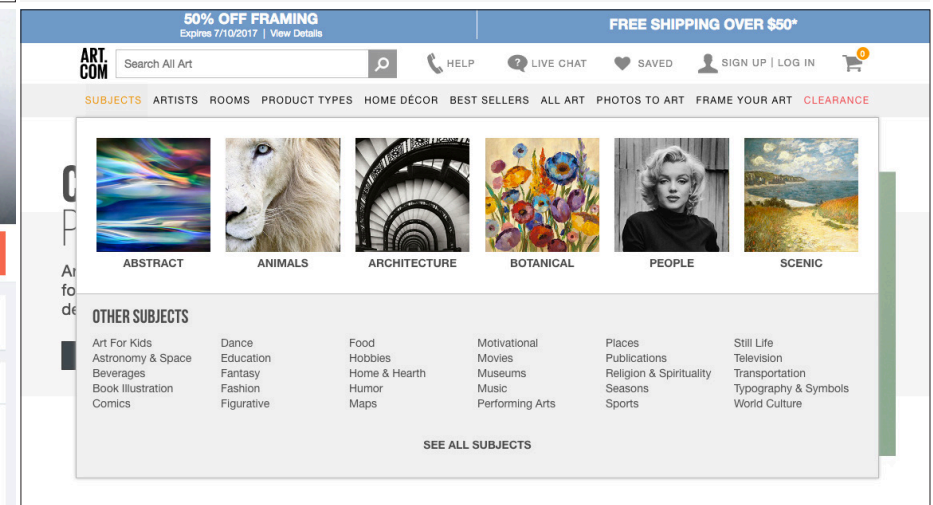
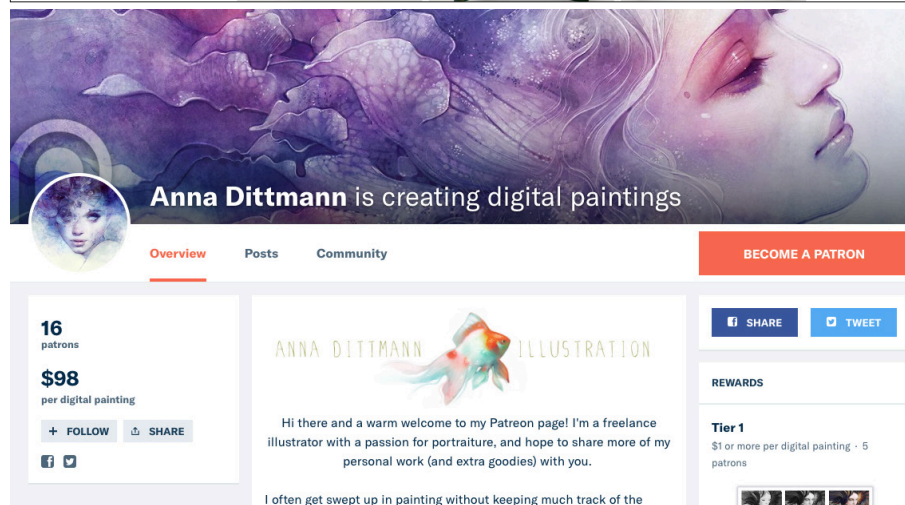
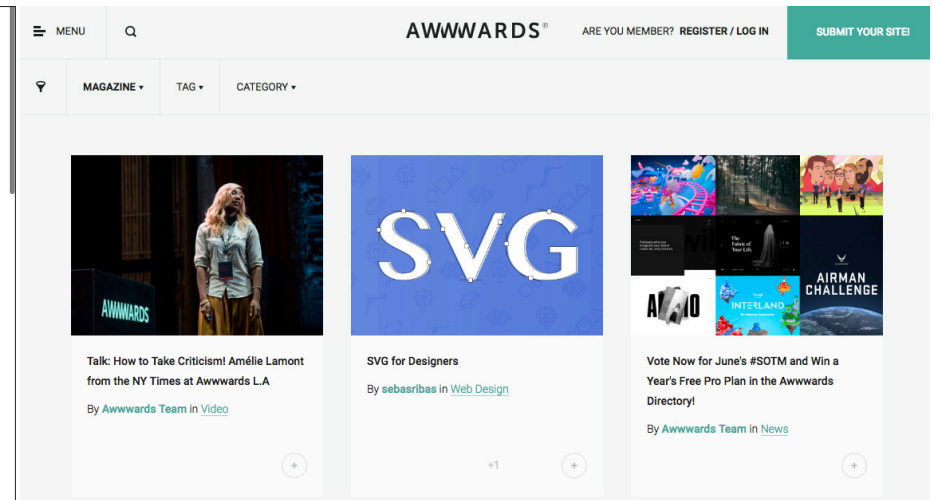
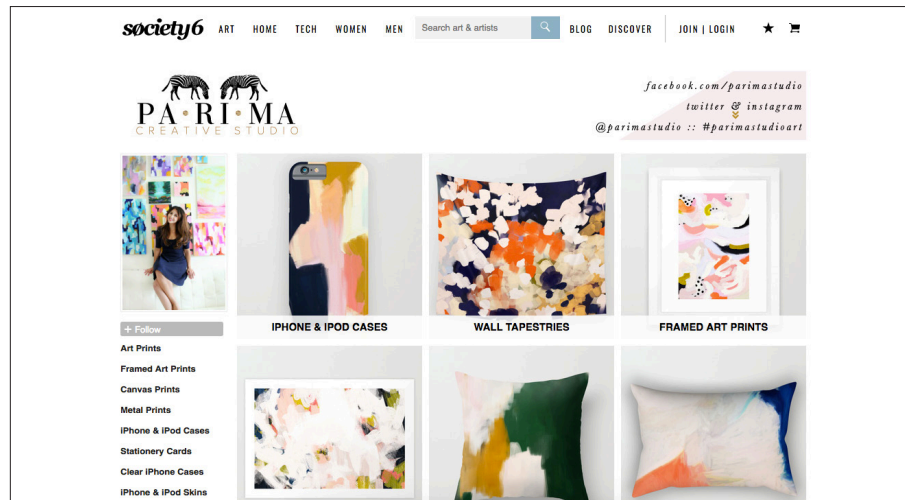
Monthly Art Supplies to Fuel Your Fire.

GET STARTED GIVE AS GIFT

## SKETCHBOX

SketchBox is a monthly subscription service for art supplies. They provide artists with easy access to supplies and exposure to their work. Each month you receive 4-6 art supplies for you to explore. You also receive a piece of art made with the materials in the box by their featured artist. They offer two options; basic and premium. The difference being in the quality of supplies.

# MOOD BOARD: LAYOUT

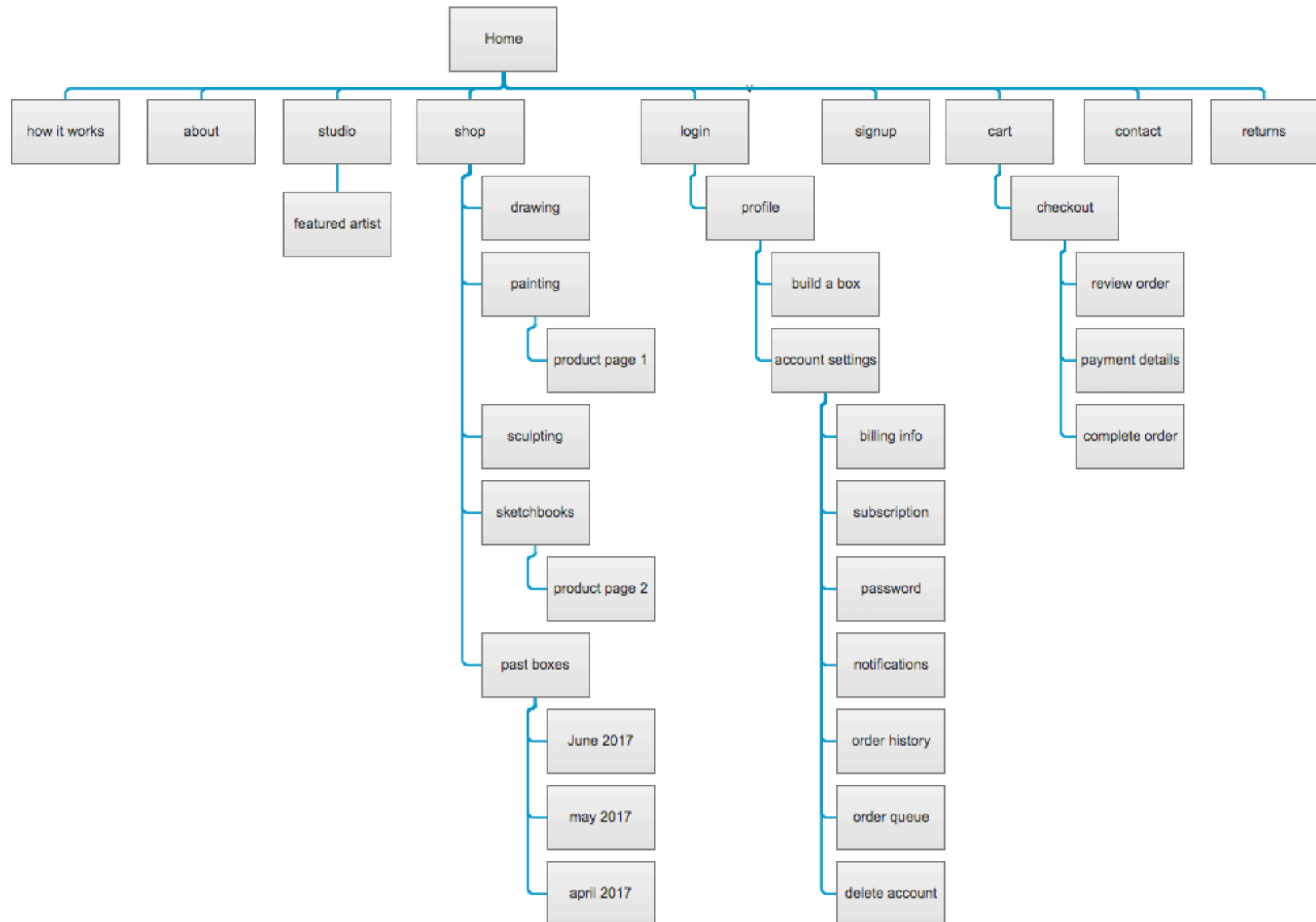




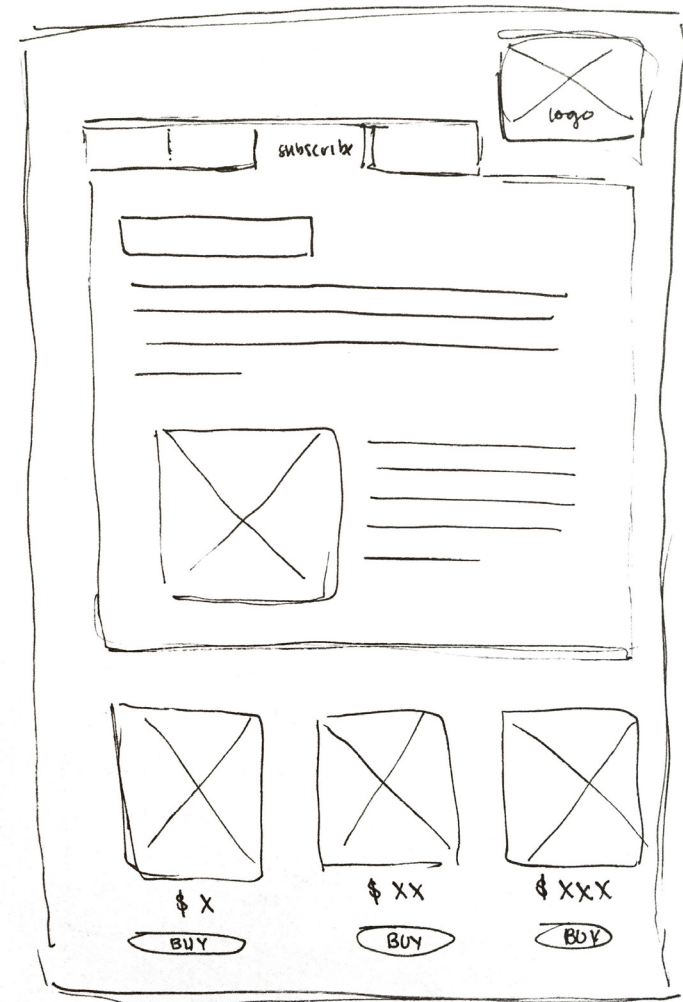
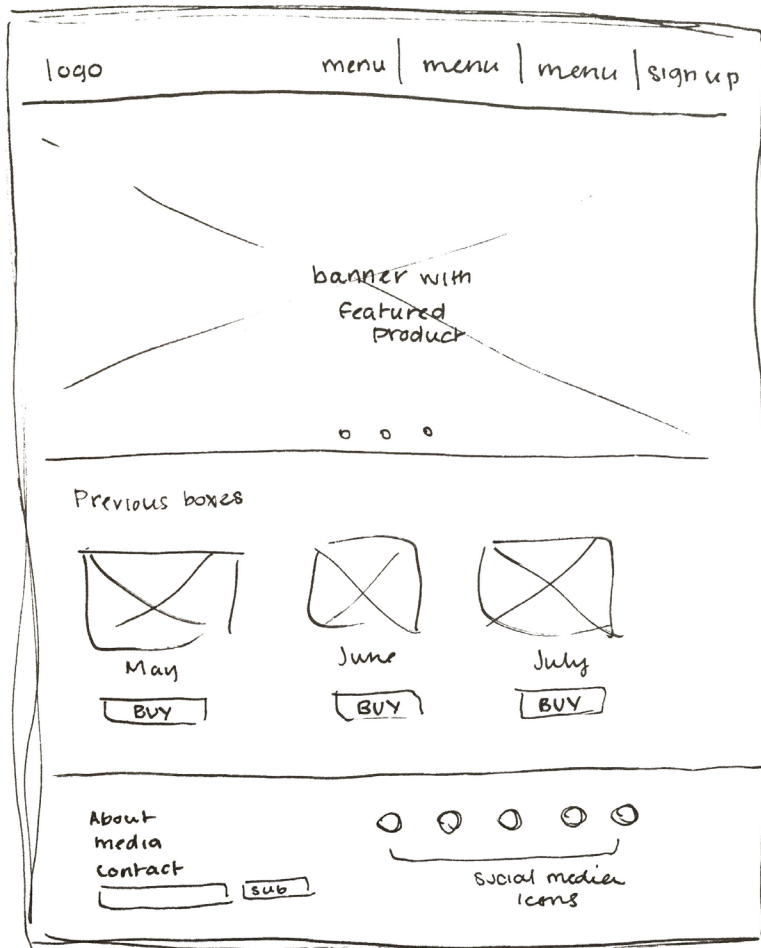
# SITE MAP



# SITE MAP



# SKETCHES



## ✎ PART TWO: WIREFRAMES

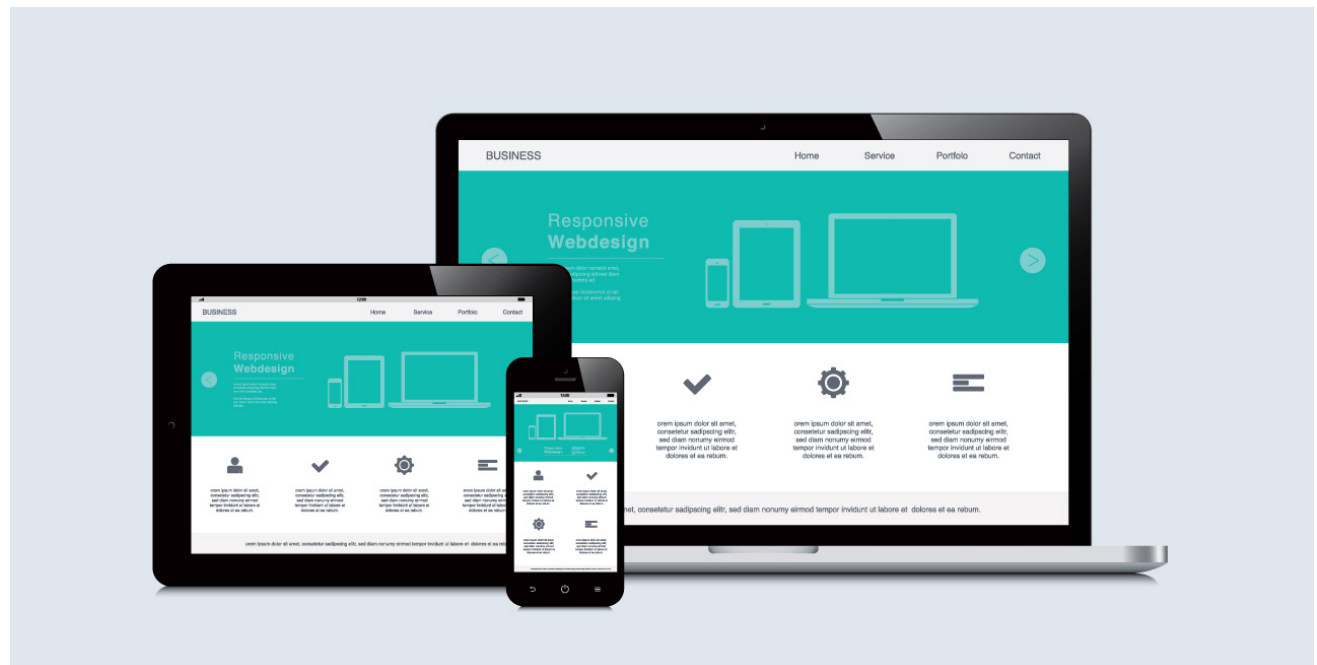
### DEVICES

This website will be designed for desktop and mobile platforms. My audience has no limitations in regards to the use of technology.

**desktop** 1024px+

**tablet** 480px-1023px

**phone** up to 479px



# WIREFRAMES

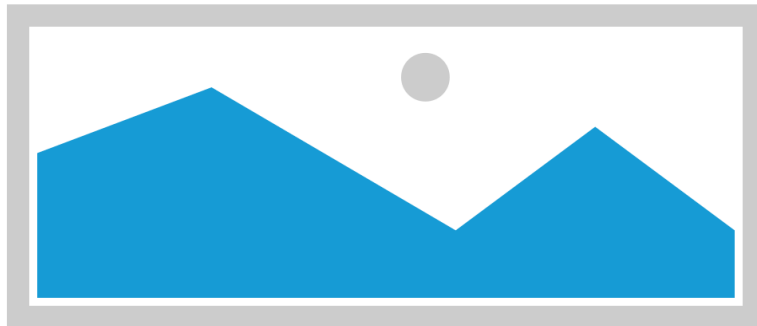


- how it works
- about
- community
- shop
- sign up
- log in

## our mission

### inspiring amazing art

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footer with social media icons



- how it works
- about
- community
- shop
- sign up
- log in

## subscribe now and get the august box

ships july 31st



1 month plan

subscribe

\$XX

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3 month plan

subscribe

\$XX

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6 month plan

subscribe

\$XXX

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12 month plan

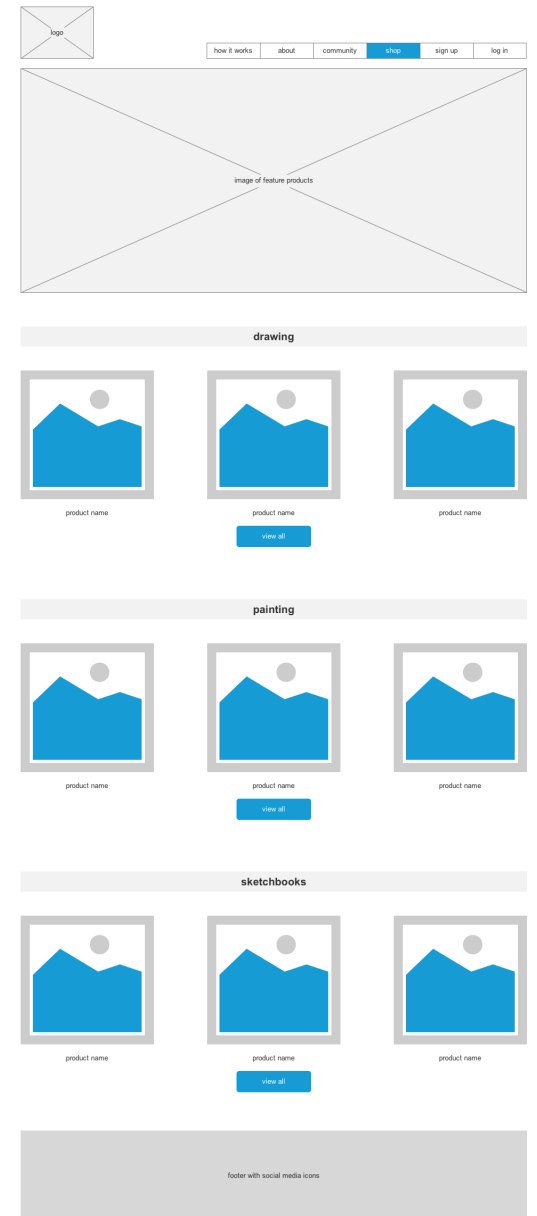
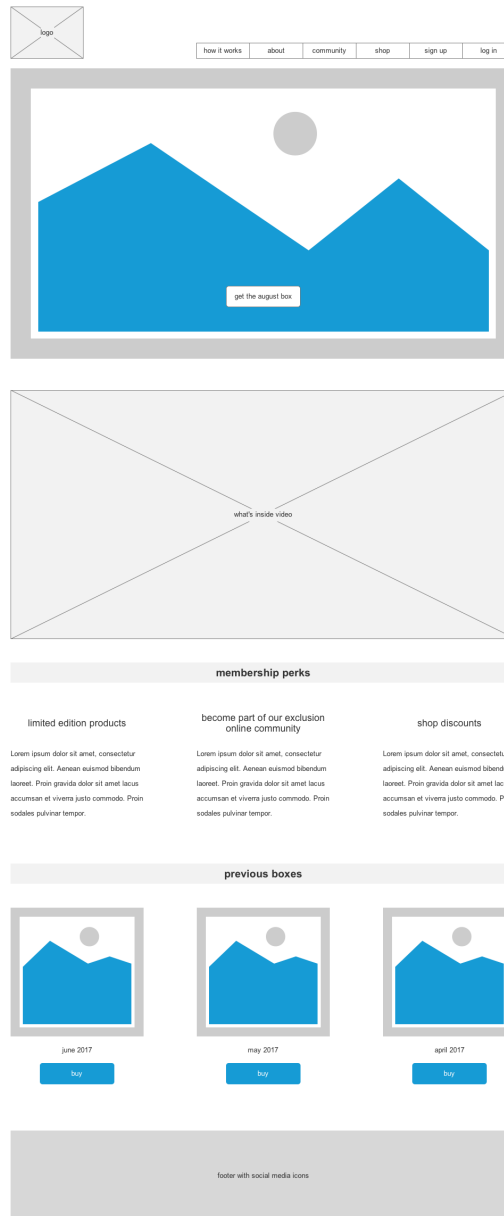
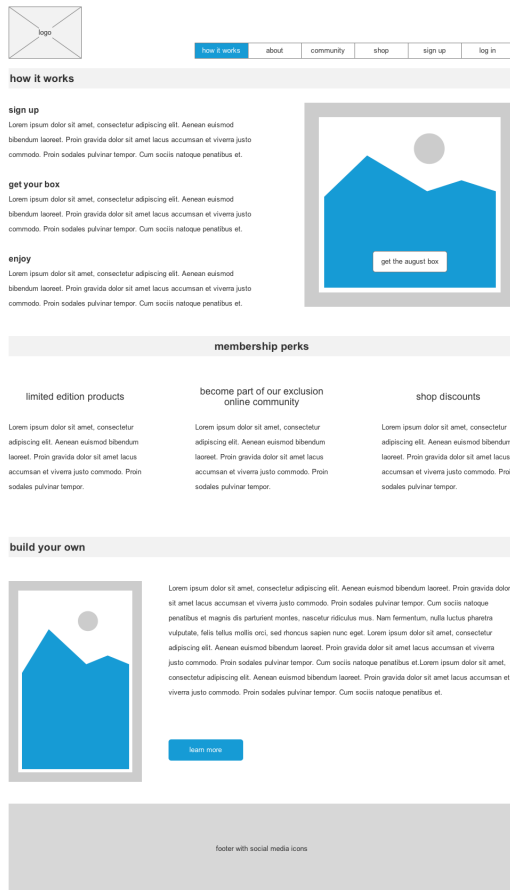
subscribe

\$XXX

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footer with social media icons

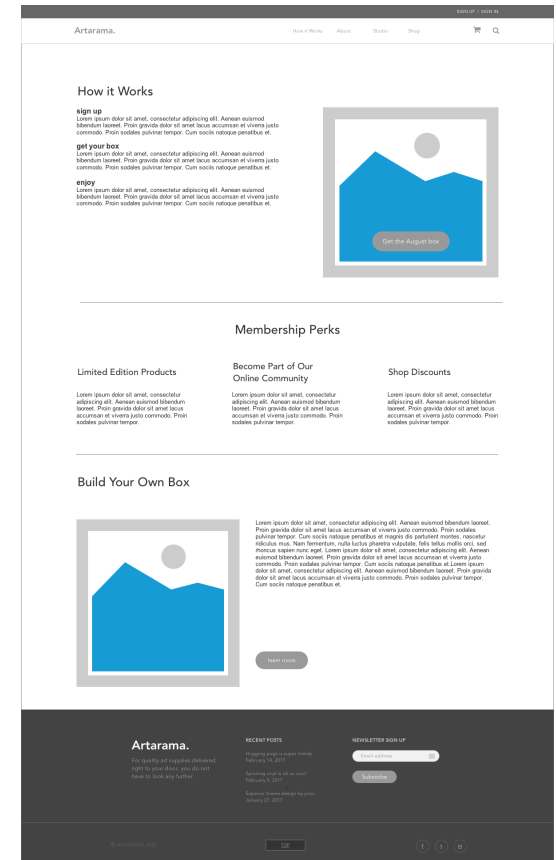
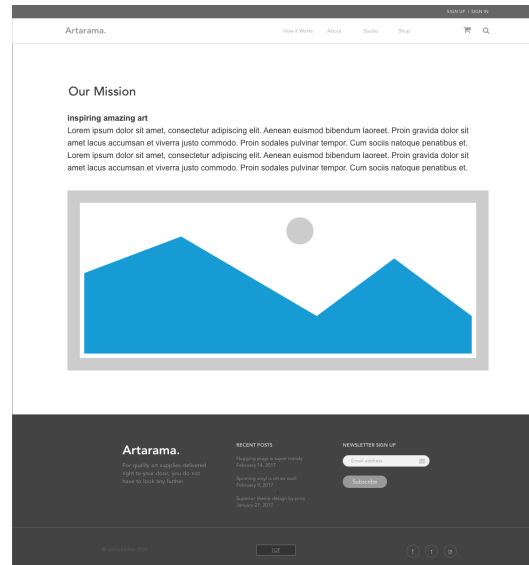
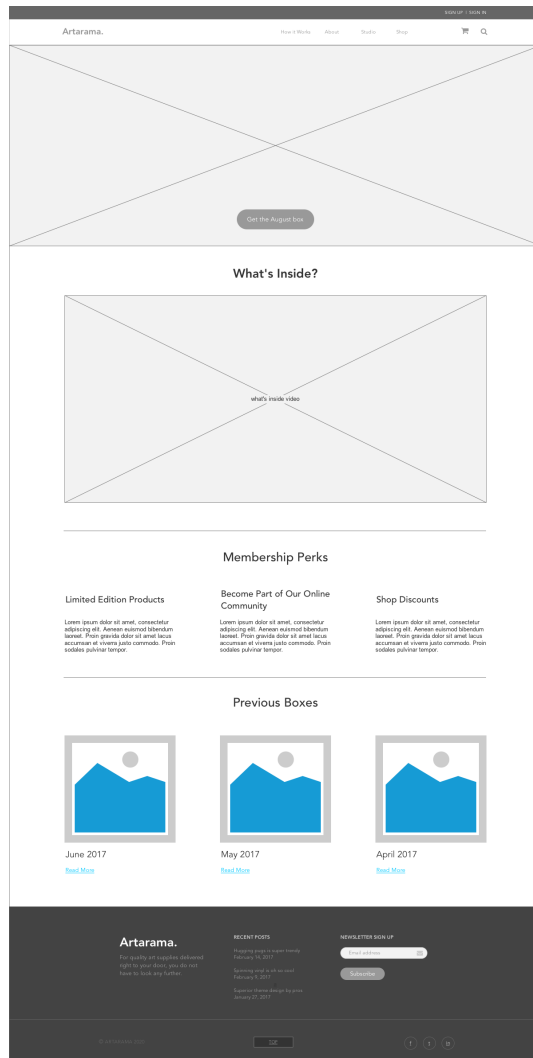
# WIREFRAMES



# WIREFRAMES

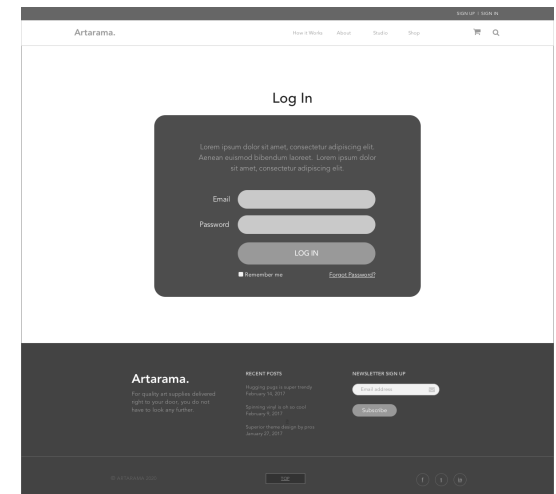
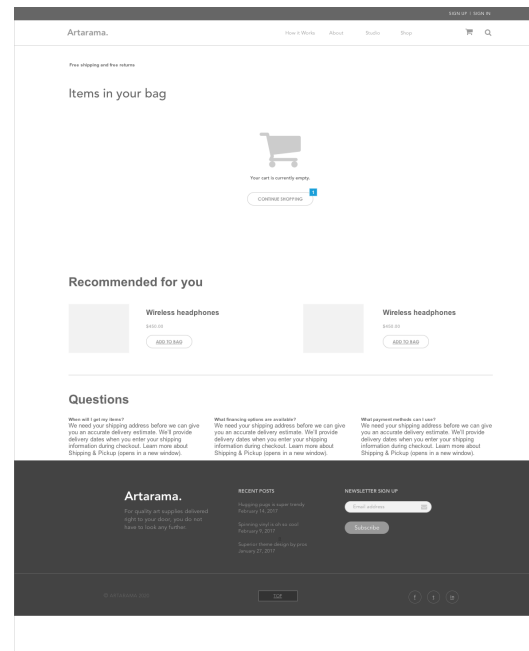
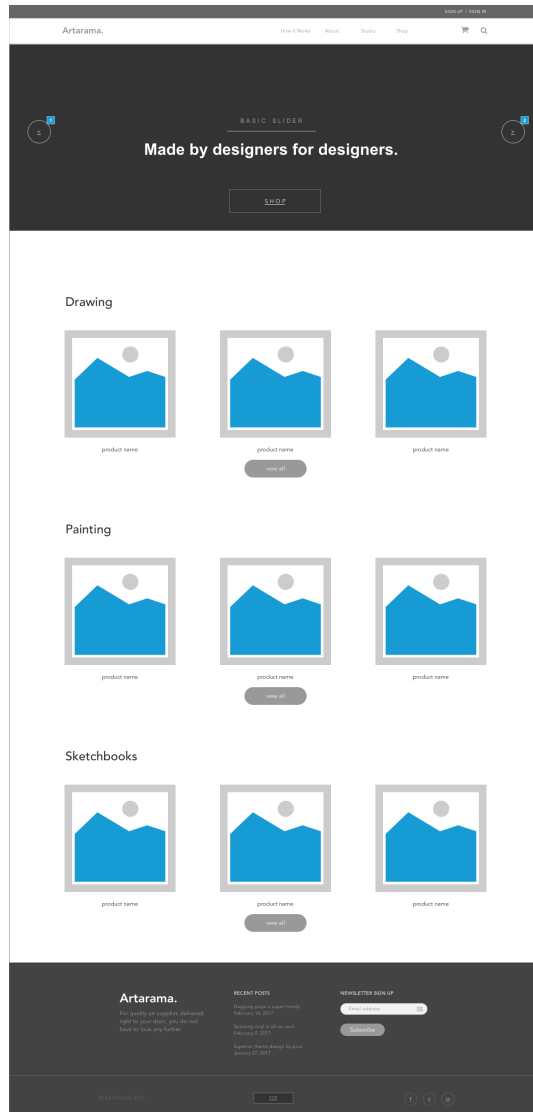
Click to view responsive wireframes. <http://fgiip0.axshare.com>

Designed for desktop



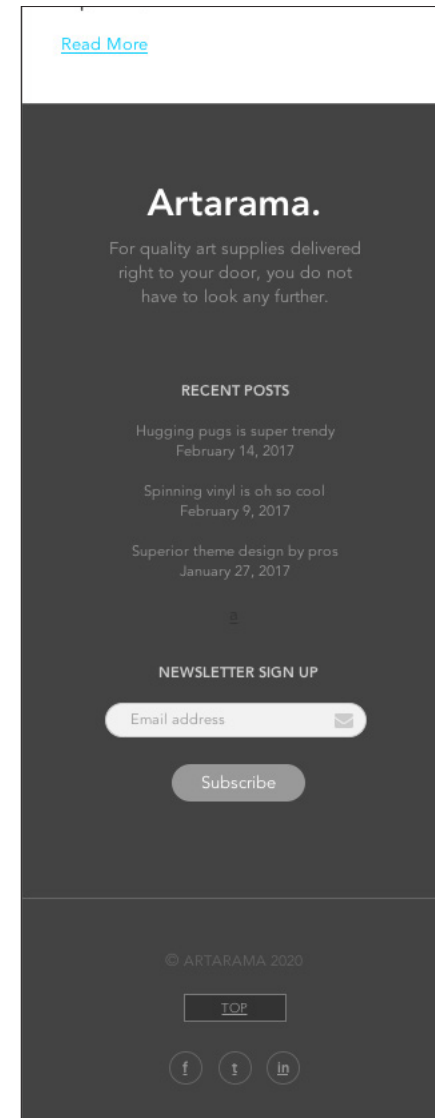
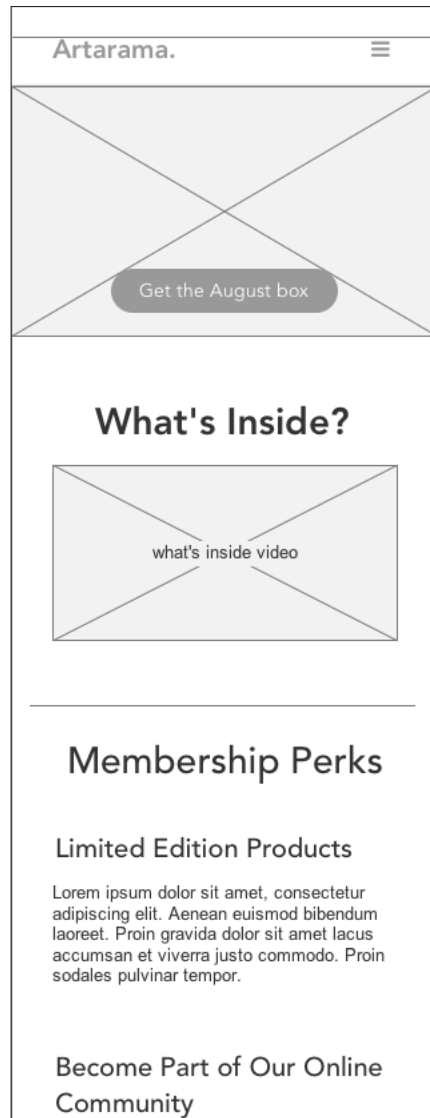


# WIREFRAMES



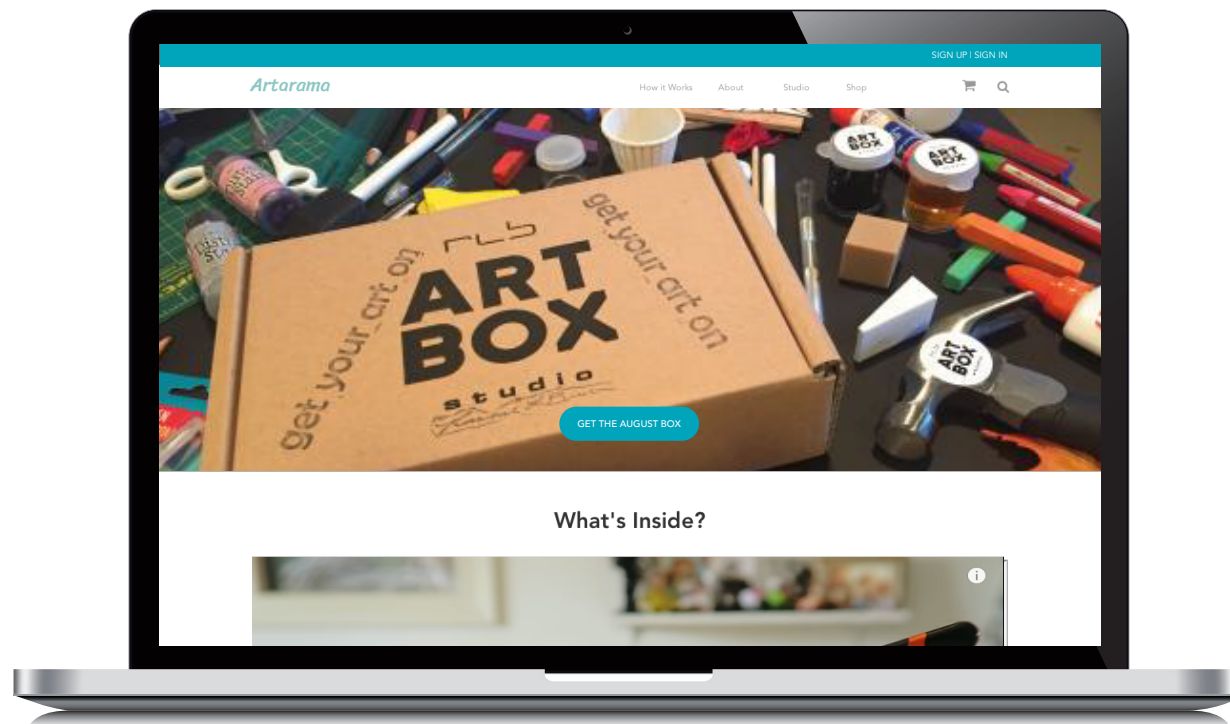
# WIREFRAMES

Designed for mobile devices



## ✎ PART THREE:

# VISUAL DESIGN



# MOOD BOARD

## KEYWORDS

Clean, simple, vibrant

## COLORS

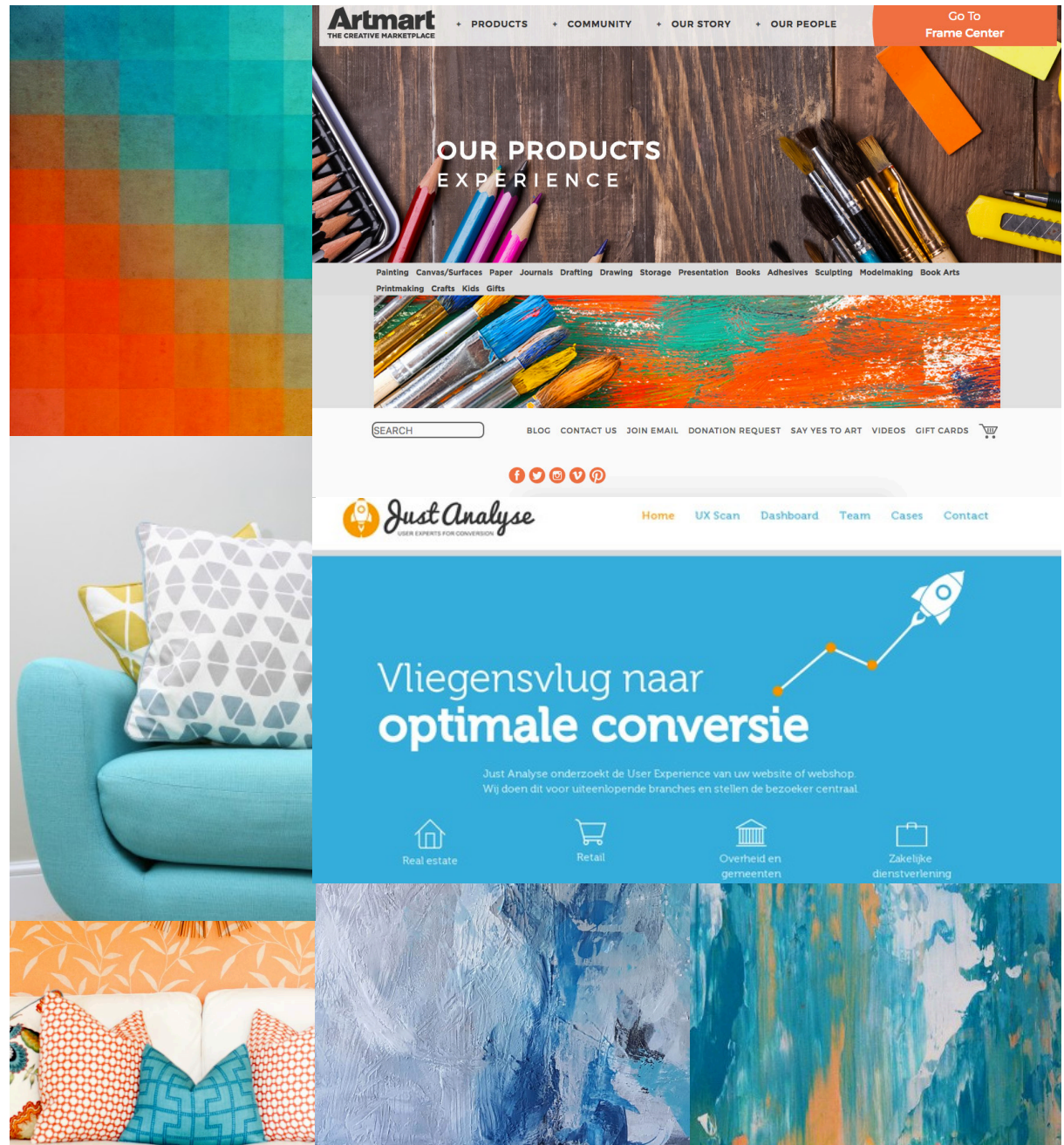


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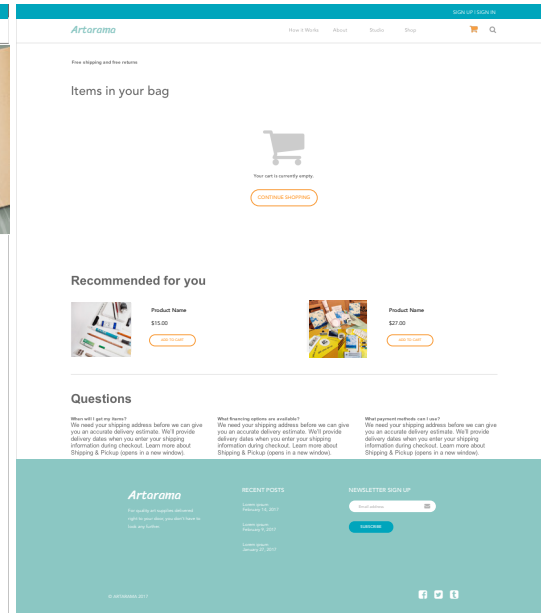
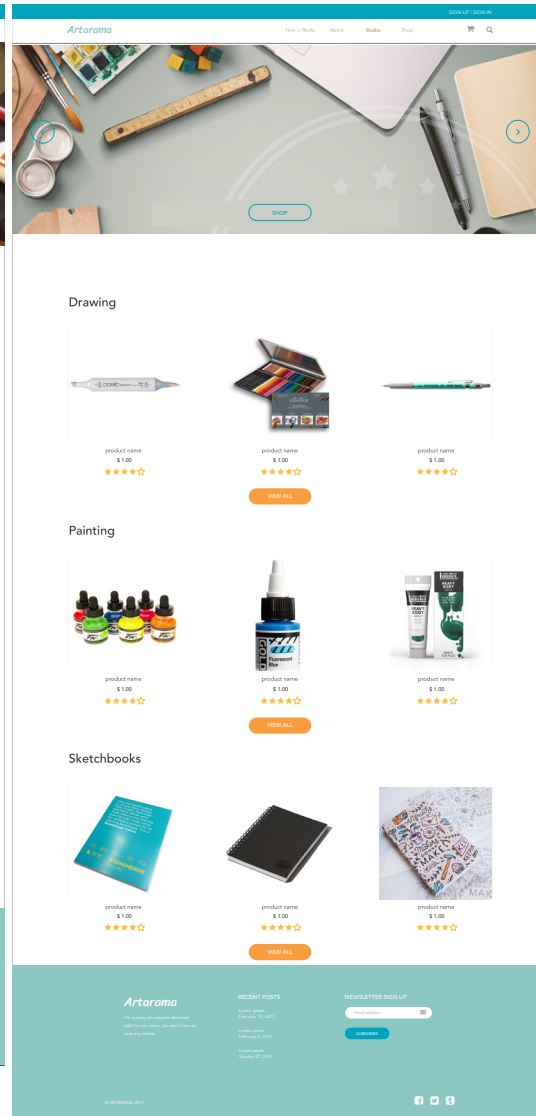
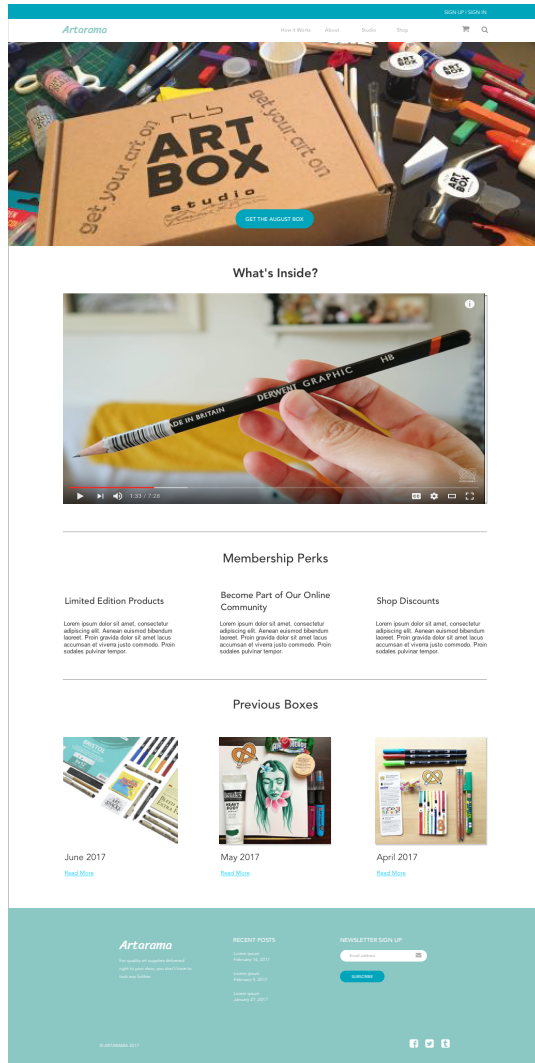
## TYPOGRAPHY

Roboto Thin  
Aa Bb Cc

**Roboto Medium**  
**Aa Bb Cc**



# VISUAL DESIGN 1





# MOOD BOARD

## KEYWORDS

Bold, simple

## COLORS

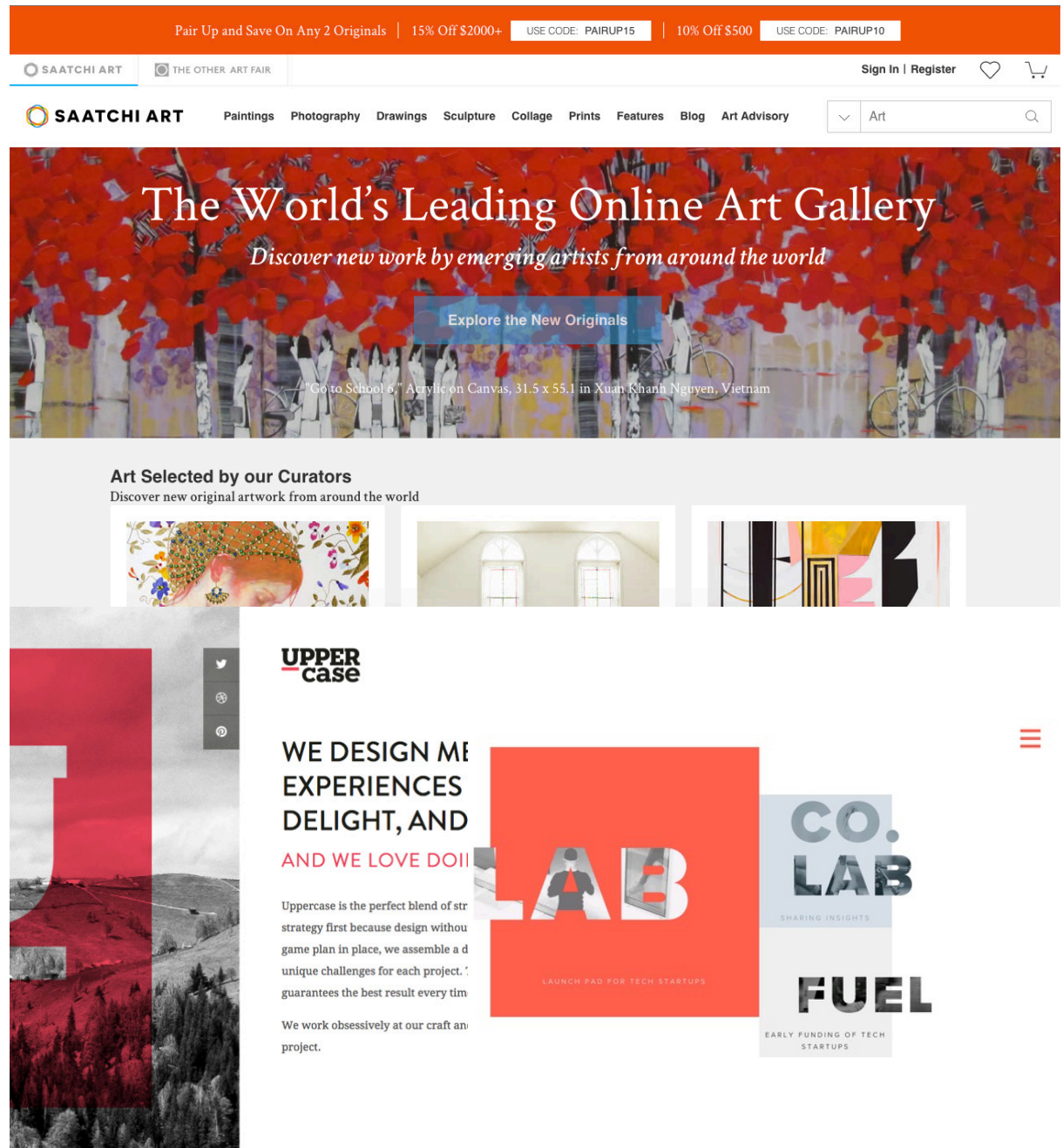


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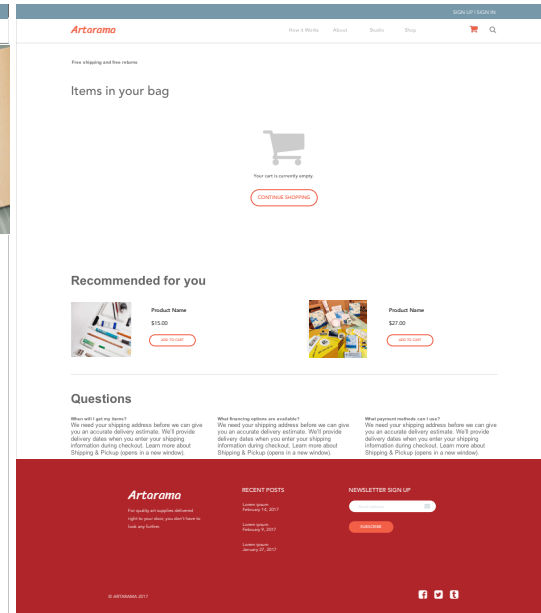
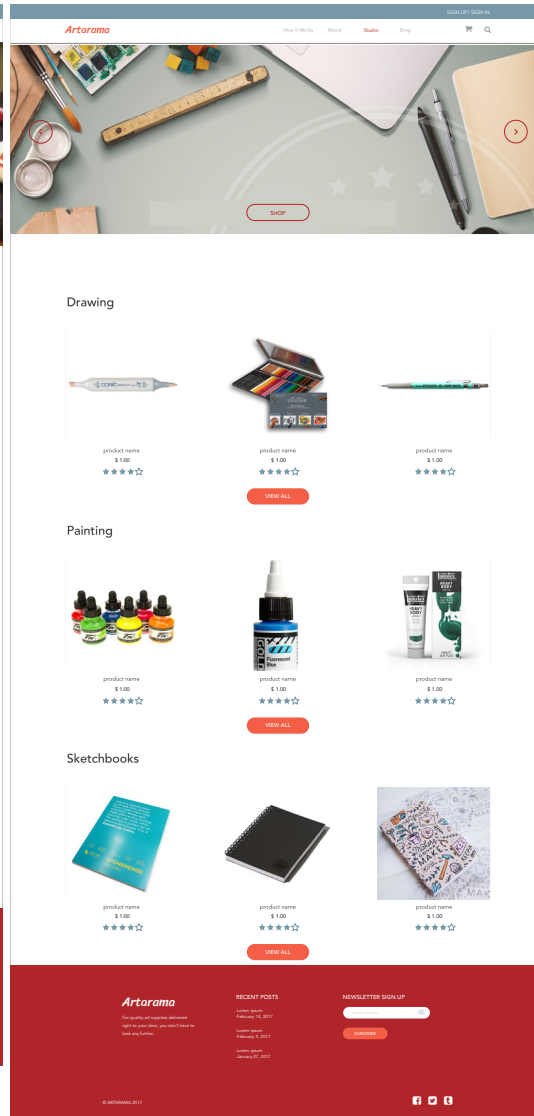
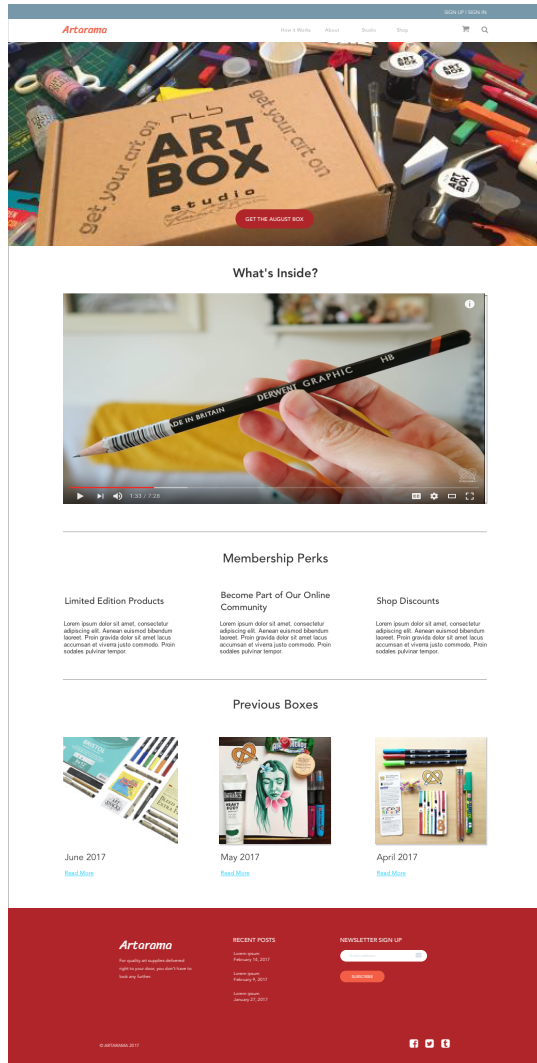
## TYPOGRAPHY

Verdana  
Aa Bb Cc

Garamond  
Aa Bb Cc



# VISUAL DESIGN 2



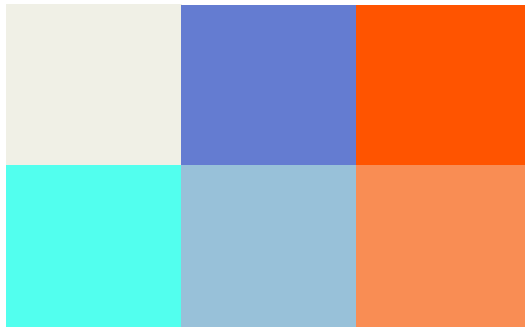


# MOOD BOARD

## KEYWORDS

Fresh, modern, fun

## COLORS

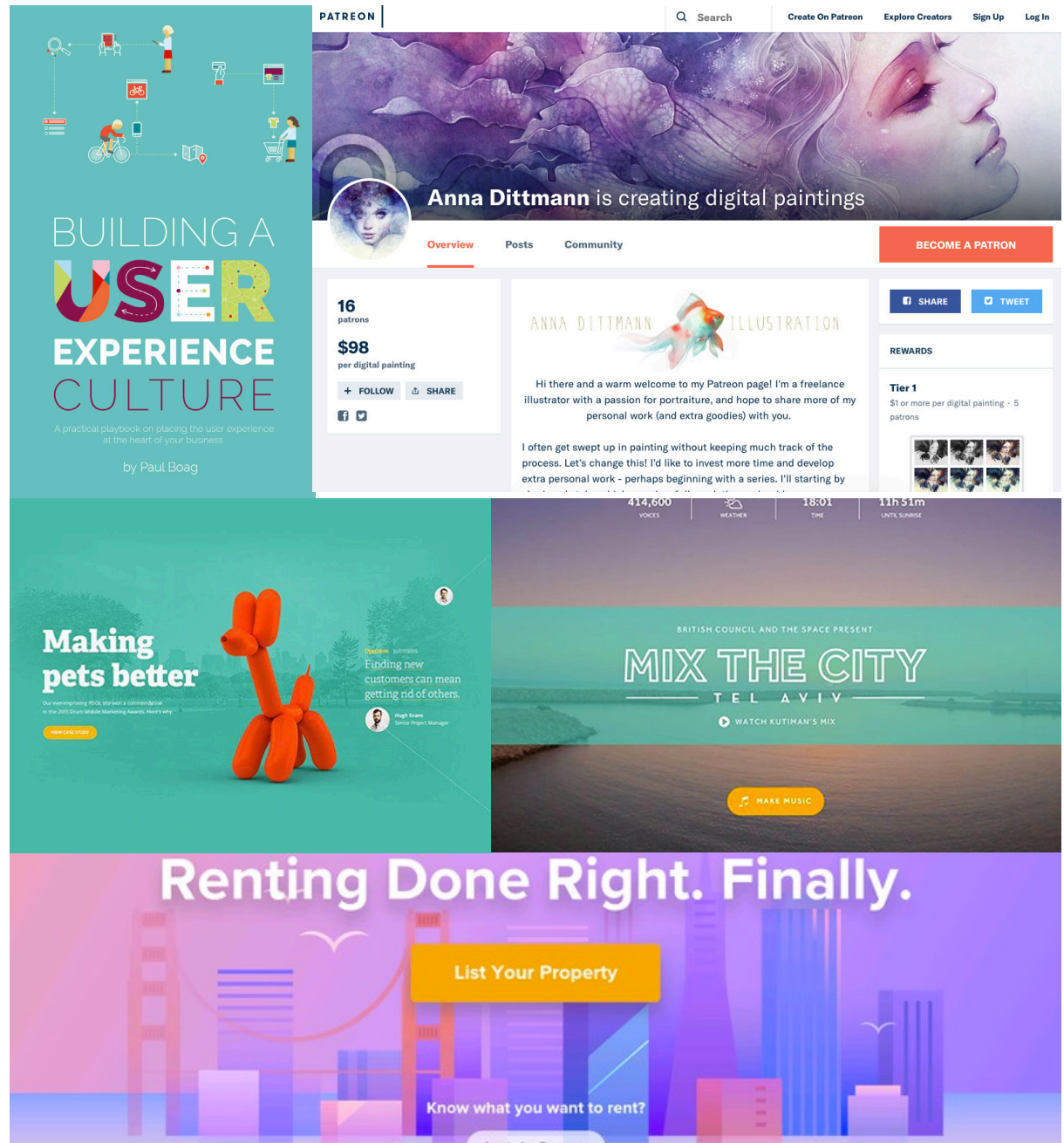


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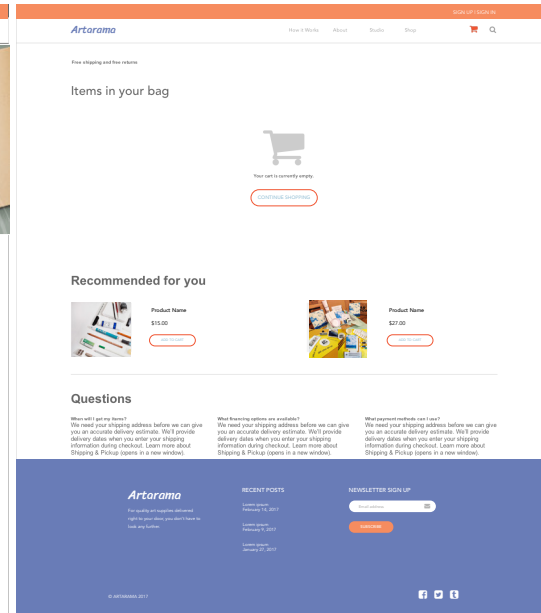
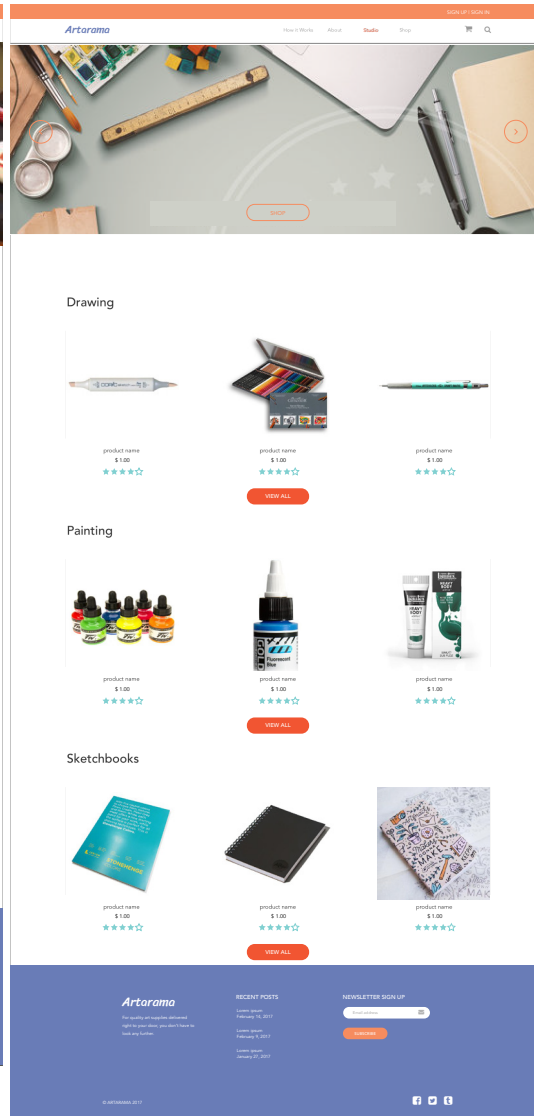
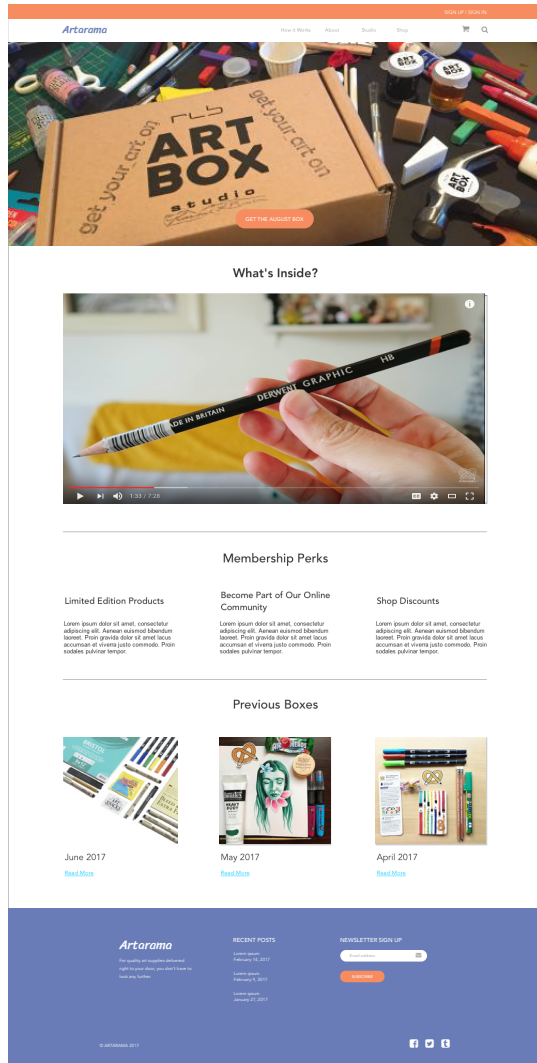
## TYPOGRAPHY

Copse  
Aa Bb Cc

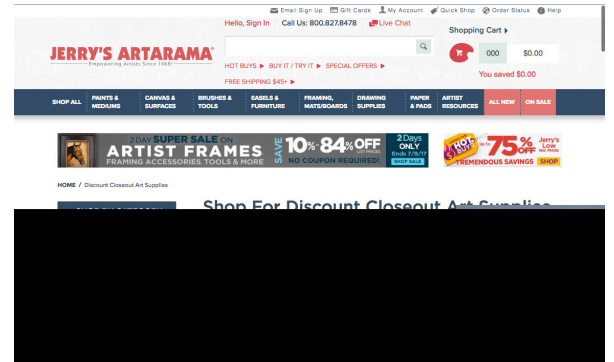
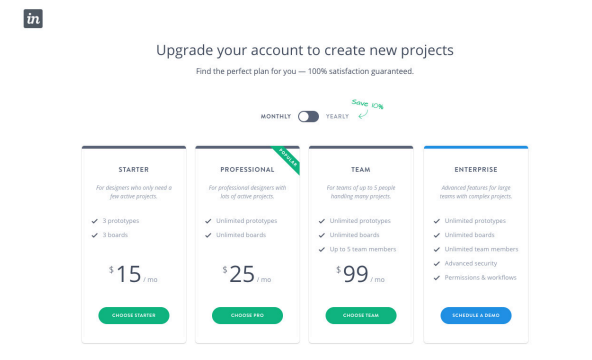
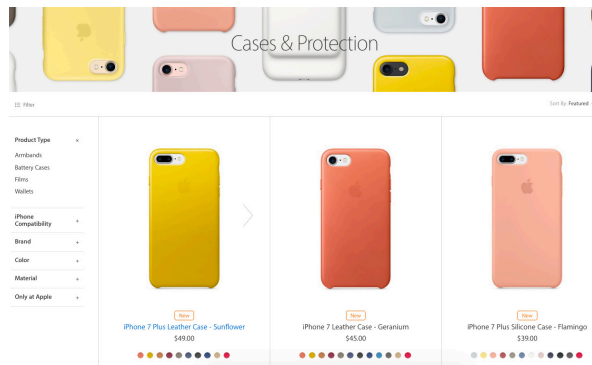
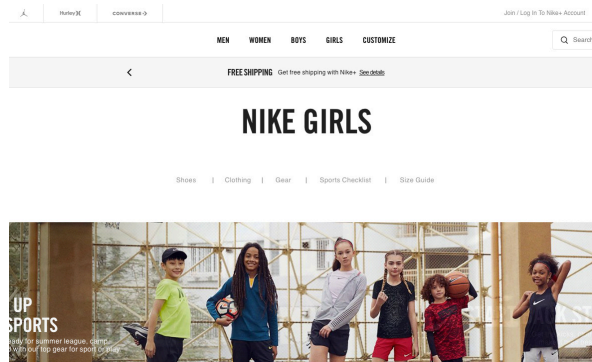
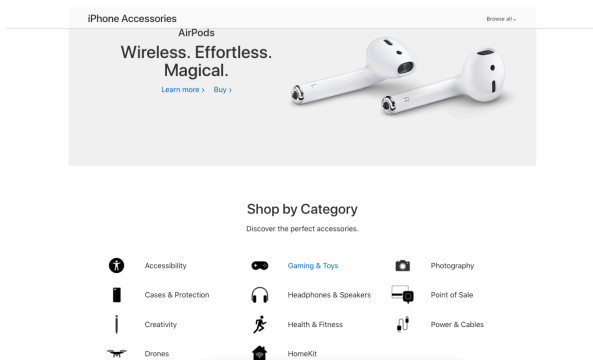
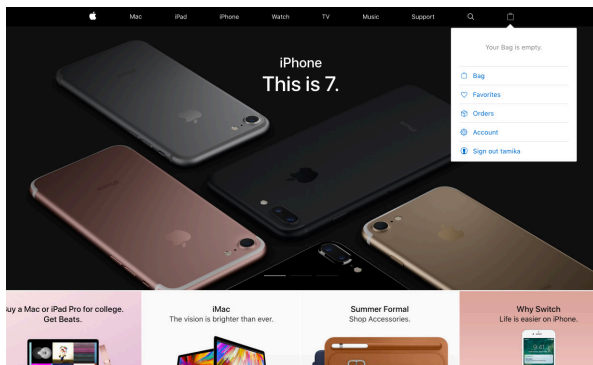
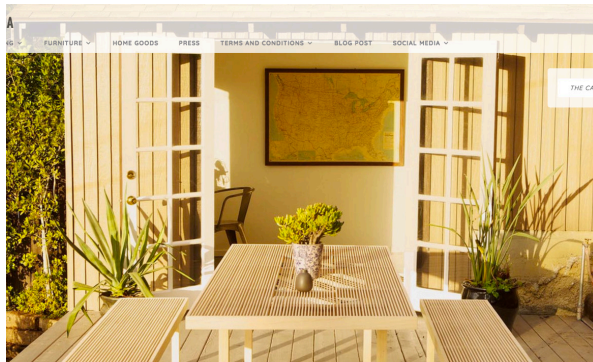
Avenir  
Aa Bb Cc



# VISUAL DESIGN 3

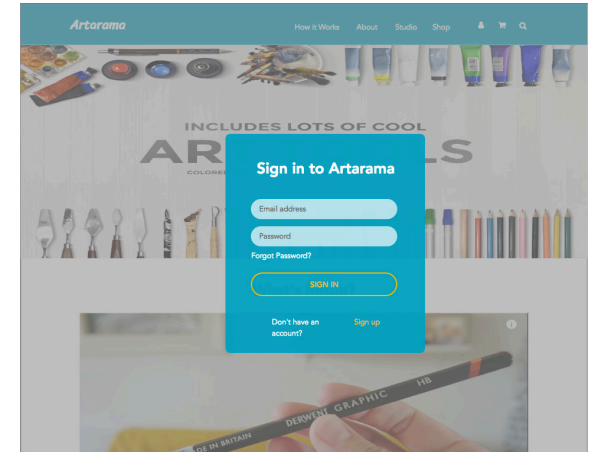
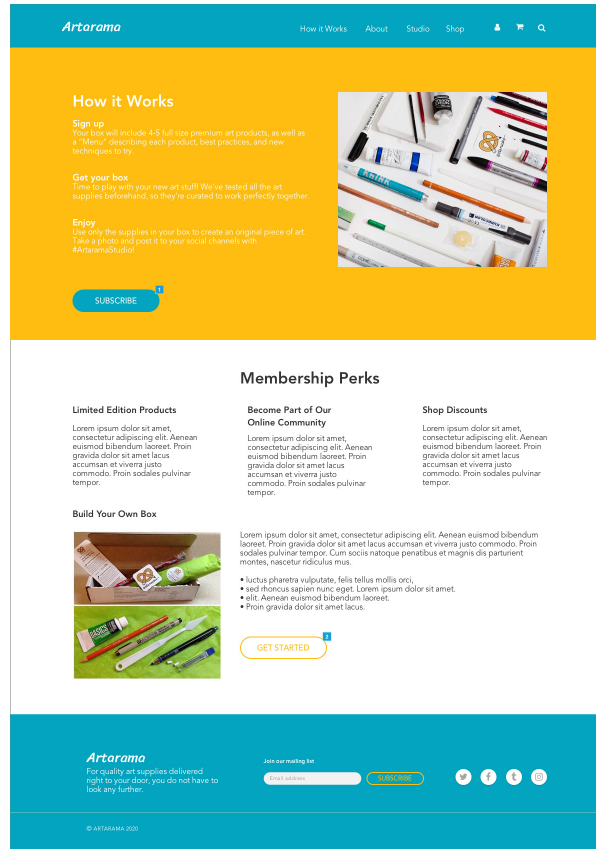
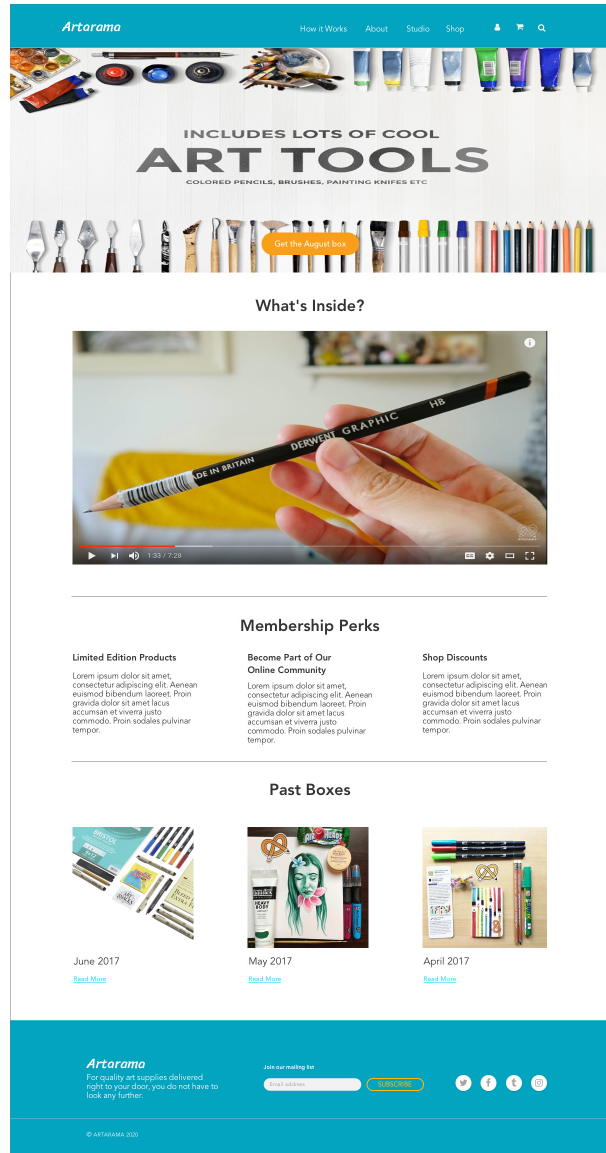


# MOOD BOARD: STYLE & TYPOGRAPHY



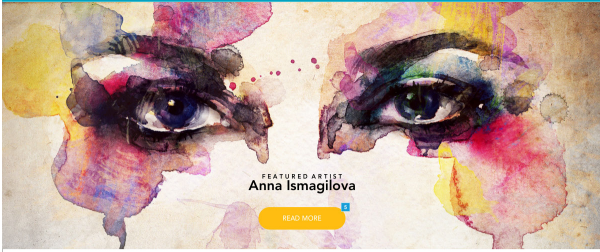


# FINAL VISUAL DESIGN



Click to view final visual design.  
<http://r5djj1.axshare.com/>

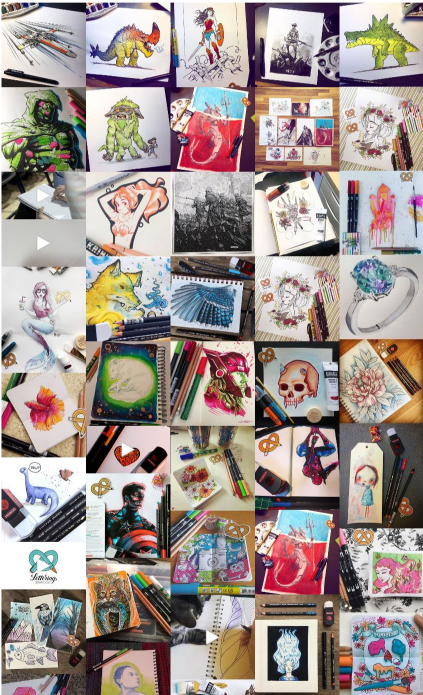
Artarama [How it Works](#) [About](#) [Studio](#) [Shop](#) [🔔](#) [🔍](#)



**FEATURED ARTIST**  
Anna Ismagilova  
[READ MORE](#)

**Join Our Studio**  
Get featured. Tag your work with #ArtaramaStudio

[🐦](#) [f](#) [t](#) [📷](#)



[Load More](#)


**Artarama**  
For quality art supplies delivered right to your door, you do not have to look any further.

Join our mailing list  
 [SIGN UP](#) [🐦](#) [f](#) [t](#) [📷](#)

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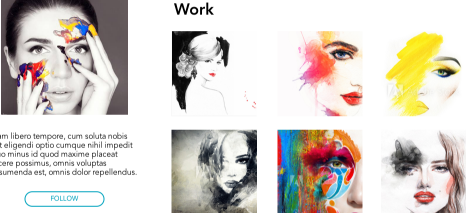
Artarama [How it Works](#) [About](#) [Studio](#) [Shop](#) [🔔](#) [🔍](#)

July 27, 2019 | 131 Comments



**FEATURED ARTIST**  
Anna Ismagilova  
[FOLLOW](#)

**Work**



Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

**Favorite Supplies**

Product name \$1.00 [ADD TO CART](#)

Product name \$1.00 [ADD TO CART](#)

**Wanna Get Featured?**  
Tag your work with #ArtaramaStudio  
Show us the cool stuff you make.

**Artarama**  
For quality art supplies delivered right to your door, you do not have to look any further.


Join our mailing list  
 [SIGN UP](#) [🐦](#) [f](#) [t](#) [📷](#)

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**Our Mission**

**Inspiring Amazing Art**  
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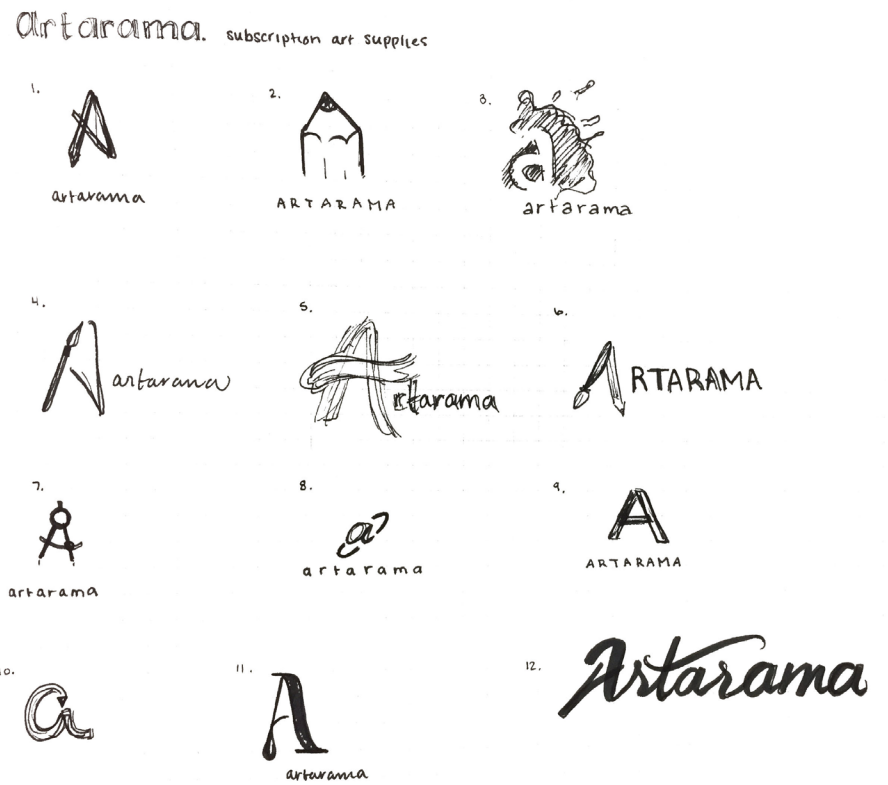
# BRANDING

**What are the primary challenges you face in creating a distinct brand for your site? How do you intend to make your site easily recognizable compared to the dozens of sites using the same framework?**

I would say my primary challenges have been developing a concept for logo. Before I can even brand my site, that is something I need to do. In comparison to other similar sites, my site is so far more colorful and bold. I think maybe I should tone down my colors a bit so they don't seem so distracting. Other sites tended to be mostly white. I understand now why that is.

**Are there trade-offs in looking at branding compared to site usability?**

Branding my site is something I have put less consideration into. I've been primarily focusing on usability and user needs because there's no use in having a website that looks nice but functions poorly. Although, the opposite is also true. I think there trade-offs to branding because it gives your site an identity that can build a deeper connection for the user. Certain colors, typography and layouts all work together to create a site that looks trustworthy and secure- two very important needs of online users. I know I personally wouldn't use a site that doesn't 'look' trustworthy or poorly designed.



# BRANDING



# BRANDING





# BRANDING

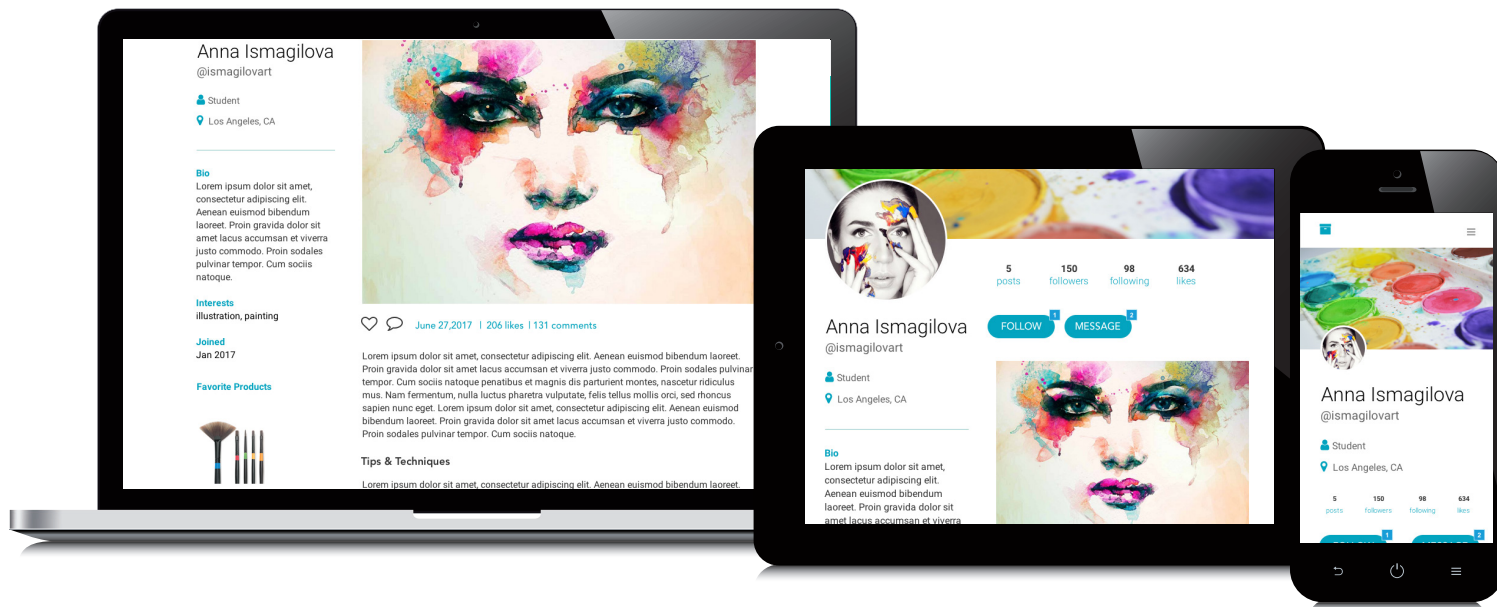


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# PART FOUR: RESPONSIVE DESIGN

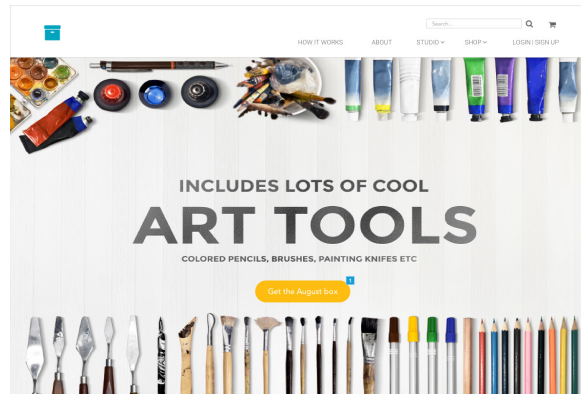


Some elements are not yet responsive.  
Click to view responsive design rough.  
<http://5z0b26.axshare.com>

# RESPONSIVE DESIGN ROUGH

## HOME PAGE

Desktop  
1200px



What's Inside?



Past Boxes



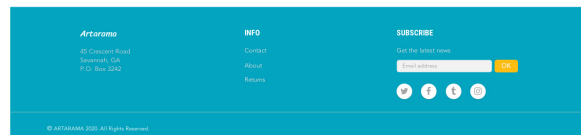
June 2017  
[Read More](#)



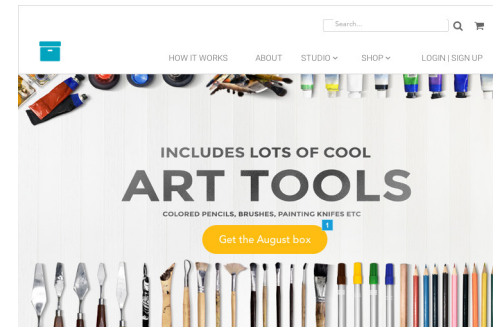
May 2017  
[Read More](#)



April 2017  
[Read More](#)



Tablet  
768px



What's Inside?



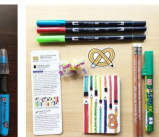
Past Boxes



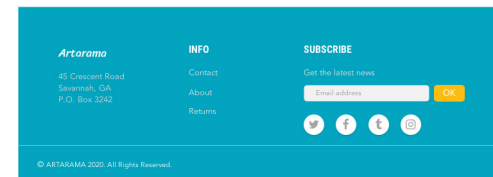
June 2017  
[Read More](#)



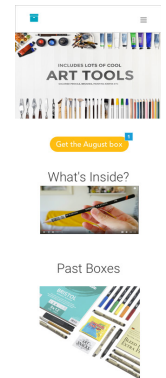
May 2017  
[Read More](#)



April 2017  
[Read More](#)



Mobile  
320px



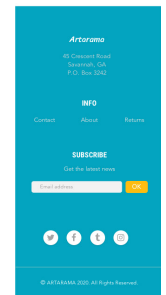
June 2017  
[Read More](#)



May 2017  
[Read More](#)

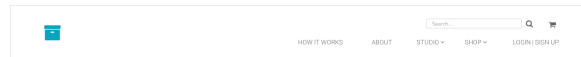


April 2017  
[Read More](#)

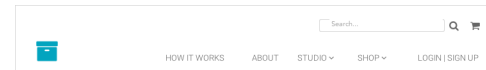


# RESPONSIVE DESIGN ROUGH

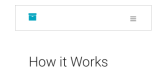
Desktop  
1200px



Tablet  
768px

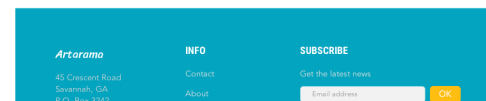
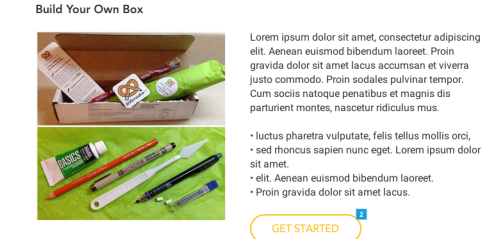
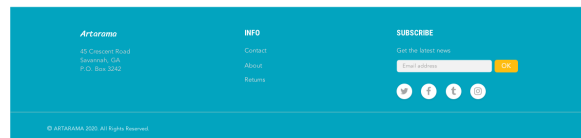


Mobile  
320px



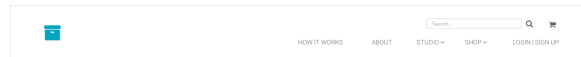
## HOW IT WORKS PAGE

home > how it works



# RESPONSIVE DESIGN ROUGH

Desktop  
1200px

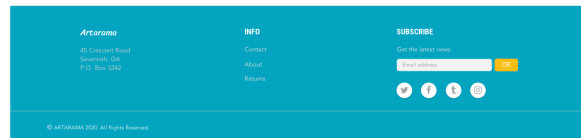


## Who We Are

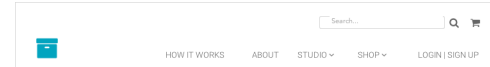
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## What We Do

**Inspire Amazing Art**  
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Tablet  
768px

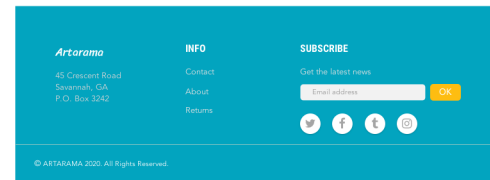


## Who We Are

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Mobile  
320px

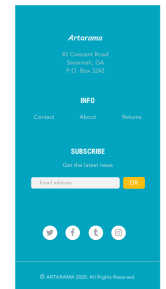


## Who We Are

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## What We Do

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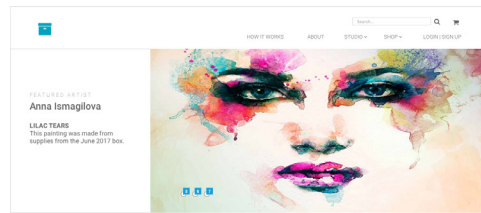


## ABOUT PAGE

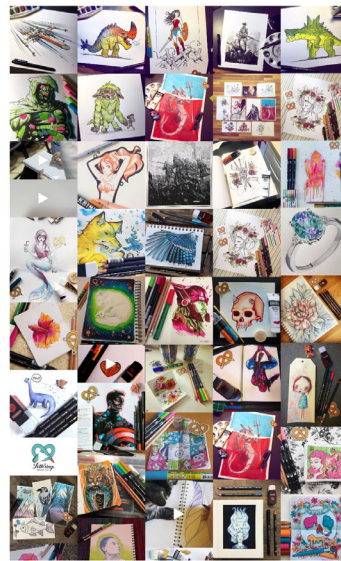
home > about

# RESPONSIVE DESIGN ROUGH

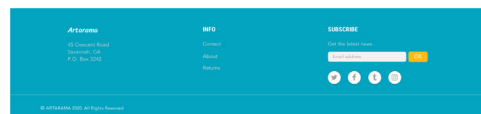
Desktop  
1200px



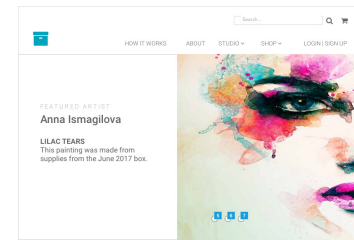
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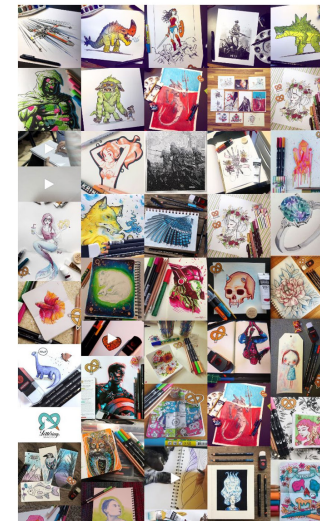
Load More



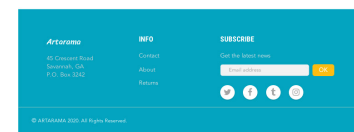
Tablet  
768px



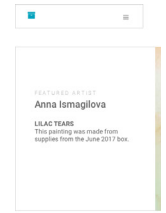
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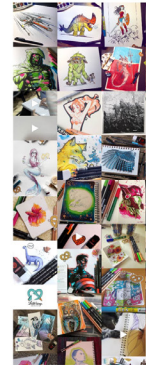
Load More



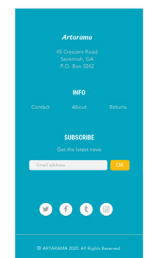
Mobile  
320px



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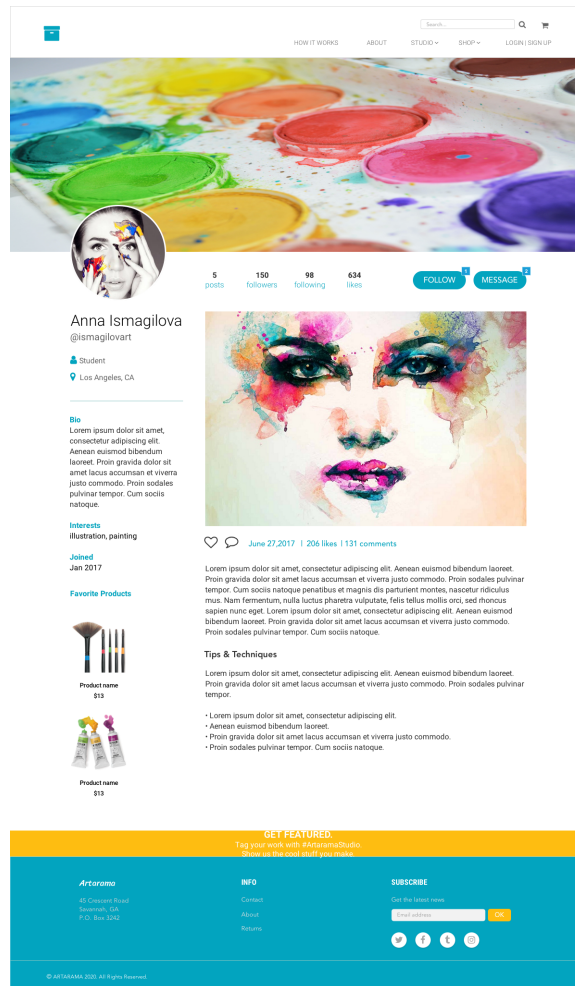
## STUDIO PAGE

home > studio

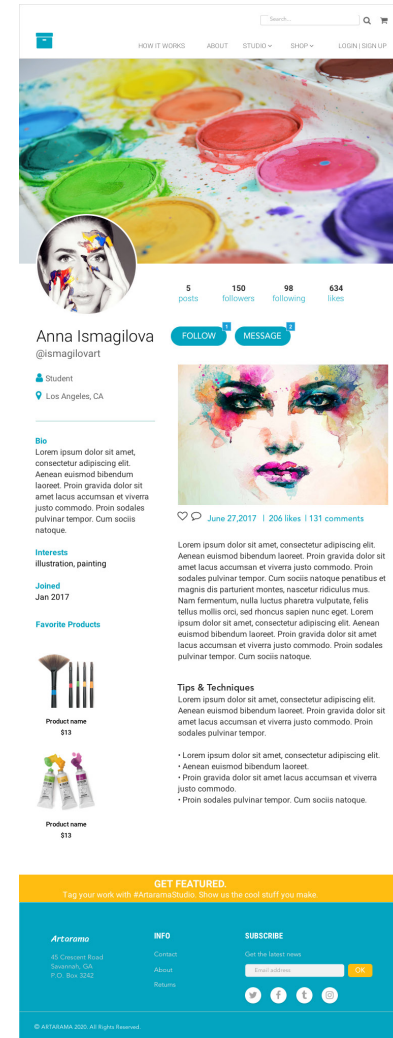


# RESPONSIVE DESIGN ROUGH

Desktop  
1200px



Tablet  
768px



Mobile  
320px



## FEATURED ARTIST PAGE

home > studio > featured artist

# RESPONSIVE DESIGN ROUGH

Desktop  
1200px



## Past Boxes

June 2017

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\$24 [Learn More](#)



May 2017

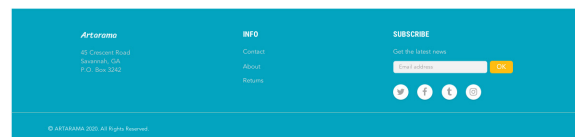
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April 2017

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Tablet  
768px

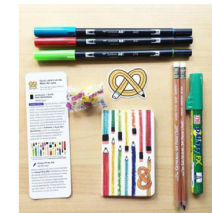


## Past Boxes

June 2017

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May 2017

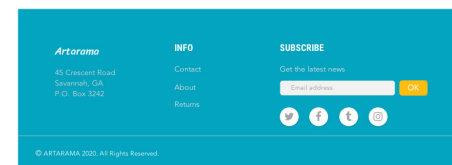
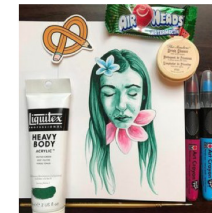
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\$24 [Learn More](#)



Mobile  
320px



## Past Boxes

June 2017



May 2017



April 2017

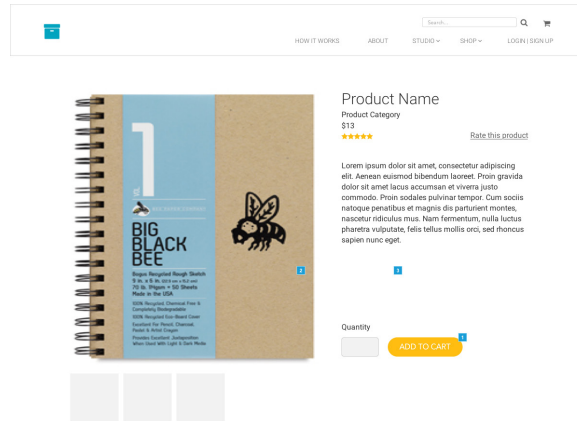


PAST BOXES PAGE  
home > shop > past boxes

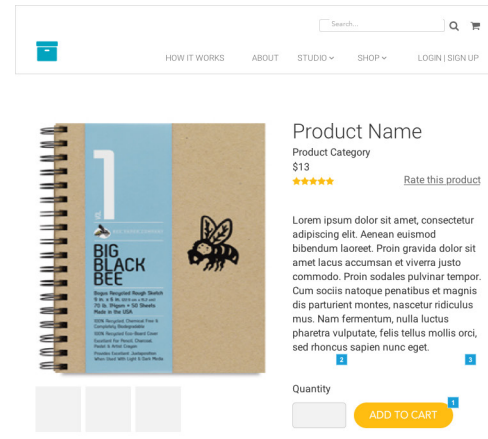


# RESPONSIVE DESIGN ROUGH

Desktop  
1200px



Tablet  
768px



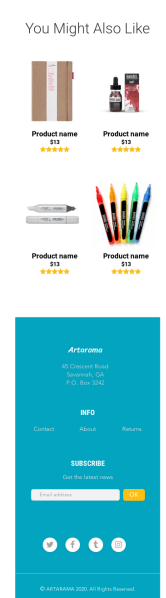
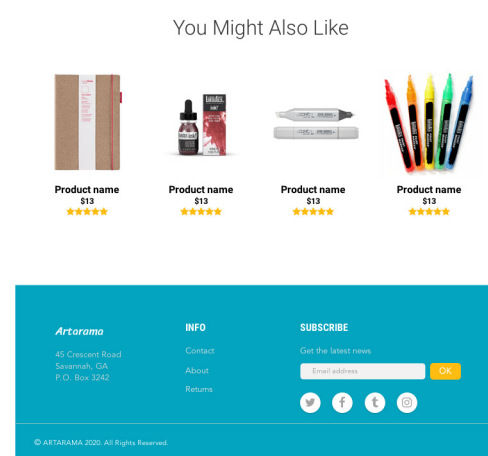
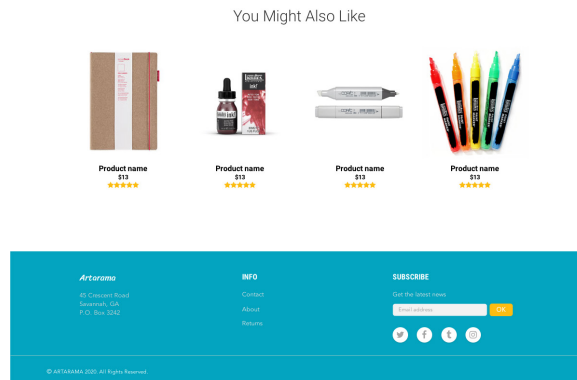
Mobile  
320px



## PRODUCT PAGE

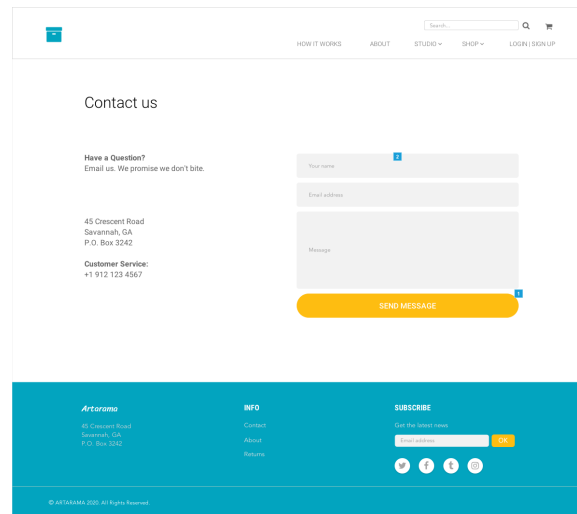
home > shop > (category) > (selected product)

*\*this page only appears if a product is clicked on.*

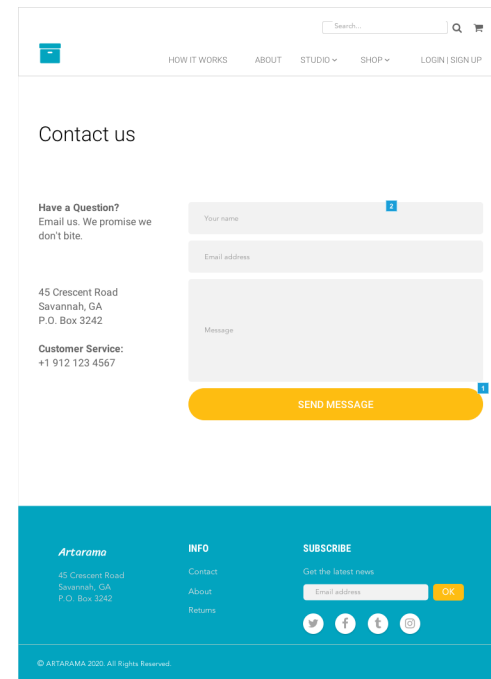


# RESPONSIVE DESIGN ROUGH

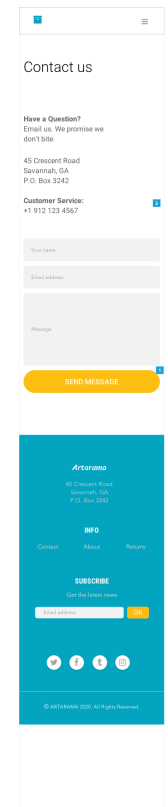
Desktop  
1200px



Tablet  
768px



Mobile  
320px



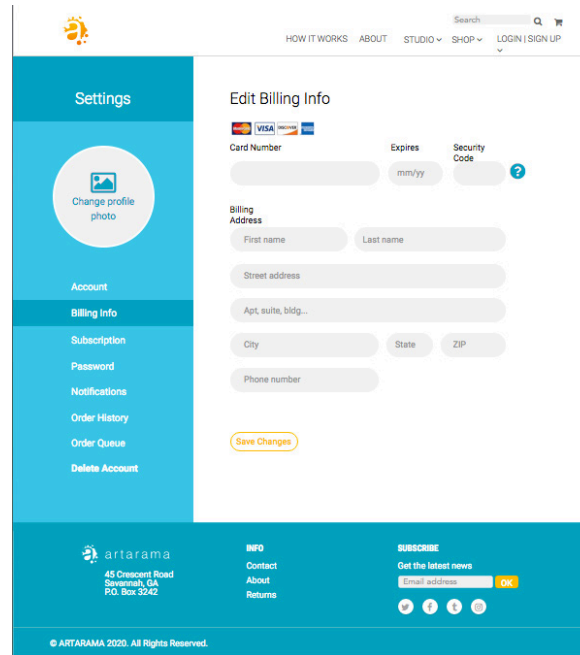
## CONTACT PAGE

any page\*> contact

*\*this link for this page is located in the footer.*

# UPDATES

- Implementing finished logo across pages
- Refining visuals and layout of home page
- Struggling to understand the basics of html and css
- Designing and coding checkout and settings pages
- Optimizing photos for web



## ✎ PART FIVE: FINAL

Click to view final responsive design prototype.

<http://11lg8o.axshare.com>

Click to view final site.

<http://lomelino.com/studentProjects/scad/itgm-715-summer-16/mika-haughton/artarama/index.html>

