Artist_____Date_____Block_____

Website Creation - www.weebly.com   *Online Photo Editing - www.picmonkey.com*   *Smart Phone QR Code Creator - www.qrstuff.com*
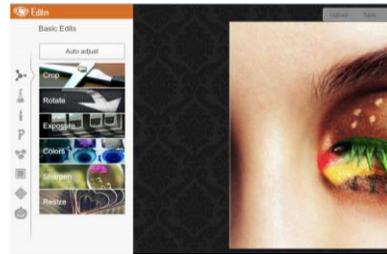
Student Artist's Mission – To create a digital online portfolio website.

You Will Learn:
- Students will acquire the skills to professionally photograph and digitize their artwork.
- Students will build a website with a personal URL that promotes their artwork and ideas.
- Students will learn how to promote their site with design aesthetics and a smart phone QR code.

Guiding Question – How will you promote yourself using your personal website? Think post-high school.
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_____
_____

Step By Step:

1.) Candidate Statement: You will be required to write a candidate statement. Candidate Statement will be 300 words max; use word count. "Write a short critical analysis for your visual arts work." Consider some or all of the following key words to help you with your statement: Concerns, Skills, Purpose, Sources, Techniques, Process, Influences, Media, Achievements, Context, Scale. This will be on your site.

2.) Expectations (REQUIRED): You must create a personal website that includes your personal work, artist statement (candidate statement), and a contact form. This site should be unique to you, meaning it should not be an unmodified template.

3.) Develop (Things You Will Be Graded On):
    -Site should include at least three digitized, professionally photographed pieces of artwork.
    -Site should provide an expressive home page that includes your candidate statement.
    -Site should include a "contact me" page that is connected to your email address.
    -Site should have a text and color scheme.

4.) Production: Use your time efficiently outside of class to create a unique website that reflects you.

5.) Craftsmanship: Your website should have multiple pages that each provide a different aspect of your personal work. These don't have to only concentrate on art! The site should "flow" well with a consistent type face, color scheme, and organizational structure.

Growth: What did you learn about yourself as an artist through this project?
_____
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DEADLINE: Show and share of websites will happen on **November 28th!

Tips to Successful Website Development by Mr. Hanson:

*Remember that in graphic design (website development) **LESS IS MORE!** Always.

Organization:
- A website must be organized!
- Don't create each page the same way. Rearrange the text/visual aids as needed.
- Maintain a steady format throughout the site. Keep the same "style" in each page of the site. For example, don't have a polka-dot page followed by a zombie page, simply because you think they are "cool."

Color Scheme:
- Always use a color scheme in your website. Keep this consistent with each part of the site.
- DO NOT use more than three colors unless it fits with your scheme.
- Always manipulate a template. Never settle with an example, you need to add items, change colors, and make it your own creation.
- Be careful when choosing your scheme, make sure it relates to your work and design.
- Color scheme types:

Monochromatic Relationship Colors that are shade or tint variations of the same hue.
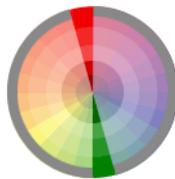
Complementary Relationship Those colors across from each other on a color wheel.
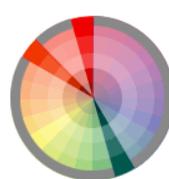
Split-Complementary Relationship One hue plus two others equally spaced from its complement.

Double-Complementary Relationship Two complementary color sets; the distance between selected complementary pairs will effect the overall contrast of the final composition.

Analogous Relationship Those colors located adjacent to each other on a color wheel.

Triad Relationship Three hues equally positioned on a color wheel.

Text/Font:
- Choose no more than two font styles to use throughout the site. Make sure they do not contrast each other, but rather complement one another.
- Use fonts that are readable. For example, do not use curly-q or narrow gothic font.
- Remember that this is a PROFESSIONAL portfolio. Use fonts that will complement your work and the organization of the site.

Overall:
- Spend time on the organization of your site.
- Organizing a website can be time consuming, but all worth it.
- Having a cluttered, repetitive website can break you, so make sure it is clean and to the point.
- Again, remember that less is more when it comes to digital and graphic design.
- Know your style. If you are vintage, reflect it with a vintage theme. If you are abstract, use an abstract format. Make the site YOU!
- Continuously update your site. This will aid you in your professional life.