

AAD 610 – Project Proposal

Project Description(s)

My project goal for this term, as it stands, is to explore new or hybrid techniques and ideas associated with website management. More specifically looking at how small arts organizations or individual artists might be able to more effectively manage their websites using a combination of HTML and WordPress.

Many small to mid-size arts organizations and individual artists are finding it difficult to maintain their online presence. This is due to many factors, some of those being: time, skill-level and competency, as well as generational disconnect. In addition, many of these organizations and individuals find website construction and maintenance to be complicated and potentially costly.

Creating a hybrid approach to website organization and management might potentially alleviate some of the inherent complications without sacrificing quality. In addition, given the “user-friendly” interface that is associated with WordPress, artists and organizations, with some basic training, could easily manage the tasks associated with updated web content.

Project Goal (long-term outcomes)

- Create one or multiple websites using design software and Dreamweaver to construct the “front-end” or permanent content while using WordPress plug-ins and interface to construct the “back-end” or regularly changing content.

Objectives (specifics of what comprise the goal)

- Increase template design capabilities. Further investigate pre-designed template options.
- Increase skill-level and knowledge in website building, language, and applications.
- Increase individual marketability for designing and maintaining multiple websites.

- Increase skill-level and knowledge in external but related design applications.
- Create an online management plan for organizations that includes their entire online presence – including social media.

Strategies (How are you planning to meet the goals)

By creating one or more websites using these techniques.

Evaluative Standards (List anticipated means for measuring that the goals are met)

- Website aesthetics
- Website functionality
- Overall effectiveness (time, cost, difficulty, etc...)