

## **Project Description**

I have been interested in website development since I became self employed. It is important as I begin to explore the career as an arts manager to have an online presence both through social media and web presence. I would like to be able to create something that is simple and easy to navigate. I want it to look sleek yet offer just the right amount of information.

I would like to create a website that is centered around my professional development as an events manager and be able to link it back to my current website which focuses on my line of my work as a professional artist. I would like to be able to showcase the balance of artistry and administration with these two sites. My artist site was done by a graphic designer and I would like to be able to have a similar look and feel with my site. It is my goal to create this site so that when I graduate I will have something tangible to be able to work on and ways that I can aesthetically showcase my resume.

In addition, I would like to add a little bit of marketing material for my artist site (i.e. poster) as well as a business card for my arts management site. I will be utilizing Adobe Suite for these purposes.

## **Project Goals**

- Become familiar with dreamweaver program and building a website
- Something that easily navigated and picture heavy
- Showcasing skills in the Adobe Suite for marketing material purposes

## **Strategies**

- Work effectively in group teams to help support each other through the website process
- Working diligently on tutorials and finding inspiration through other websites. Reaching out to these website owners
- Reading the importance of marketing elements and business card design techniques
- Getting assistance and support from Eric whenever I can

## **Evaluation Standards**

- the beginning of a professional website (homepage, navigation bar, about me page, contact page)
- Depending on time and progress, curating pages specific to work (Resume, Past Clients, Etc)
- I am going for boss lady classy.

## **Timeline**

Week 2: Start investigating Website inspiration and business card design and see what is possible.

Week 3: Make an outline of what I want on the website and insert any universal design elements

Week 4: research specific dreamweaver tutorials, business card design techniques meet with Eric to hash out details

Week 5: Begin the creation of the website, focusing on layout and the navigation bar

Week 6: Finalize any type of static content or page content information/being to craft business card

Week 7: Begin working on combining the interactive and static page lay outs/business card RD

Week 8: Peer feedback from graphic designer/finish business final draft-go to print!

Week 9: Peer critique and editing

Week 10: Finalize and present project/present business cards at the end of class