the
Artchive

Table of Contents

Proposal 03

Creative Brief 05

- Project Overview 05
- Competitive Analysis 06
- Goals 11
- Mission Statement 12
- Audience 13

Site Map 16

Wireframes 17

Flowcharts 21

Content Inventory 23

Design Comps 25

Credits 27

Research and Sketches 28

Proposal

Subject

The Artchive
www.artchive.com

Description

The Artchive is site that offers access to a variety of art resources including information about and images from many artists and genres, articles about art theory and criticism, reviews of art cds and links to other resources for information on art. The operation of the site is supported by users who donate funds in order to gain access to the version of the site that does not have the banners ads.

Proposal

Analysis

The site contains a great amount of useful information and visual examples of art from many artists and genres, but it is unorganized and difficult to navigate. The navigation system is consists of a jumbled set of icons on the first page, a small and hard to find set of icons and menu on other pages, or is not present at all. The overall design is cluttered, lacks consistency and is outdated.

Solution

The redesigned site will improve the navigation system by making it clearer, more consistent and always easy to find. The site will be given a more cohesive look that is clean and modern.

Creative Brief

Project Overview

The Artchive website is currently difficult to navigate and its cluttered and inconsistent design makes it feel very disorganized. Also, the look of the site is outdated: links are unstyled, the menu for the artists is a long scrolling list, and the site look includes an out of date computer monitor. Eventhough the site is supported by a donation/patron program, this information is not very prominent and is divided between a pop-up and another section of the site. The aim of the redesign is to improve user experience by making the site more organized and easier to navigate.

The redesign includes a better navigation system and a cleaner, more modern design that is consistent throughout the site. The logo will be redesigned to correspond with the new look of the site. The information on the patron program will be organized into a single more prominent location and the sign up for the patron program will be made simpler.

Creative Brief

Competive Analysis

1 = bad 2 = poor 3 = fair 4 = good 5 = outstanding

Heuristic Competive Analysis

	artchive.com	artinthepicture.com	smarthistory.org	cybermuse.gallery.ca
Home Page				
Informative & puts the visitor in context immediately	2	4	5	4
Loads in less than 10 seconds	5	5	4	5
Does not feature a useless splash page with multimedia	3	4	5	4
Navigation				
The global navigation should be consistent	1	5	4	5
Large sections should have local navigation	3	4	4	5
Labels & Links				
Labels on section headers should be easy to understand	2	5	4	5
Links should be easy to distinguish from each other	3	4	4	4
Links should not be ambiguous or uninformative (“click here” or “info”)	2	5	4	4
Information Architecture				
Content organization should be intuitive, easy to understand	2	5	4	4
Content should match mission of the organization & needs of the audience	5	5	4	5
There should be a good mix of in-depth material (detailed case studies, articles & white papers) versus superficial content (press releases, marketing copy)	5	4	4	5

Creative Brief

Competive Analysis

artchive.com

Home Page

Navigation

Labels & Links

Information Architecture

■ = bad ■■ = poor ■■■ = fair ■■■■ = good ■■■■■ = outstanding

Creative Brief

Competive Analysis

artinthepicture.com

Home Page

Navigation

Labels & Links

Information Architecture

■ = bad ■■ = poor ■■■ = fair ■■■■ = good ■■■■■ = outstanding

Creative Brief

Competive Analysis

smarthistory.org

Home Page

Navigation

Labels & Links

Information Architecture

■ = bad ■■ = poor ■■■ = fair ■■■■ = good ■■■■■ = outstanding

Creative Brief

Competive Analysis

cybermuse.gallery.ca

Home Page

Navigation

Labels & Links

Information Architecture

■ = bad ■■ = poor ■■■ = fair ■■■■ = good ■■■■■ = outstanding

Creative Brief

Goals

Short Term Goals

The immediate goal of the redesign is to improve user experience by making the site easier to navigate and the information more organized.

Long Term Goals

The long term goal is to attract more patrons and or donations. With more support the site would be able to add more content and possibly expand.

Creative Brief

Mission Statement

The artchive.com is a collection of 2,000 scans from over 200 different artists as well as articles about art theory and criticism and and reviews of commercially available CD-ROM art collections. The main purpose of artchive.com is to provide a free, well-organized and easy to use resource for students, artists and art lovers around the world.

Creative Brief

Audience Profile, Primary User

Jacob Johnson

27/Male/Single
Alexandria, VA

Painter
Income: $30,000

Background

Jacob is a fine artist. He loves painting and often finds much inspiration in looking at paintings by other artists. He is also always looking to learn more about art history.

Scenario

Jacob has just finished a painting and is looking for inspiration for the next one. He browses the collection on the website to get ideas.

Creative Brief

Audience Profile, Secondary User

Linda Moore

30/Female/Married
Washington, DC

Graphic Designer
Income: $45,000

Background

Linda is a graphic design professional at a busy design firm. She is married with one child. She enjoys going to art museums when she gets a chance.

Scenario

On a trip to museum she came across an painter that she was not very familiar with and wanted to learn more about. She goes to the artchive to get more information about the artist and see more work by the artist.

Creative Brief

Audience Profile, Complementary User

Sandy Smith

19/Female/Single
Arlington, VA

Student
Income: $25,000

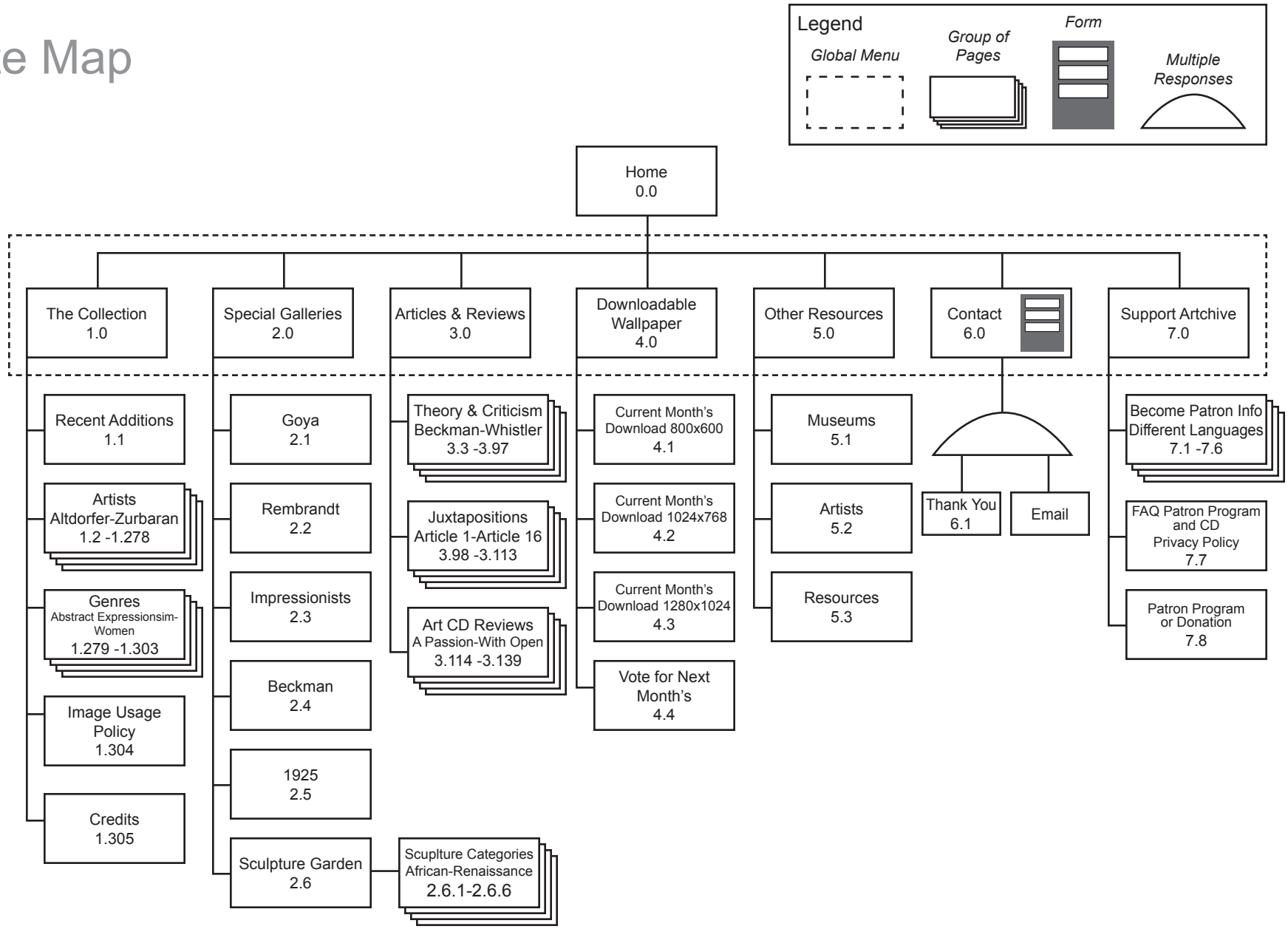
Background

Sandy attends the Art Institute of Washington for web design. She loves learning about all the different technologies that go into making a website and is always looking online line for tutorials and tips to make her web design work better. She works part time in a retail store.

Scenario

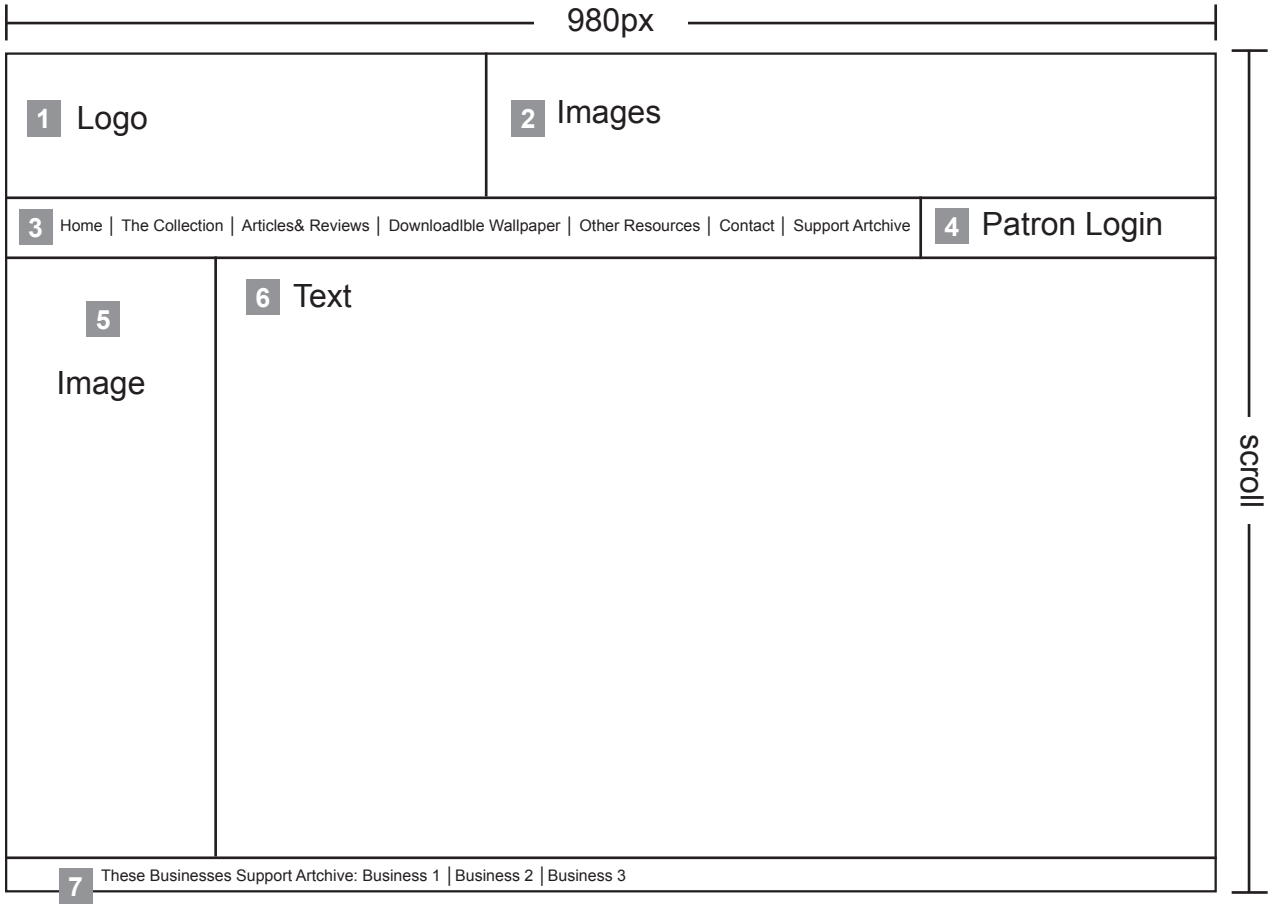
Sandy needs art for a class project. The school has an agreement that allows students to use the site as a resource for this with proper credit.

Site Map


Legend
Global Menu
Group of Pages
Form
Multiple Responses
Home 0.0
The Collection 1.0
Special Galleries 2.0
Articles & Reviews 3.0
Downloadable Wallpaper 4.0
Other Resources 5.0
Contact 6.0
Support Artchive 7.0
Recent Additions 1.1
Artists Altdorfer-Zurbaran 1.2 -1.278
Genres Abstract Expressionsim-Women 1.279 -1.303
Image Usage Policy 1.304
Credits 1.305
Goya 2.1
Rembrandt 2.2
Impressionists 2.3
Beckman 2.4
1925 2.5
Sculpture Garden 2.6
Sculpture Categories African-Renaissance 2.6.1-2.6.6
Theory & Criticism Beckman-Whistler 3.3 -3.97
Juxtapositions Article 1-Article 16 3.98 -3.113
Art CD Reviews A Passion-With Open 3.114 -3.139
Current Month's Download 800x600 4.1
Current Month's Download 1024x768 4.2
Current Month's Download 1280x1024 4.3
Vote for Next Month's 4.4
Museums 5.1
Artists 5.2
Resources 5.3
Thank You 6.1
Email
Become Patron Info Different Languages 7.1 -7.6
FAQ Patron Program and CD Privacy Policy 7.7
Patron Program or Donation 7.8

Wireframes

Home



1 Logo

2 Images

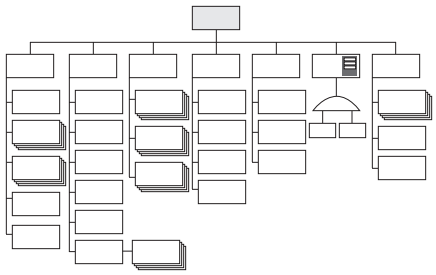
3 Global Navigation

4 Patron Login

5 Images

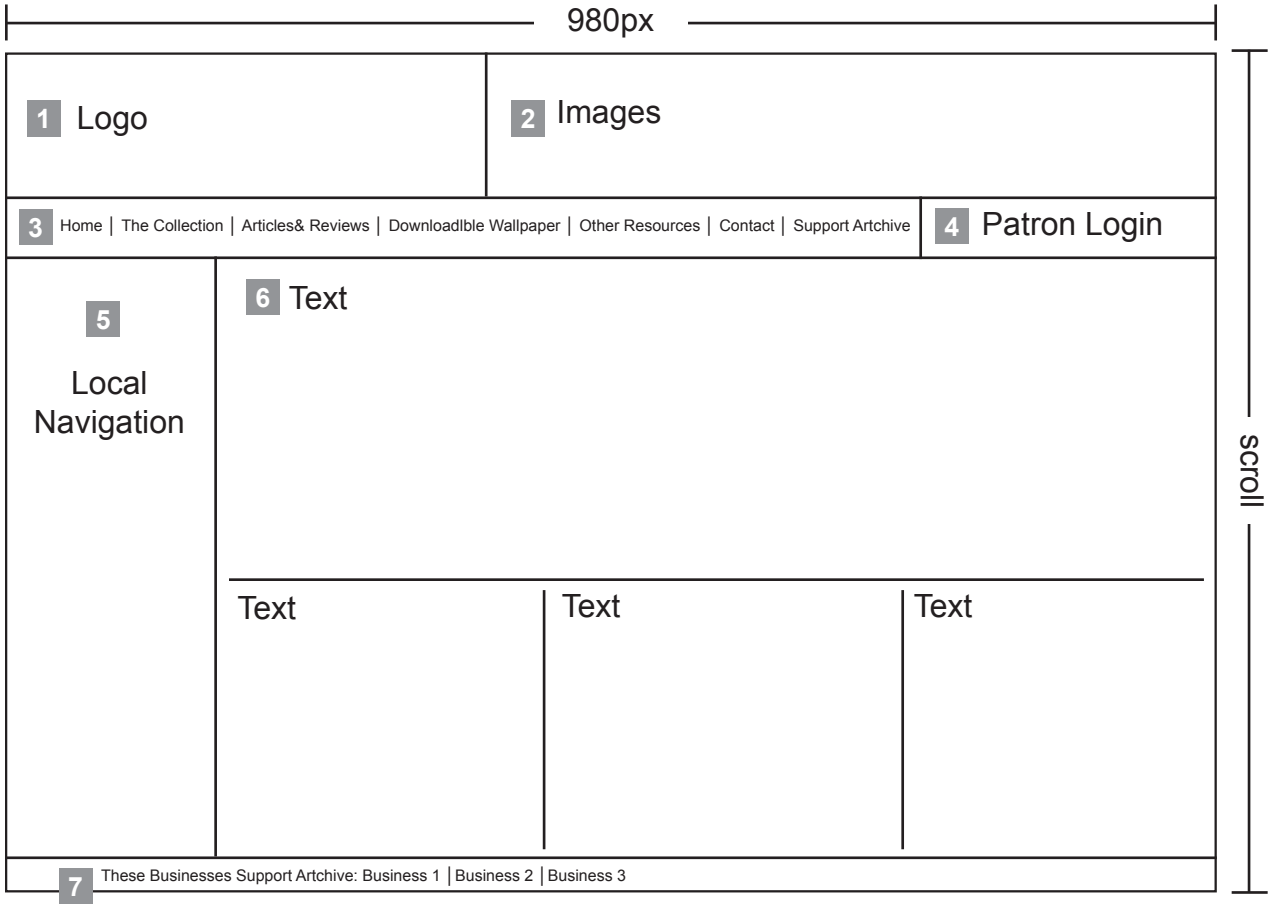
6 Text

7 Footer



Wireframes

The Collection, Articles and Reviews



1 Logo

2 Images

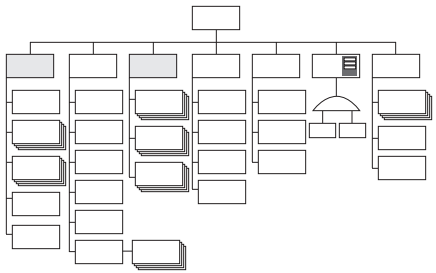
3 Global Navigation

4 Patron Login

5 Local Navigation

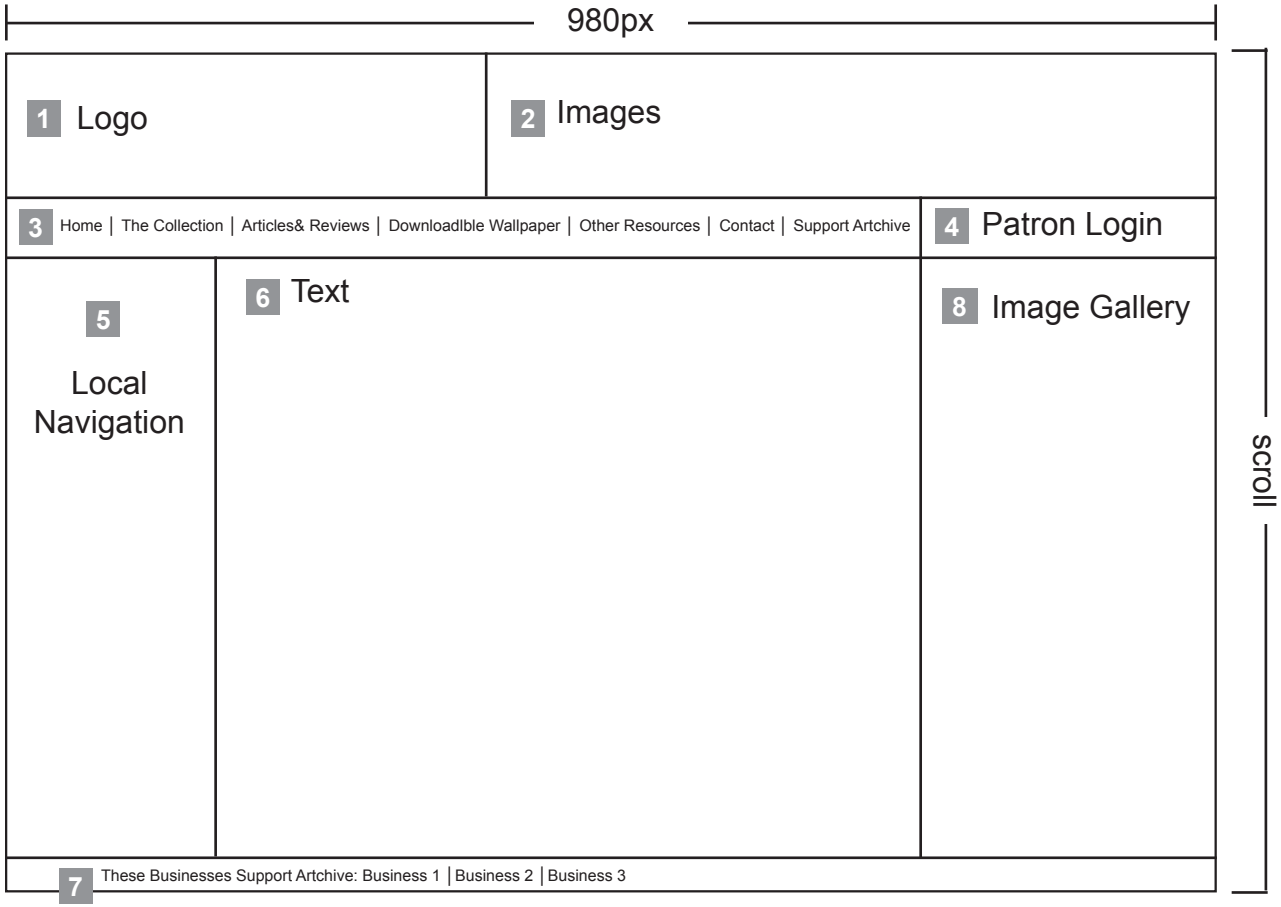
6 Text

7 Footer



Wireframes

Artists, Genres



1 Logo

2 Images

3 Global Navigation

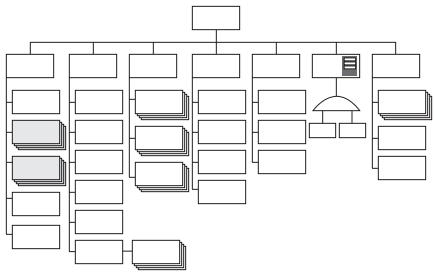
4 Patron Login

5 Local Navigation

6 Text

7 Footer

8 Image Gallery



Wireframes

Downloadable Wallpaper

1 Logo

2 Images

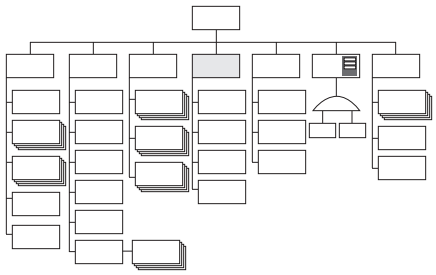
3 Global Navigation

4 Patron Login

5 Images

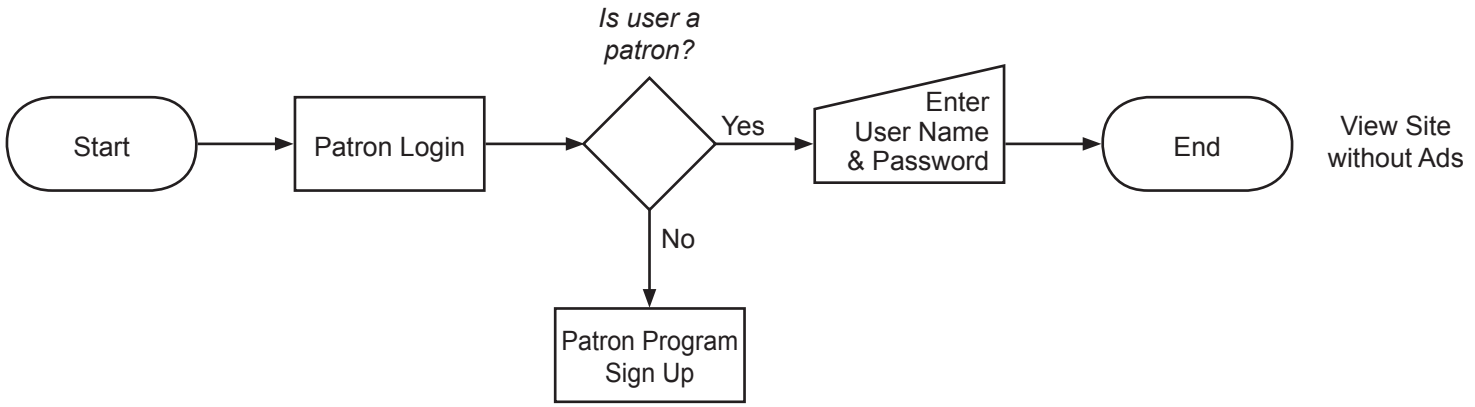
6 Text

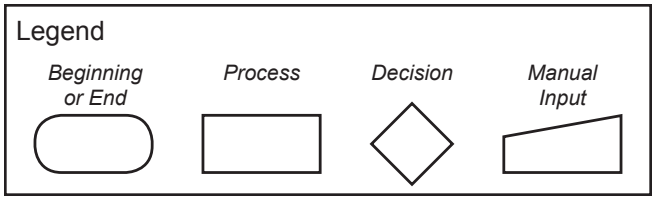
7 Footer



Flowchart

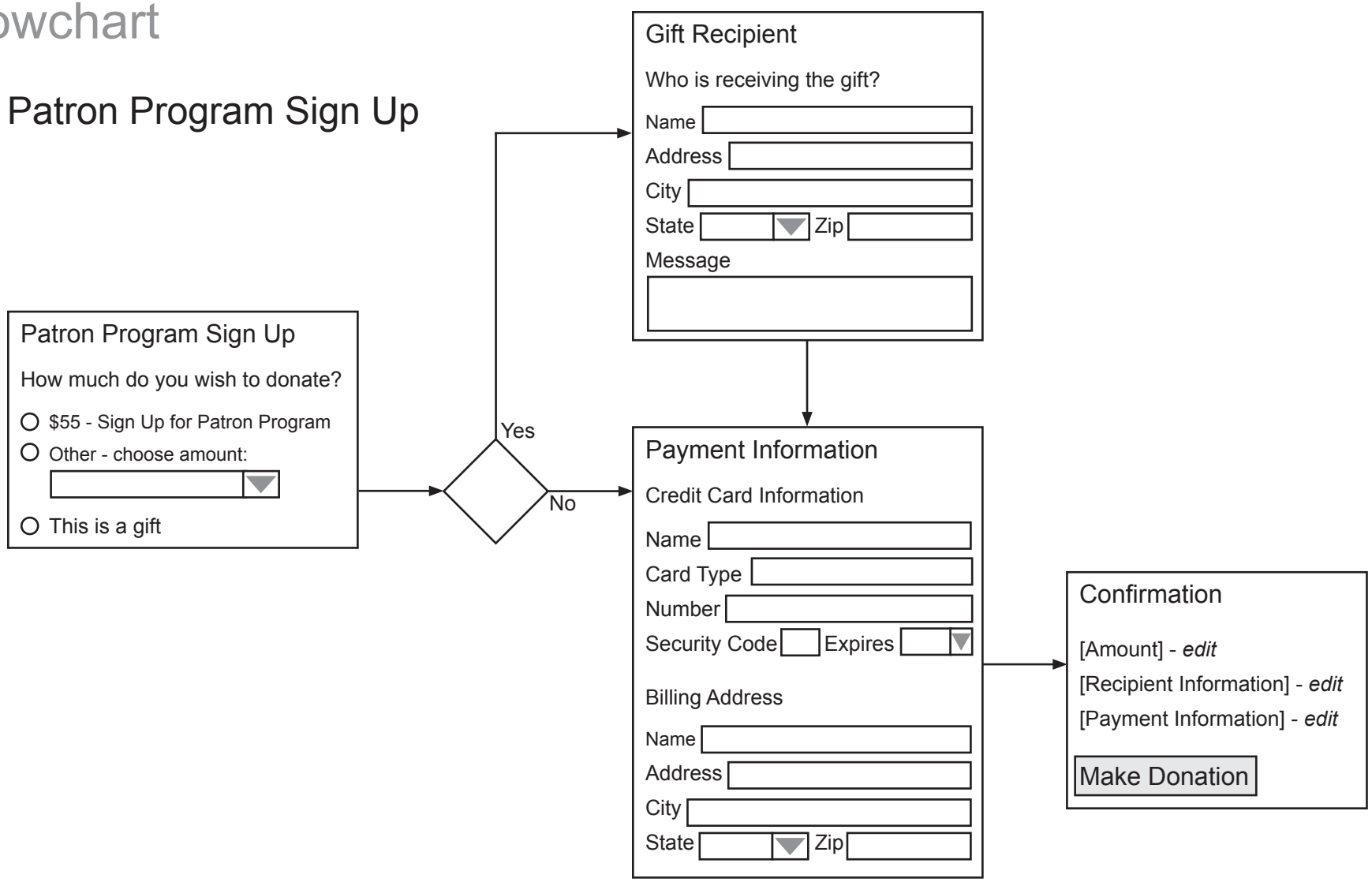
Patron Login (to gain access to the version of the site with no ads)





Flowchart

Patron Program Sign Up



Content Inventory

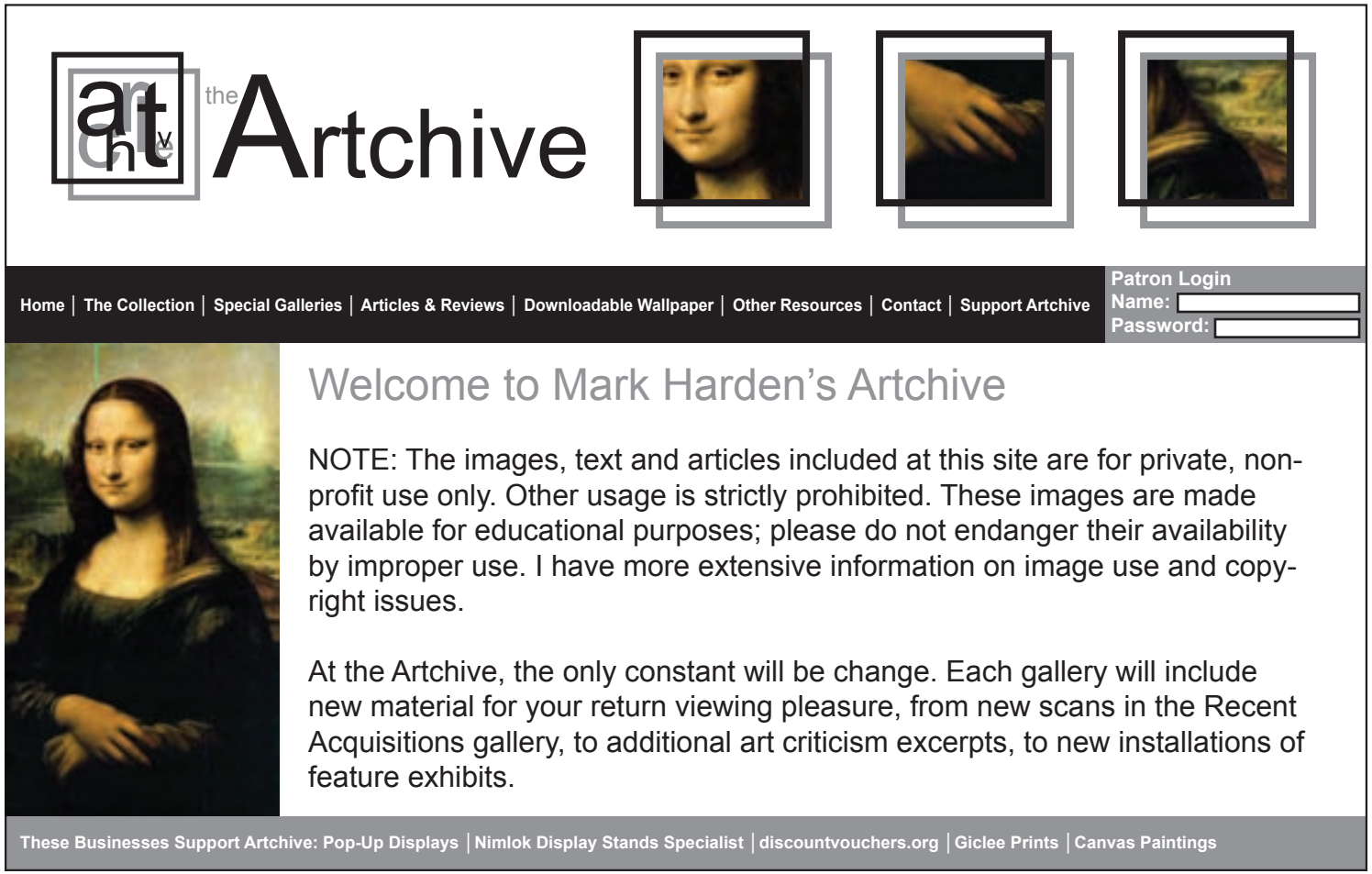
ID	Name	Type	Content	url
0.0	Home	Home Page	Artchive Information	artchive.com
1.0	The Collection	Category Page	Collection Information	artchive.com/collection
1.1	Recent additions	Sub-Category Page	Recent Additons to the Collection	artchive.com/collection/additions
1.2-1.278	Artists	Sub-Category Pages	Pages for Artists in the Collection	artchive.com/collection/artistName
1.279-1.303	Genres	Sub-Category Pages	Pages for the Genres	artchive.com/collection/genreName
1.304	Image Usage Policy	Sub-Category Page	Information About Using Images from the Site	artchive.com/collection/usage
1.305	Credits	Sub-Category Page	Credits	artchive.com/collectioncredits
2.0	Special Galleries	Category Page	Links to Galleries	artchive.com/galleries
2.1	Goya	Sub-Category Page	Special Goya Gallery	artchive.com/galleries/goya
2.2	Rembrandt	Sub-Category Page	Special Rembrandt Gallery	artchive.com/galleries/rembrandt
2.3	Impressionists	Sub-Category Page	Special Impressionists Gallery	artchive.com/galleries/impressionists
2.4	Beckman	Sub-Category Page	Special Beckman Gallery	artchive.com/galleries/beckman
2.5	1925	Sub-Category Page	Special 1925 Gallery	artchive.com/galleries/1925
2.6	Sculpture Garden	Sub-Category Page	Opening Sculpture Garden Page	artchive.com/galleries/sculpture
2.6.1-2.6.6	Sculpture Categories	Sub-Category Pages	Pages for Each Category of Sculpture	artchive.com/galleries/ sculpture/sculptureCategory
3.0	Articles & Reviews	Category Page	Overview of Articles & Reviews on Site	artchive.com/articles
3.1-3.97	Theory & Criticism Articles	Sub-Category Pages	Pages for Theory & Criticism Articles	artchive.com/articles/theory
3.98-3.113	Juxtapositions Articles	Sub-Category Pages	Pages for Juxtapositions Articles	artchive.com/articles/juxtaposition
3.114-3.139	Art CD Reviews	Sub-Category Pages	Pages for Art CD Reviews	artchive.com/articles/review
4.0	Downloadable Wallpaper	Category Page	Current Month's Download Info	artchive.com/wallpaper
4.1	Current Month's Download 800x600	Downloadable Image	800x600 Downloadable Wallpaper	artchive.com/wallpaper/800x600

Content Inventory

ID	Name	Type	Content	url
4.2	Current Month's Download 1024x768	Downloadable Image	1024x768 Downloadable Wallpaper	artchive.com/wallpaper/1024x768
4.3	Current Month's Download 1280x1024	Downloadable Image	1280x1024 Downloadable Wallpaper	artchive.com/wallpaper/1280x1024
4.4	Vote for Next Month's Image	Sub-Category Page	Images to Choose from for Next Month's Downloadable Wallpaper	artchive.com/wallpaper/vote
5.0	Other Resources	Category Page	Lists of Links to Outside Resources	artchive.com/other
5.1	Museums	Sub-Category Page	List of Links to Museum Websites	artchive.com/other/museums
5.2	Artists	Sub-Category Page	List of Links to Artist Websites	artchive.com/other/artists
5.3	Outside Resources	Sub-Category Page	List of Links to Art Websites	artchive.com/other/resources
6.0	Contact	Category Page	Email Form	artchive.com/contact
6.1	Thank You	Sub-Category Page	Page Acknowledging & Thanking the User for Submiiting Their Commments	artchive.com/contact/thankyou
7.0	Support Artchive	Category Page	Information On Supporting Artchive	artchive.com/support
7.1-7.6	Become a Patron Information in Different Languages	Sub-Category Pages	Information on Becoming a Patron in Spanish, French, Italian, Portugese, German and Dutch	artchive.com/support/language
7.7	FAQ and Privacy Policy	Sub-Category Page	FAQ for Patron Program and Art CD and Privacy Policy	artchive.com/support/faq
7.8	Patron Sign Up or Donation	Sign Up to Be a Patron or Just Donate	Patron Sign Up or Donation Form	artchive.com/support/signup

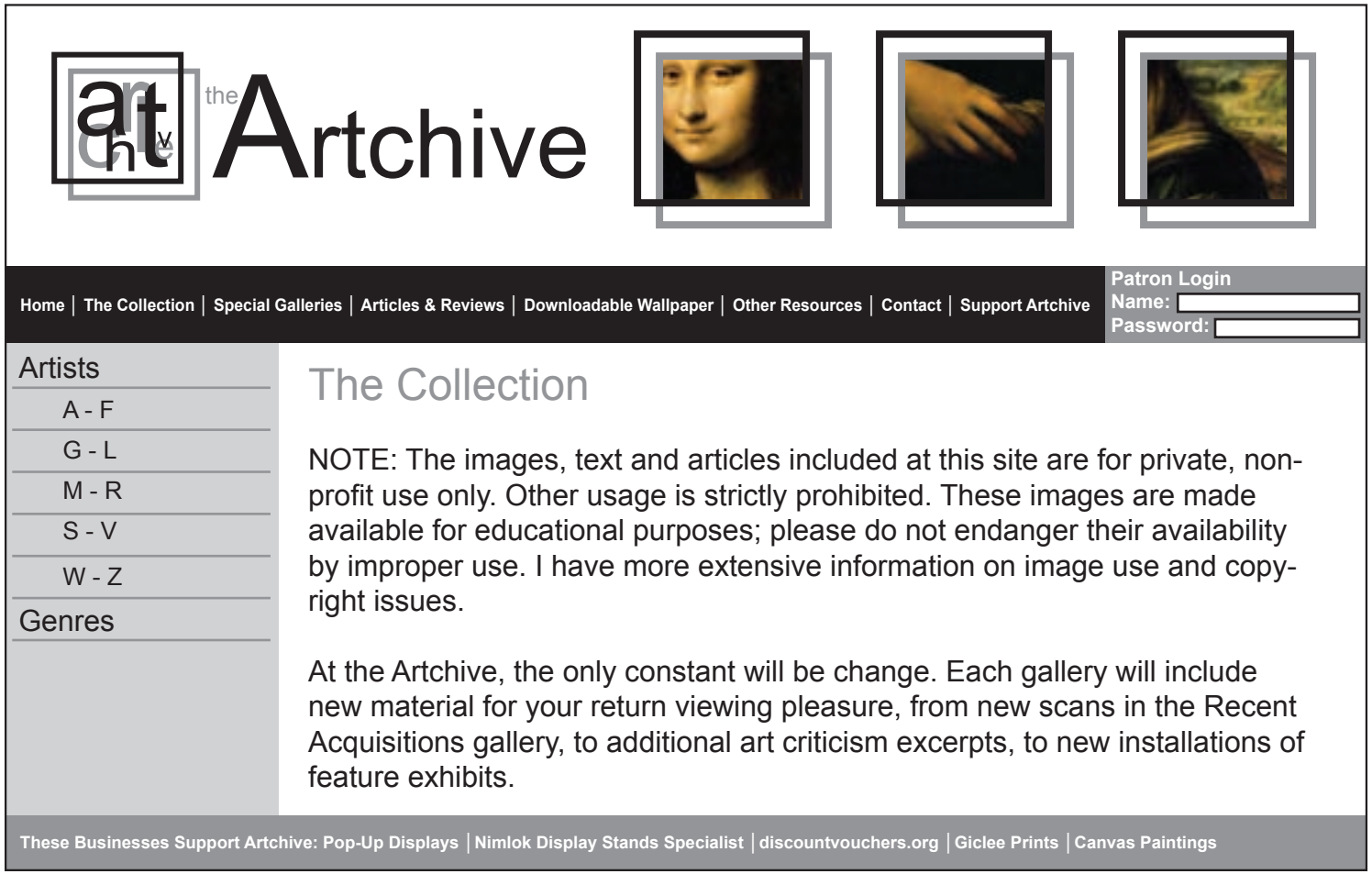
Design Comps

Home Page



Design Comps

The Collection



Credits

da Vinci, Leonardo. Mona Lisa. c. 1503-04
Mark Harden's Artchive. 8 March 2011
<http://www.artchive.com/ftp_site.htm>

Stockbyte. 57281580. c. 2011
Getty Images. 14 March 2011
<http://www.gettyimages.com/Search/Search.aspx?stak=86952086&assetType=image>

Siri Stafford. Young woman standing in front of open door. c. 2011
Getty Images. 14 March 2011
<http://www.gettyimages.com/Search/Search.aspx?query=z.i.H4sIAAAAAAAEAOy9B2AcSZYlJi9tynt_SvVK1-B0oQiAYBMk2JBAEOz-BiM3mkuwdaUcjKasqgcplVmVdZhZAzO2dvPfee--999577733ujudTif33_8_XGZkAWz2zkrayZ4hgKrIHz9-fB8_In7dfLn91etf49f4NX6PX_dskV3kvyb9-pj-_-s37XqWL9tfc4RPfo1f59foP78W_f-T13lWT-dfFLNZmb8p8nr8Kj8vlvmCXvV-PV229fWvq-_9up_eP9i5l3y5zNOXed1Uy1_zfaAYTH7dhwTm3m8FKL9PtV5epN-tFtky_XJZXv-a2uTXML_8mkldVe3LrM4WjcEC2P9auzv49Xc37X8z88tv_WsYNO1f3N1vTL_9eu9eXzen7xgu_u_9jefXys7Nr7-m_o6ufu3sfGrR8f_4tfHBDmOzaN2b7vdfhxqX9gv7F977demPemHBhn_--vhoF3_9evz5xMLo_M2vnY-dQ7J8MZcdCOe9AcX_za3UIxf7JUPYslLoDxf1NlMnNS_wHk-fXUDLt4tPf0HyNyWDaEk3ylfn01wz--rXzSWO_MX8wsXOHg_f7r5W75t7vv3azWtnP8YfB8beyL15O3YuX019bf_8t8feO_W3f_sZD-XWq2mMk-xd_Ncn9r8xfeH7t2dXS_P5rmj8gFr9Os_ZGG_z1a-eZw8__g35f-V_YP37dJoAmf_6Y_omfv869g50d_49d_489_49974_dT70_9lyz_d19B4D-cO_s7zzkZr_2u2fPnQjRH_o78UntEcT74zdqptUqf7JeklpxQwk-NQB_HHAe7NzH778OsfXaNg_--nXmtfwh04K_DISPAWFv7yF-J851suz_8eu9yK_ypv1_AgAA__9heqvRdgUAAA..&rid=60603&rcat=Age&rt=18-19+Years#2>

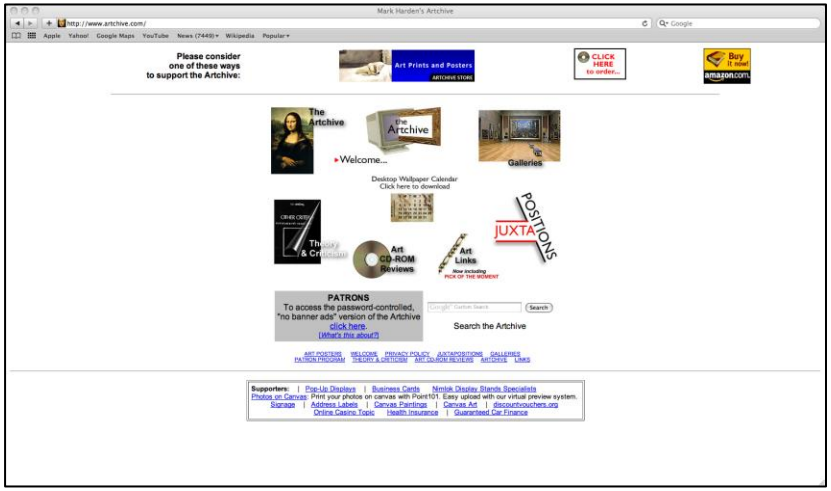
Michael Blann. Woman at desk in office, portrait. c. 2011
Getty Images. 14 March 2011
<http://www.gettyimages.com/Search/Search.aspx?query=z.i.H4sIAAAAAAAEAOy9B2AcSZYlJi9tynt_SvVK1-B0oQiAYBMk2JBAEOzBiM3mkuwdaUcjKasqgcplVmVdZhZAzO2dvPfee--999577733ujudTif33_8_XGZkAWz2zkrayZ4hgKrIHz9-fB8_In7dfLn91etf49f4NX6PX_dskV3kvyb9-pj-_-teVYts-WuO8Hf0wRefvM6zejr_opjNyvxNkdfjV_l5scwX-bL1fj1dtvX1r6vv_bqf3j_YuZd8uczTl3ndVEvbg_nl10zqqmpfZnW2aH4d_ezXwv93d_Dr727a_2bml9_61zBgf2P67dd79_q6OX1nIP6a3t8MKTs3v_6a-juA_9rZ-dQi4P_xa-ODHe5_0bo33e-_DjUu7Rf2L7z369lf9cKCDf_89fHRLv769fjziYXR-ZtfOw-h2D8Zyo6Fct6B4v7m1-oQiv2ToexZKHUHivubKJNbGPjj19Y_mEy7-O03NG0xGUxbokm-Mp_-msFfv3Y-aew35g8mdu5w8H7_tX-LX3Pv9125WK_s5_jA4_lb2xcupe_FyatD-LfH3jv1t3_7GQ_l1qtpjJPsXfzXJ_a_MX3h-7dnV0vz-a5o_wMi_TrP2Rhv89WvnmcPP_4N-X_lf2D9-3SaAJn_-mP6Jn7_OvYOdHf-PXf-PPf-Pfe-P3U-9P_Zcs_3dfQeA_nDv7O885Ga_9rtnzx1v0B_6OzFN7RHE--M3aqbVKn-yXpL6cEMJPjUAfxx-wHuzcx--_DrH12jYP_vp15rX8IdOCvwyEjwFhb-8hfifOdbLs__Hrvciv8qb9fwIAAP__Kg8cVRYFAAA.&rid=67265&rcat=Age&rt=30-39+Years#6>

Research and Sketches

Website Redesign
The Artchive

Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive Problems Report



- Site lacks a cohesive look – each page/section of the site looks as though it could be a different site
- Opening page is a random-looking collection of icons – difficult to see how to navigate the site
- The look of the site is out dated – there are unstyled links and the logo uses a really old looking monitor

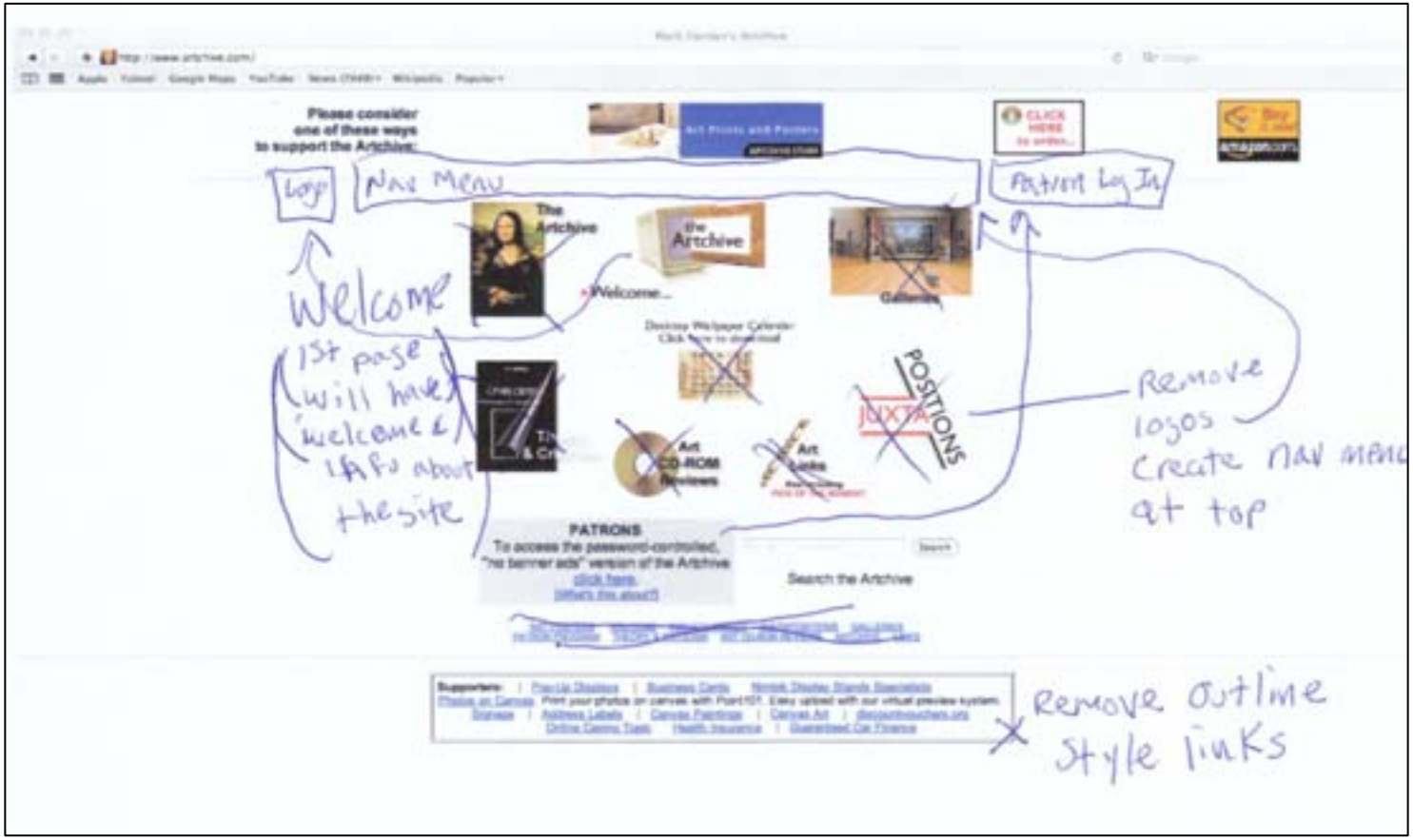
Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive Solutions Report

- Remove all logos except the main one from the home page and create a navigation menu across the top
- Update look of the site to a cleaner more modern look – style links, pop out or slide menus instead of scrolling frames, etc.
- Give the site a consistent look
- Redesign the logos to be consistent with the new look of the site and also so that even though they denote different sections of the site, they convey that they are part of the same site

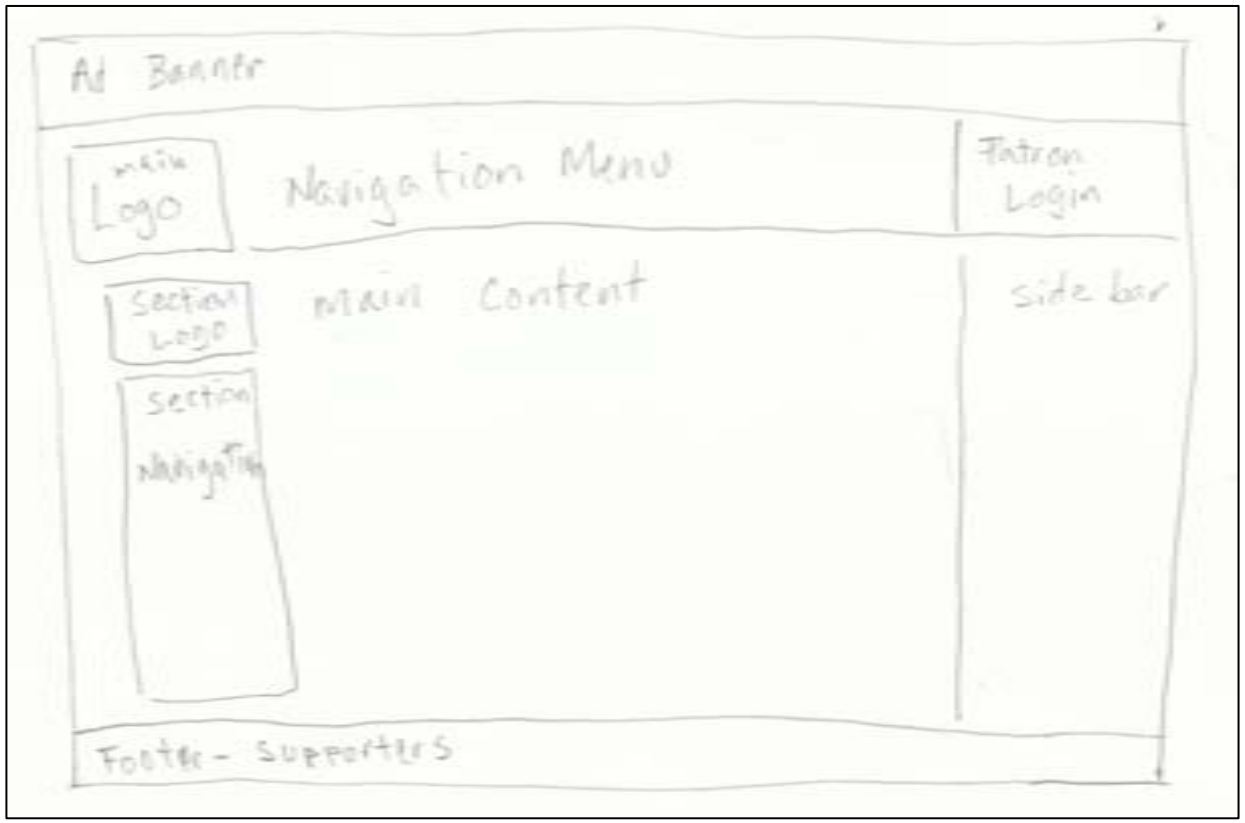
Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive Sketches



Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive Sketches



Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive Comparison Report

Current Site

Mark Harden's The Artchive
www.artchive.com

Successful Area:

Content: the site is about art and contains a great amount of useful information and visual examples of art from many artists and genres

Unsuccessful Area:

Lacks Organization: the site lacks a clear way to navigate it

Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive Comparison Report

Critique

- The overall look of the sight including the logo is very dated
- The site is cluttered looking
- Each section of the site looks as though it could be a different site

Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive Comparison Report

Reasons for Redesign

- Main Reasons:
  - Update the look
  - Make the site more organized and easier to navigate/use
- Primary Business Objectives: Provide a well-organized, easy to use art resource
- Long Term Goals: attract more patrons/support and be able to continue to add more articles, information and art
- Short Term Goals: better user experience

Robin Long
IMD200 Information Architecture

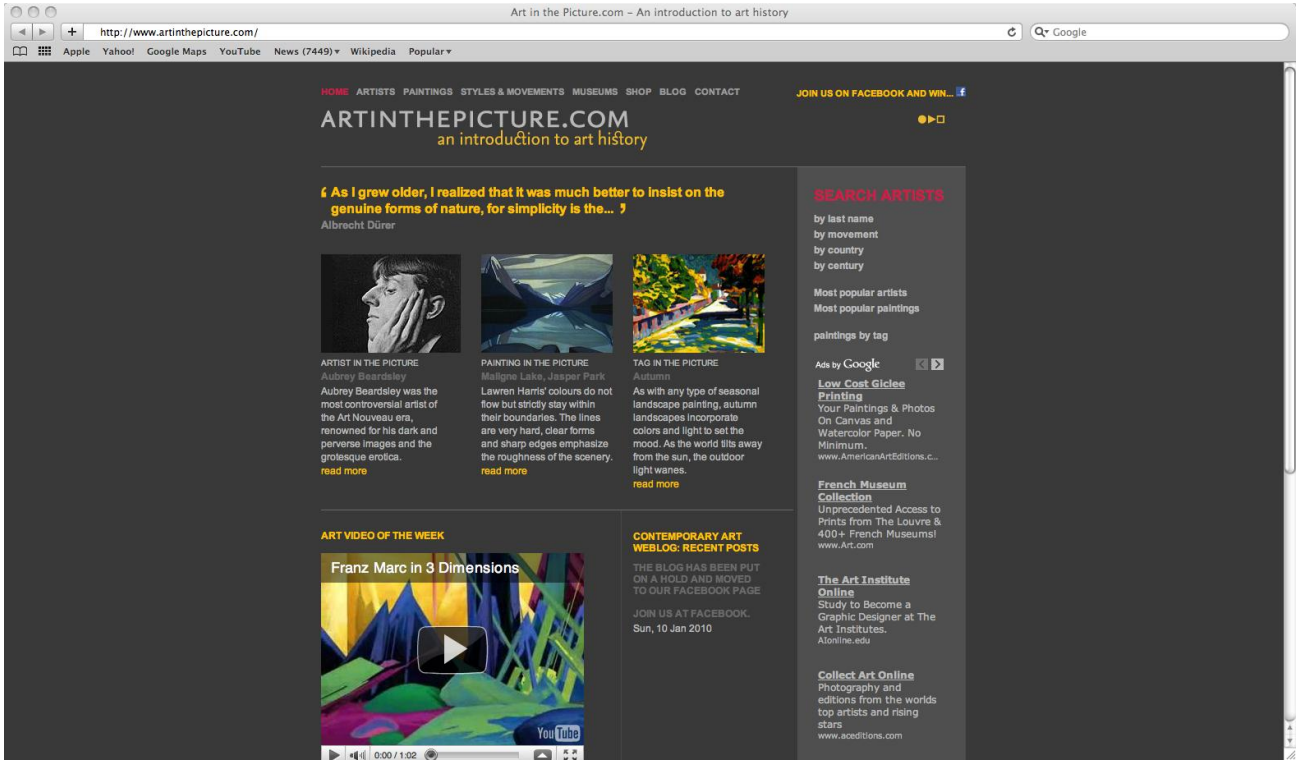
Website Redesign - The Artchive Comparison Report

New Site

- Perception: modern, artistic
- Content:
  - Same content
  - Redesigned logos
  - An easier to user and consistent navigation menu
- Technology:
  - Mac/PC - Firefox, Safari, Chrome, Explorer
  - XHTML, CSS, PHP, JavaScript, CMS
- Marketing/Updating:
  - Email to current patrons

Robin Long
IMD200 Information Architecture

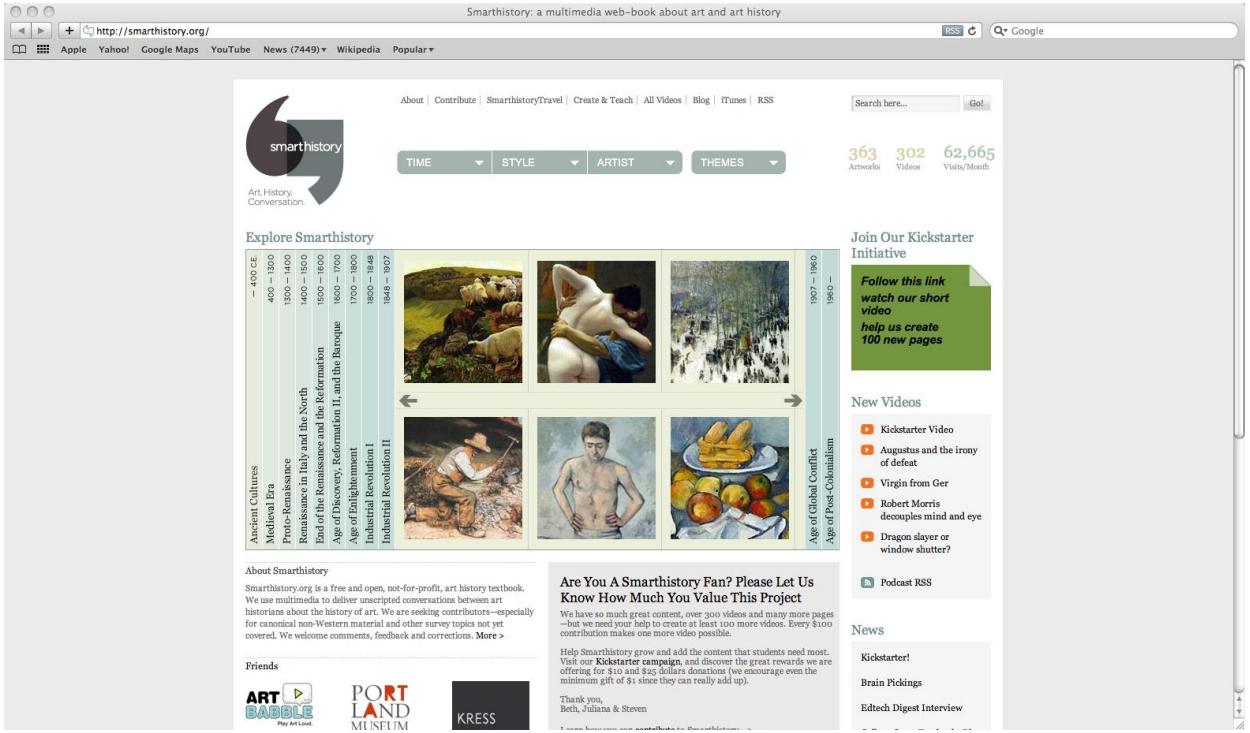
Website Redesign - The Artchive Comparison Report



- Clean and well organized
- Easy to navigate
- Consistent look through the site

Robin Long
IMD200 Information Architecture

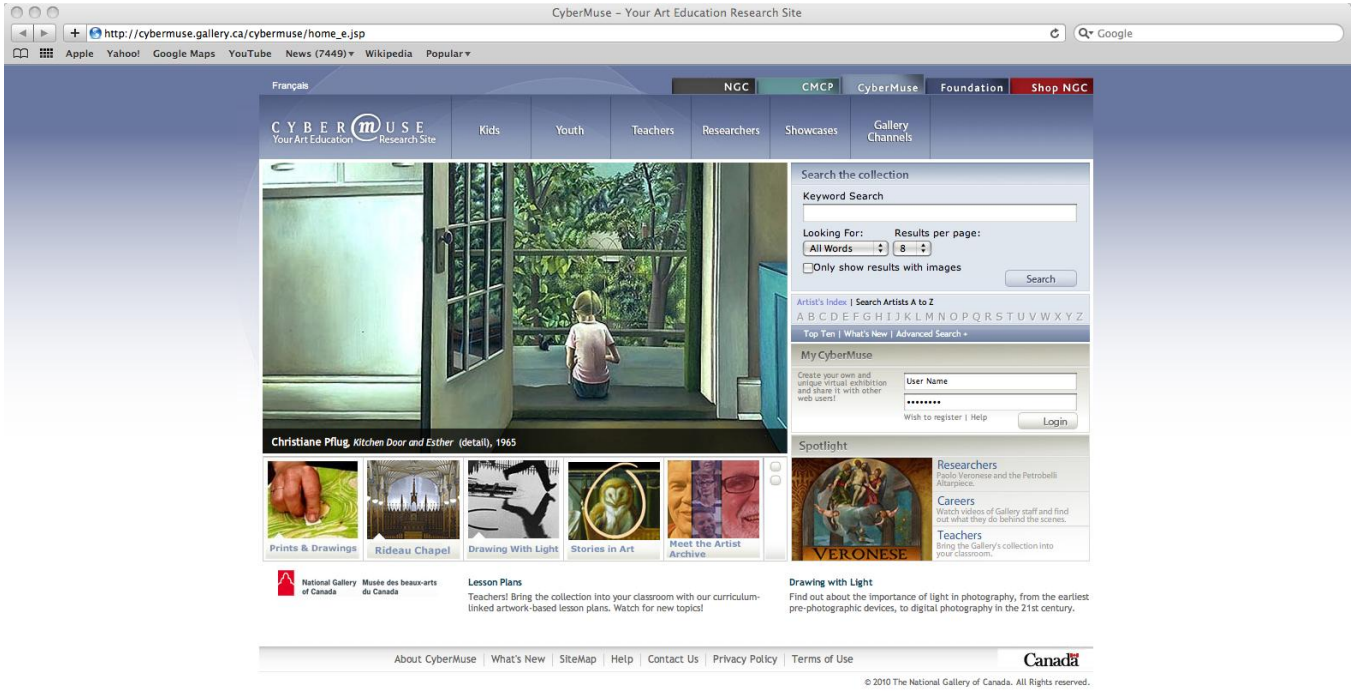
Website Redesign - The Artchive Comparison Report



- Good navigation with drop down menus

Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive Comparison Report



- Clean and organized design
- Good navigation with nice rollover effect

Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive
Primary User

Jacob Johnson
27/Male/Single
Alexandria, VA
Painter
Income: $30,000

Background
Jacob is a fine artist. He loves painting and often finds much inspiration in looking at paintings by other artists. He is also always looking to learn more about art history.

Scenario
Jacob get a commission for a painting in a style that he is not very familiar with. He goes to the to examples and get the history/information he needs

Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive
Secondary User

Linda Moore
30/Female/Married
Washington, DC
Graphic Designer
Income: $45,000

Background
Linda is a graphic design professional at a busy design firm. She is married with one child. She enjoys going to art museums when she gets a chance.

Scenario
On a trip to museum she came across an painter that she was not very familiar with and wanted to learn more about. She goes to the artchive to get more information about the artist and see more work by the artist

Robin Long
IMD200 Information Architecture

Website Redesign - The Artchive Complementary User

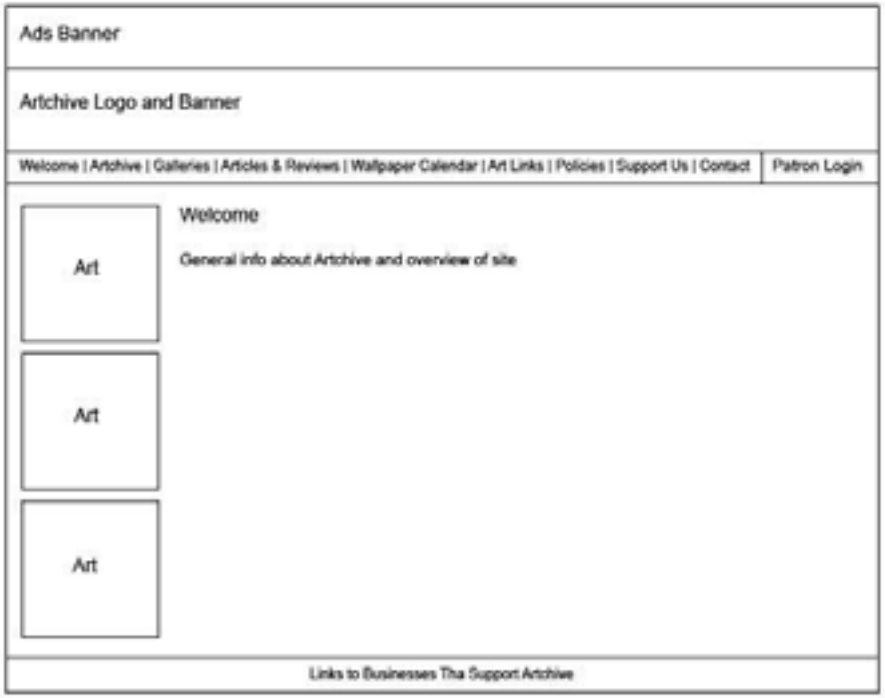
Sandy Smith
19/Female/Single
Arlington, VA
Student
Income: $25,000

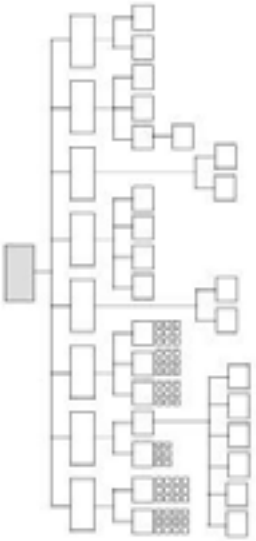
Background
Sandy attends the Art Institute of Washington for web design. She loves learning about all the different technologies that go into making a website and is always looking online line for tutorials and tips to make her web design work better. She works part time in a retail store.

Scenario
Sandy has a project for class in which she needs art. The school has an agreement that allows students to use the site as a resource for this with proper credit

Robin Long
IMD200 Information Architecture

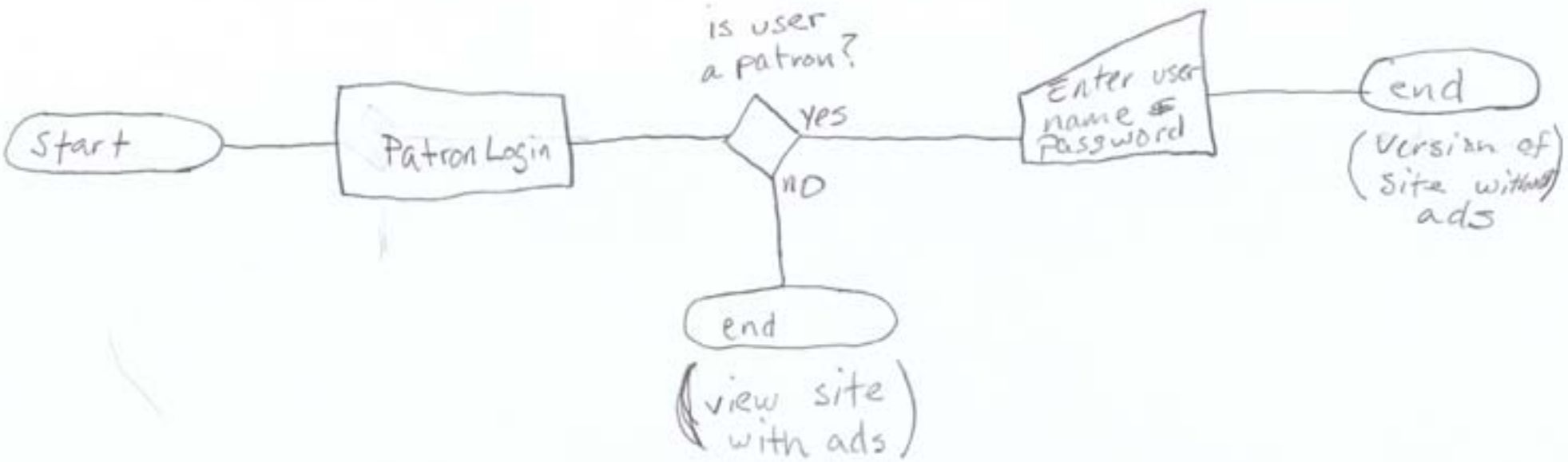
Website Redesign - The Artchive Secondary User





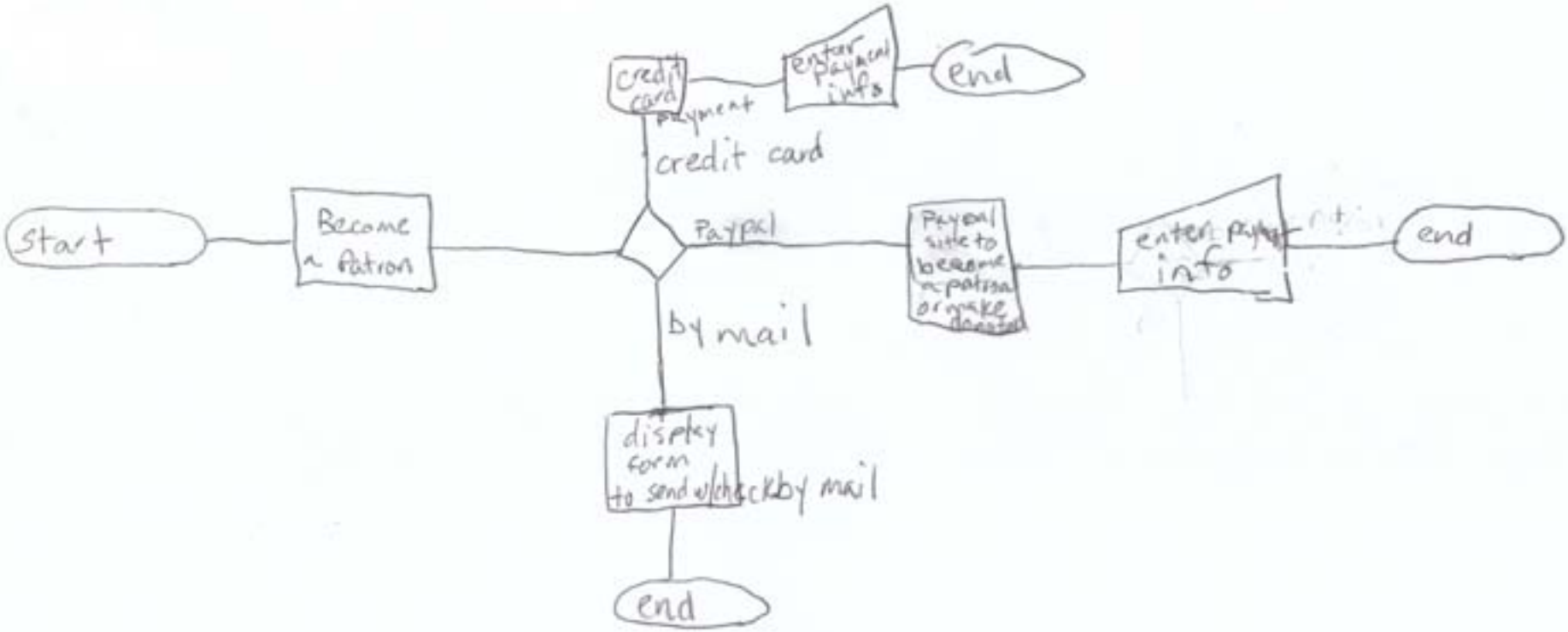
Robin Long
IMD200 Information Architecture

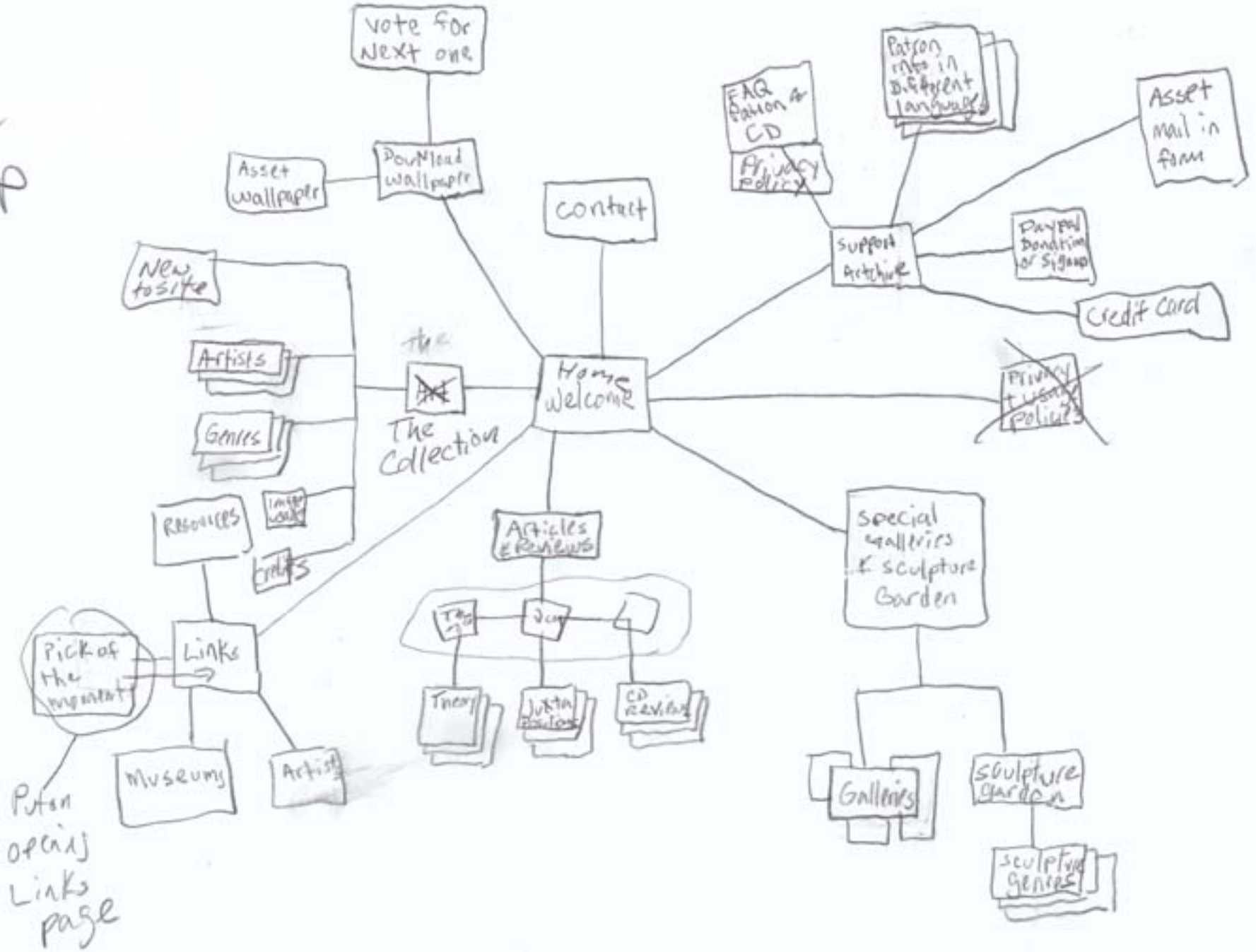
Patron Login (to view site without banner ads)



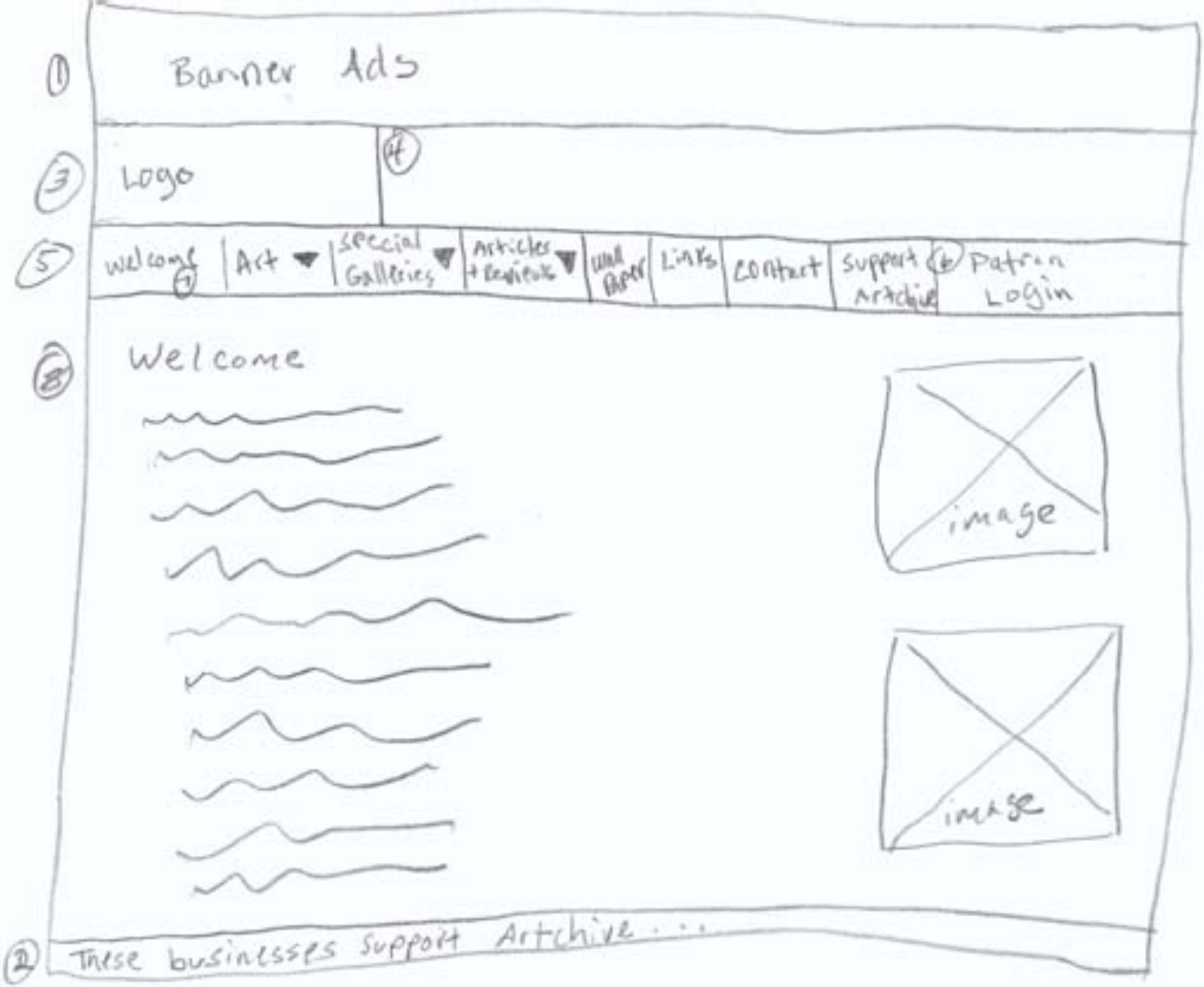
Search Collection

Sign up to become a patron (donate)





ew
ite
map
vote for Next one
Download wallpaper
Asset wallpaper
contact
FAQ Patron & CD
Privacy policy
Patron info in Different languages
Asset mail in form
Support Artchive
Paypal Donation or Signup
Credit Card
New to site
Artists
Genres
Resources
credits
the
The Collection
Home welcome
Privacy + usage policies
Articles & Reviews
Theory
Juxta positions
CD Reviews
Special Galleries & sculpture Garden
Galleries
sculpture garden
sculpture genres
Pick of the moment
Links
Museums
Artists
Puton opening Links page



(1) Advertising space (non-patron)

(2) Footer of business that support Artchive

(3) Logo

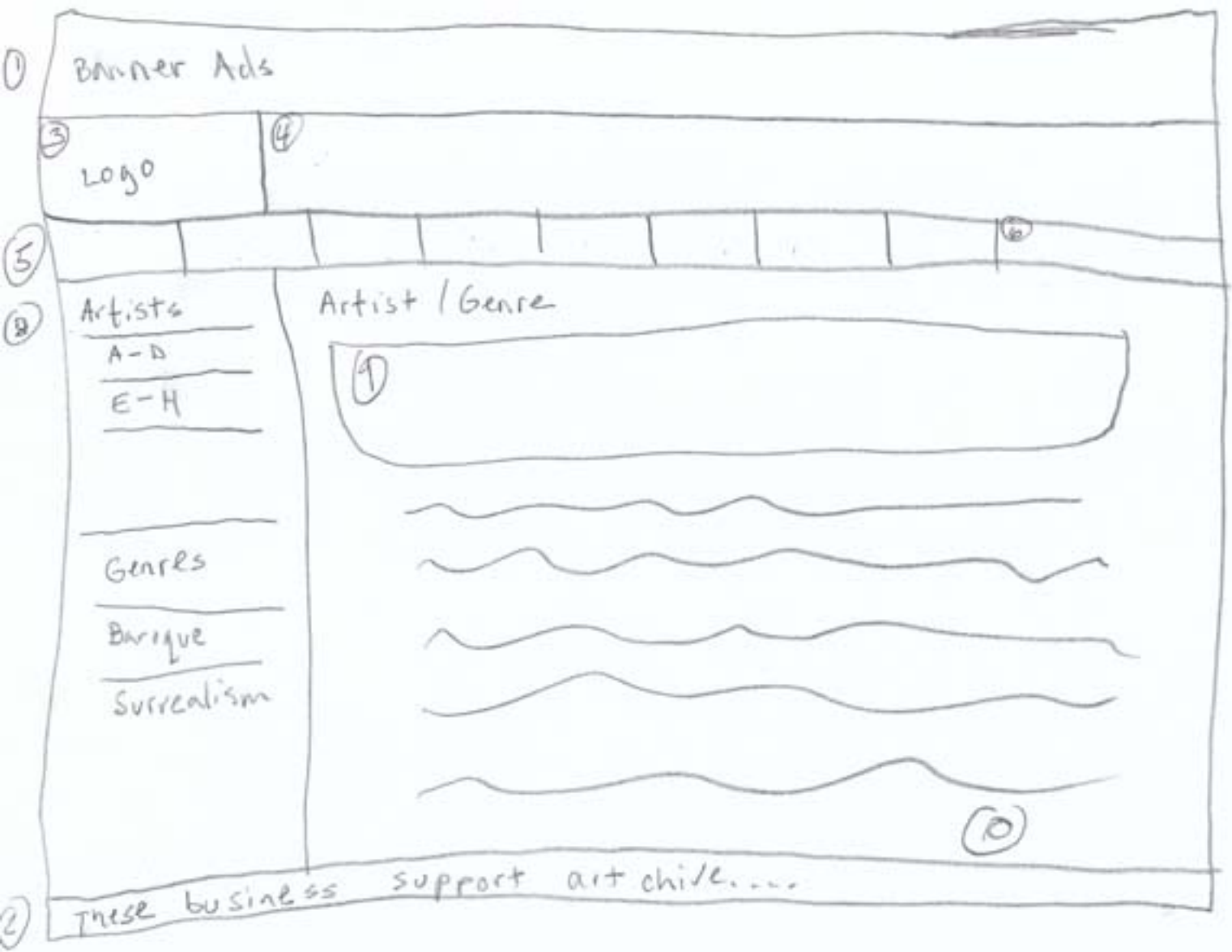
(4) slideshow (close up) of various pieces of art

(5) Navigation menu savory drop downs?

(6) Patron login to use site without ads

(7) current page highlighted in menu

(8) text possibly some images



① Banner Ads/ Advertising Space (non-patron)

⑫ Footer - business that support Artchive

③ Logo

④ slideshow of detail (closeup) of various pieces of art

⑤ Navigation menu (JQuery Drop Down?)

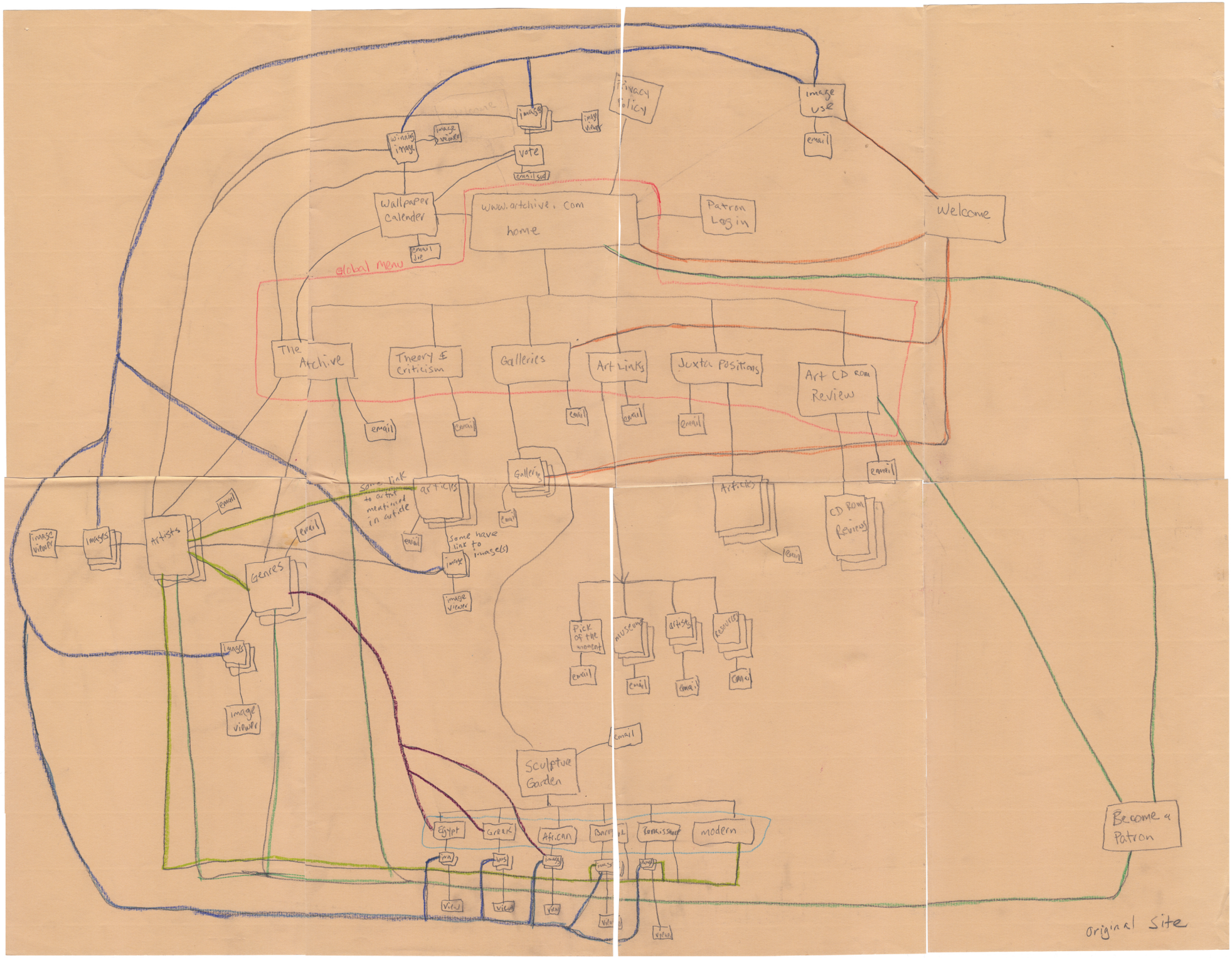
⑥ Patron Login

⑦

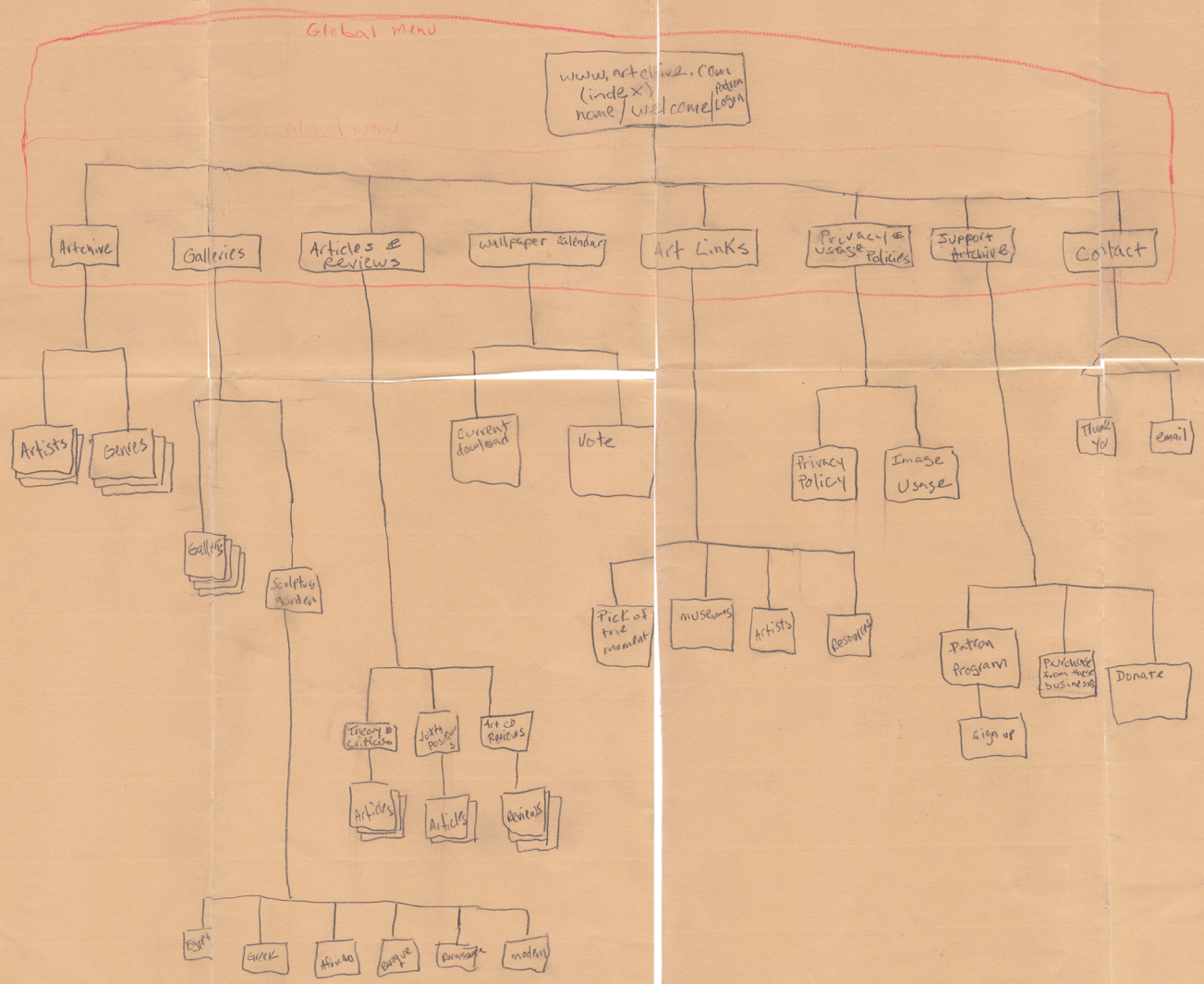
⑧ Accordion/Sliding menu of artists & genres

⑨ Image gallery

⑩ Main area text image gallery



Privacy Policy
image use
email
images
image viewer
winning image
image viewer
vote
email gud
Wallpaper Calender
email joe
www.artchive.com
home
Patron Login
Welcome
Global Menu
The Atchive
Theory & Criticism
Galleries
Art Links
Juxta Positions
Art CD Rom Review
email
email
email
email
email
email
Galleries
Articles
CD Rom Reviews
email
some link to artist mentioned in article
articles
email
some have link to image(s)
image
image viewer
image viewer
images
Artists
email
Genres
email
images
image viewer
Pick of the moment
museums
artists
resources
email
email
email
email
Sculpture Garden
email
Egypt
Greek
African
Baroque
Renaissance
modern
ima
ims
images
view
view
view
view
view
Become a Patron
Original Site


Global Menu
www.artchive.com
(index)
name / welcome / Patron Login
Artchive
Galleries
Articles & Reviews
wallpaper calendar
Art Links
Privacy & Usage Policies
Support Artchive
Contact
Artists
Genres
Galleries
Sculpture garden
Current download
Vote
Privacy Policy
Image Usage
Thank you
email
Pick of the moment
museums
Artists
Resources
Patron Program
Purchase from these businesses
Donate
sign up
Theory & Criticism
Juxta positions
Art CD Reviews
Articles
Articles
Reviews
Egypt
Greek
African
Baroque
Romanesque
modern