

Website Redesign Proposal for
Central TAFE Art Gallery

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Salutations!

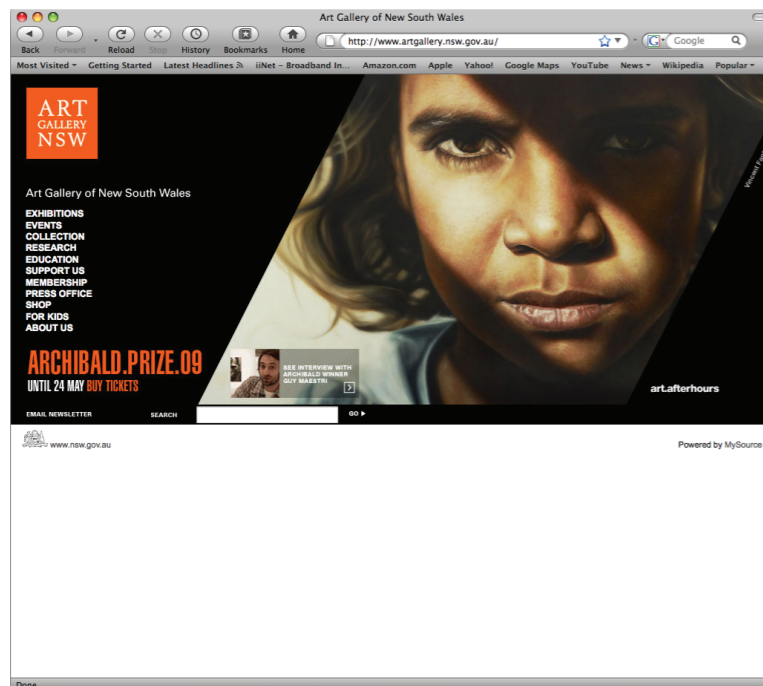
My name is Gillianne Addie and I am a second year Graphic Design Student, currently studying at Central TAFE Northbridge.

As part of our learning we have been given the opportunity to redesign your website which I find to be a exciting project to embark on with you.

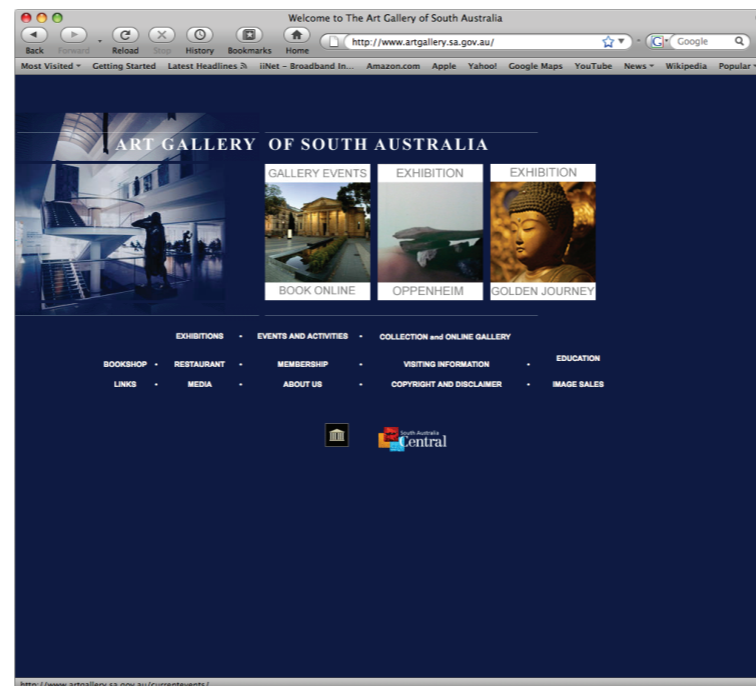
Through this project I hope to develop your website into a entity that with both encourage new clients to navigate your wonders and to excite your current clientele into a higher plain of ecstasy.

I believe a good website is particularly reliant on appearance and functionality. This is my proposal to you.

Your Competition



Art Gallery of New South Wales



Art Gallery of South Australia



Art Gallery of Western Australia

The Good

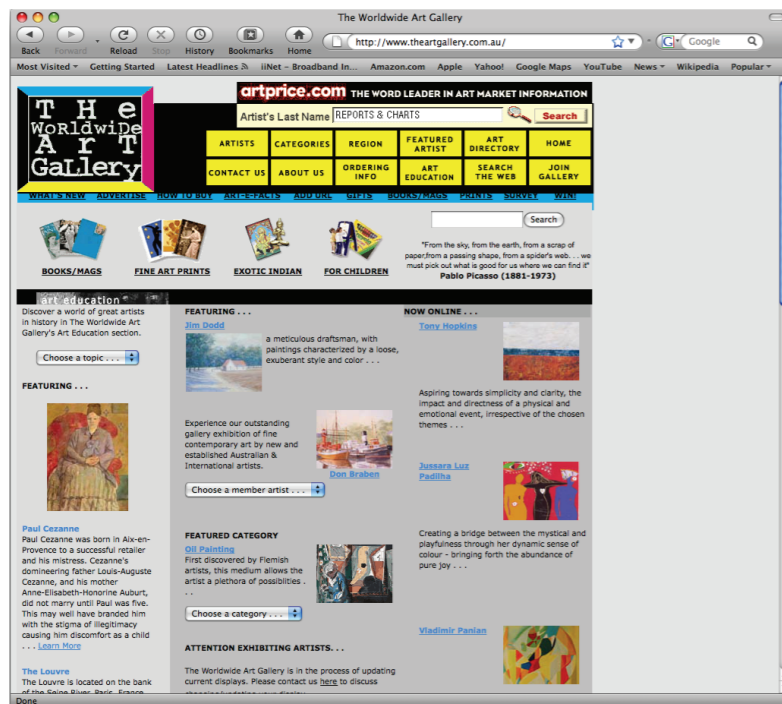
These three websites help reflect my opinion of an appealing and functional website. Each site is visually engaging in different ways, though there are aspects of each that are not so.

The Art Gallery of South Australia is visually appealing with a dramatic layout and dynamic colour choices are what excites the user. Though it's navigation is a little hard to navigate with black on black drop down menus and excessive tabs.

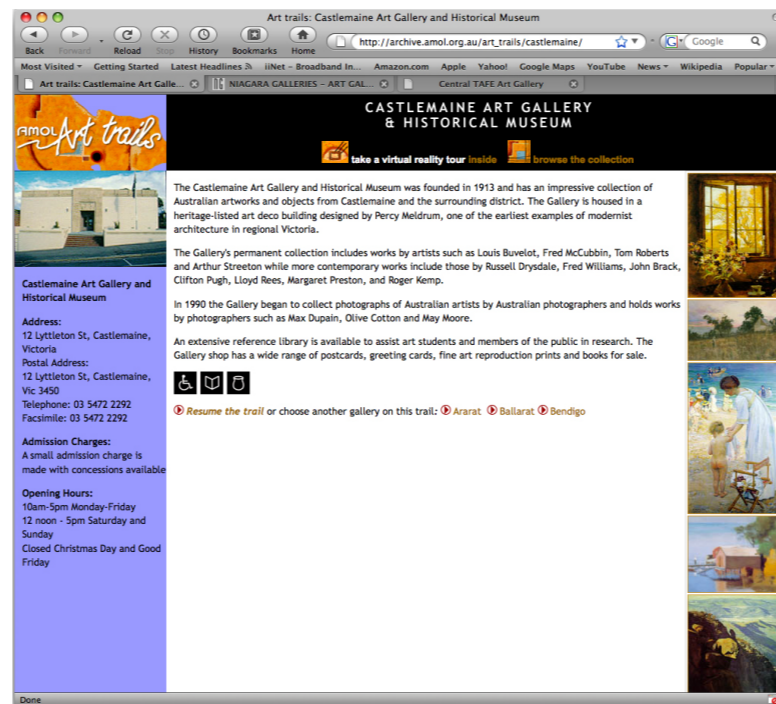
The Art Gallery of South Australia is not quite as appealing but you can navigate with ease. The links are easy to identify and there is no need to scroll through dozens of articles until you find the one you are interested in.

The Art Gallery of Western Australia is also easily navigated, with clear tabs and light complementary colours. The pages are easily read without congestion.

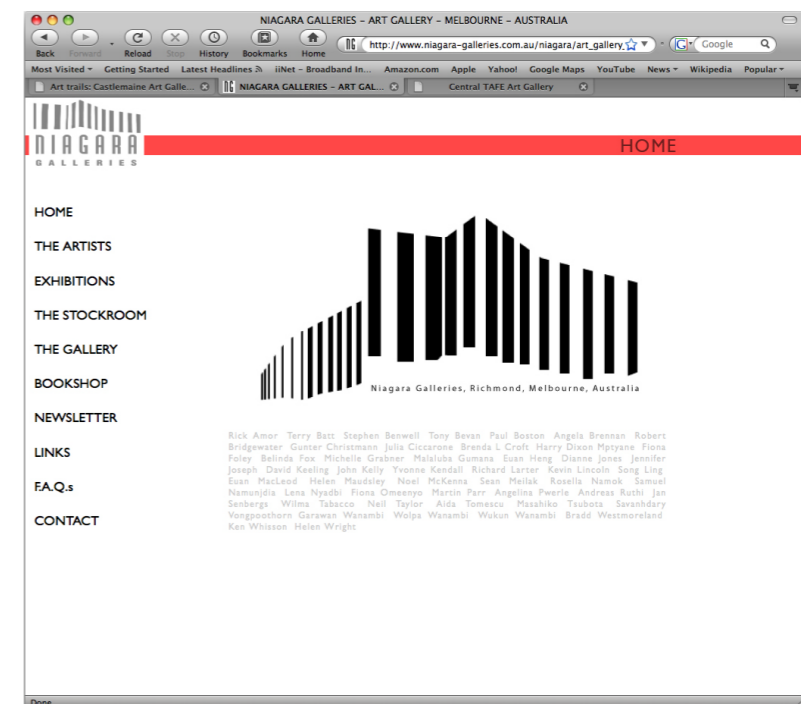
Your Competition



The Worldwide Art Gallery



Castlemaine Art Gallery & Historical Museum



Niagara Galleries

The Bad

These websites are not necessarily bad but display aspects that do not allow the user to have relaxed service when using their websites.

The Worldwide Art Gallery appears congested with links and visuals dot throughout the website also the colours of the header are strong and bright which draws you eye away from the art being displayed.

Castlemaine Art Gallery & Historical Museum has a well through out layout though the pastel colours are a bit of a turn off for the user, lavender and burnt orange.

The Niagara Galleries has a clear and easily read website, with a well defined logo. So what's wrong you say? The light grey on white is very hard to read. The information that is written in this light grey could be vital to your uses, so being able to read the information is very important.

Your Branding



Central TAFE Art Gallery - Current Logo



Central TAFE Art Gallery - Proposed Logo

Updating your image is not just for movie stars, a new image can breath new life into your website. New branding can attract new users to your website. By creating a logo that will not detract from the art displayed I propose a change.

Though your logo is classic and comfortable it is boring and the colours are a bit harsh together, they seem to blazing at the top of your page.

I propose a more compact logo, one that will blend with your new website to be interesting and fresh. The examples to the left are interesting and calming without heavy graphics or explosive colours these are some of the ideas I've explored with your new website.

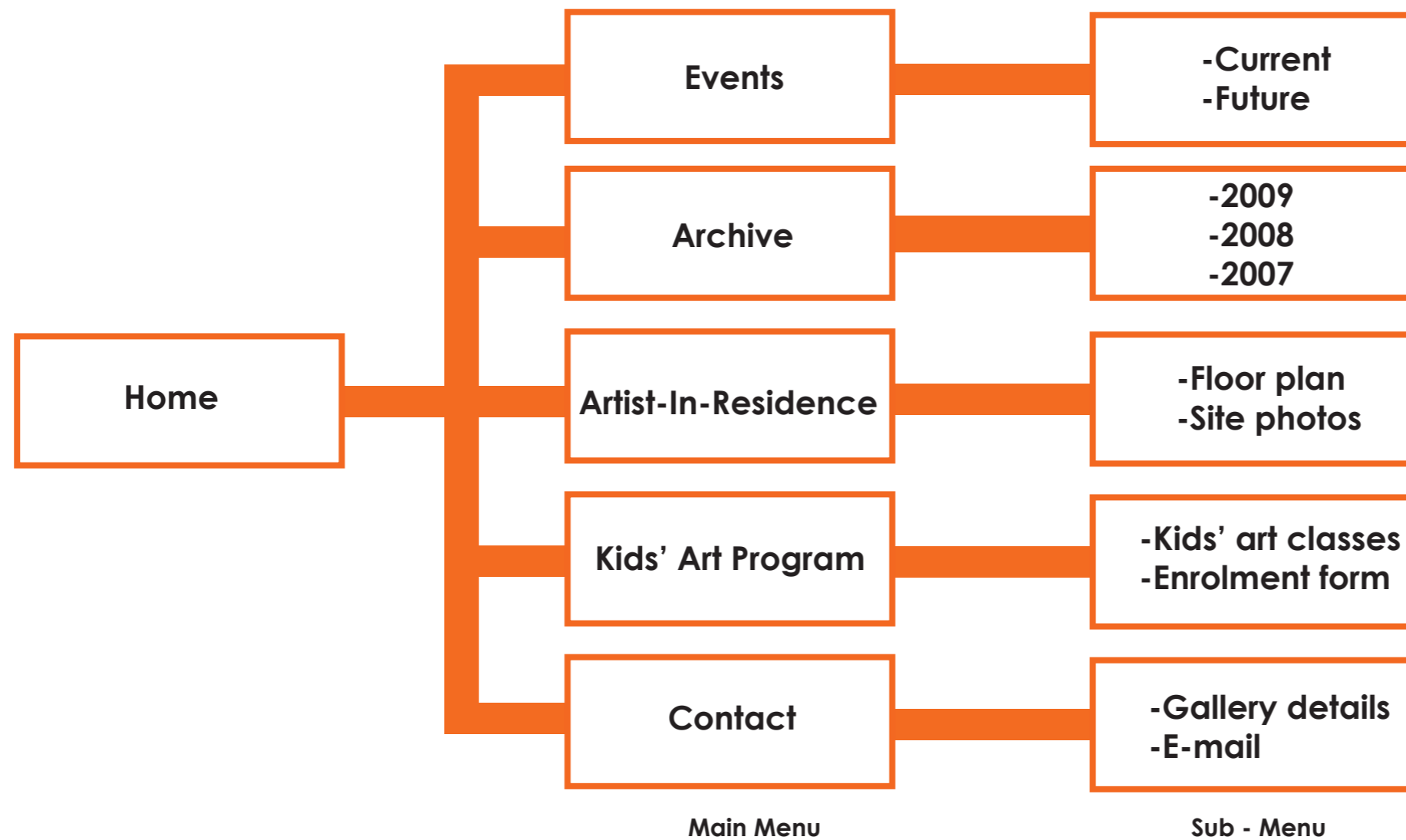


Corporation
for Public
Broadcasting

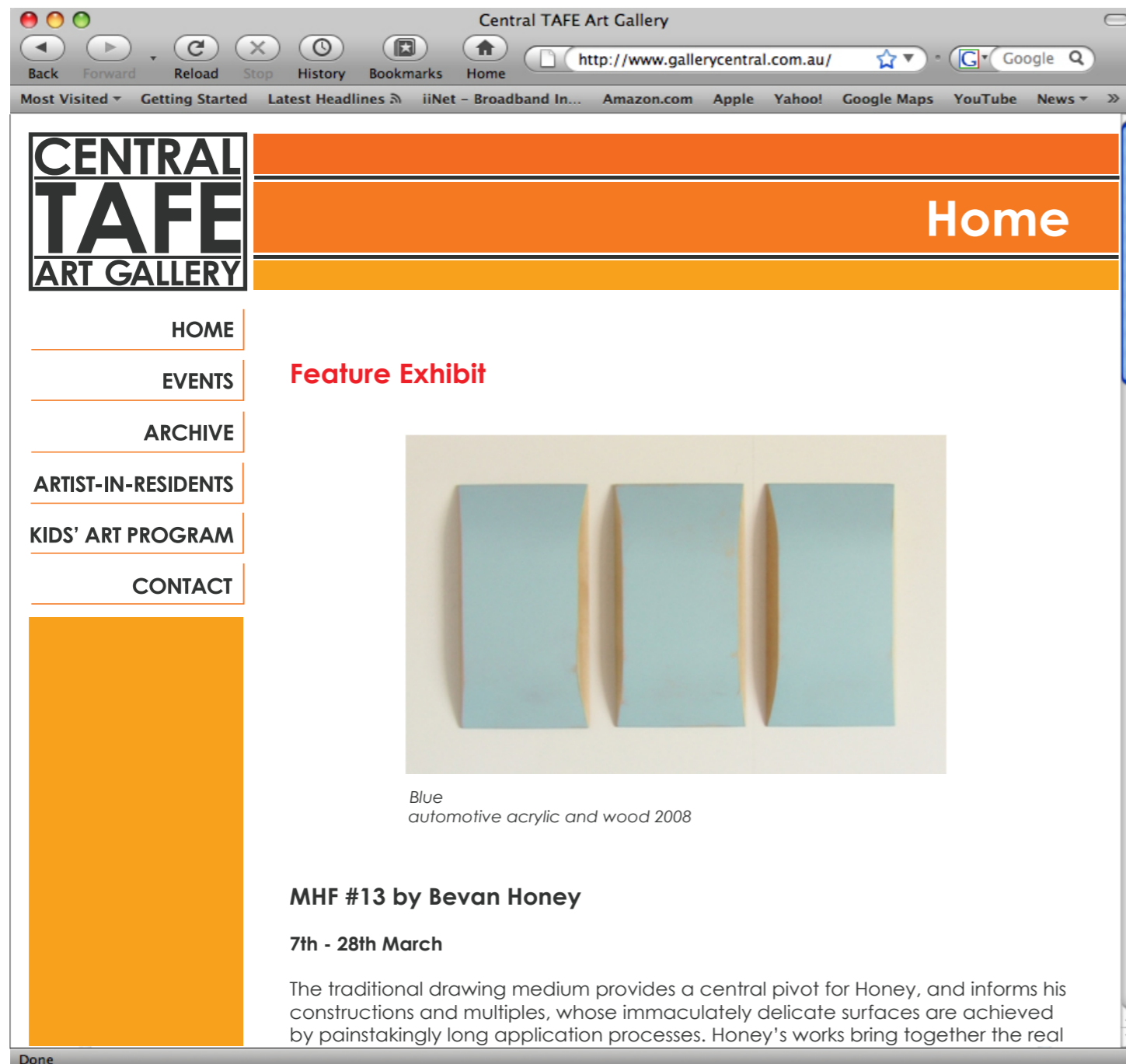


Examples of logo designs

Site Map



Your Homepage



I believe your homepage should not be cluttered with random posts, but used to display your feature exhibit, current events or important updates.

The colours I selected are light and subtle with the dramatic red colour highlighting the feature you want your users to notice.

Your Current Events Page



I've set your events into two categories current events and future events so you can clearly indicate the two and show case visual examples and special instructions for the exhibit.

The drop down tabs are indented in the main menu and are coloured a light grey when not in use.

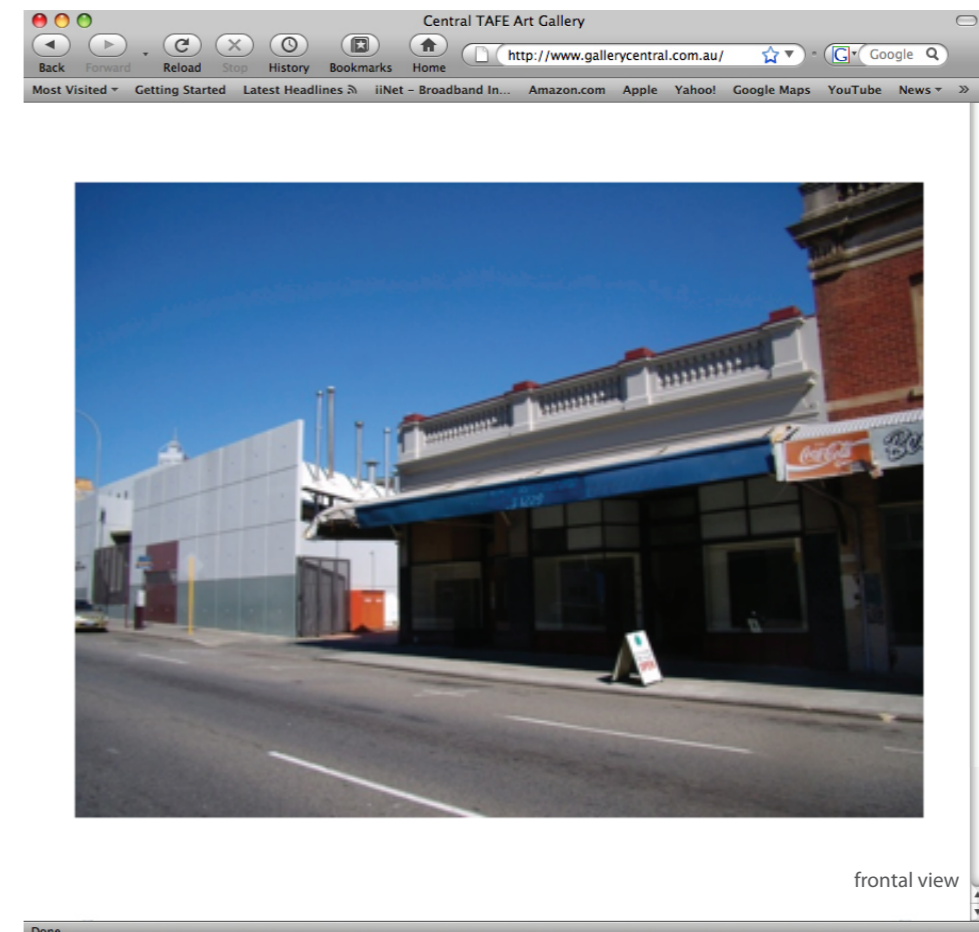
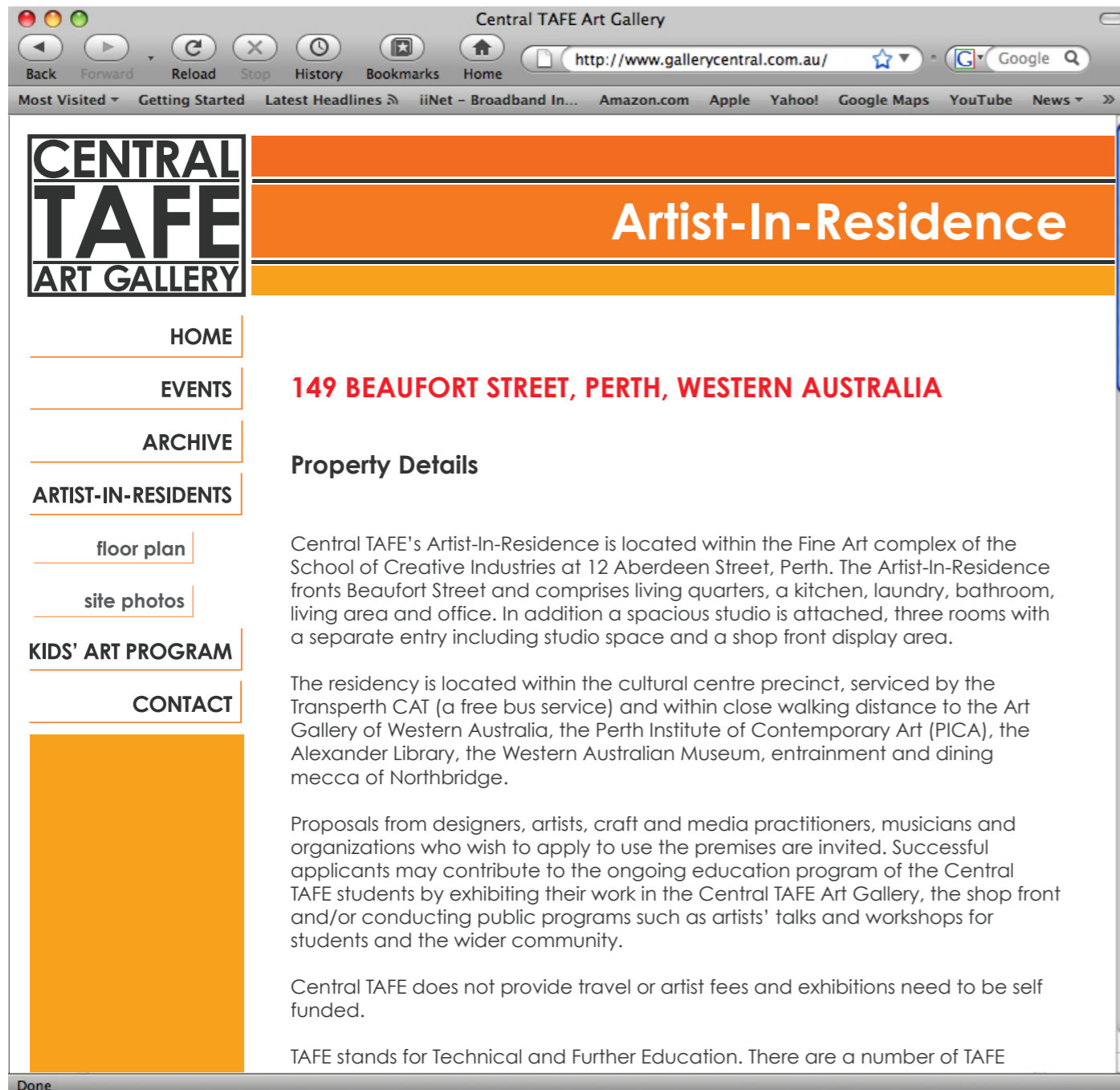
Your Archive Page



I've separated your archive into year groupings 2009, 2008 and 2007. I feeling tat this will help you to control the amount of info displayed to the user. There is nothing harder than becoming excited by an exhibit just to learn that it was last year.

Also I feel you might want to include candied shots of past exhibits to the archive in a separate link page.

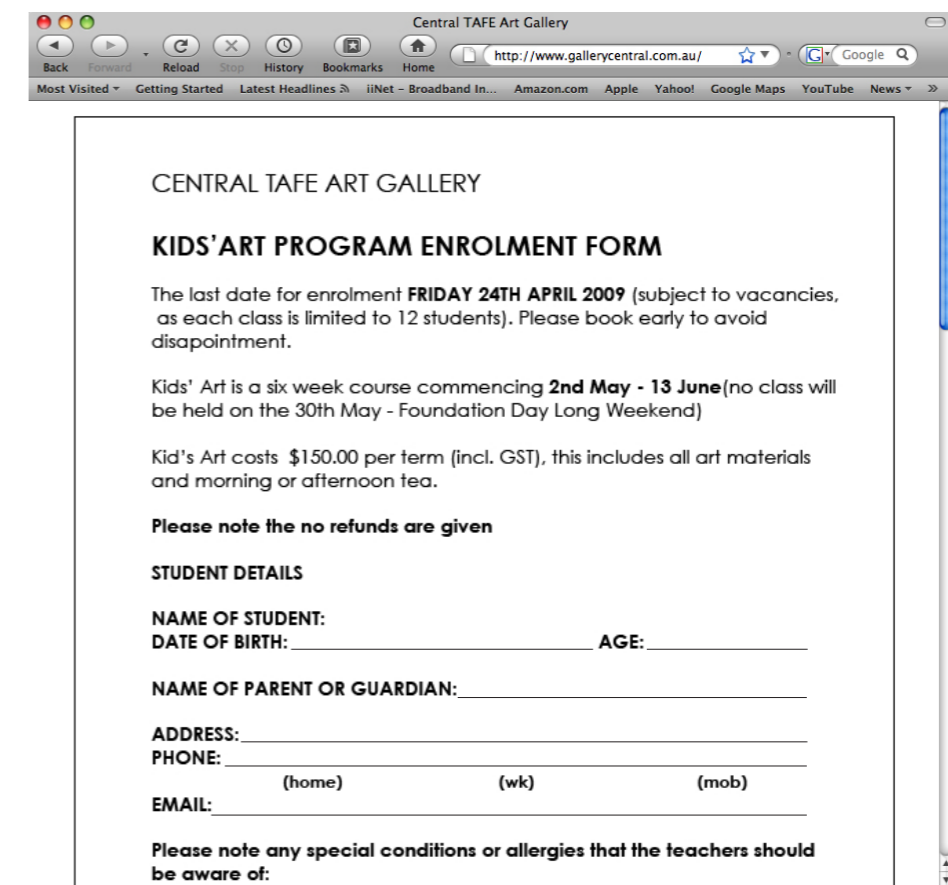
Your Artist-In-Residence Page



I've separated you Artist- In-Residents page into two sub categories floor plan and site photos. With the body of the property details in the main link .

The floor plan and site photos will appear in a smaller pop-up menu so you can read the information and look at the shot more clearly in larger shots of the property.

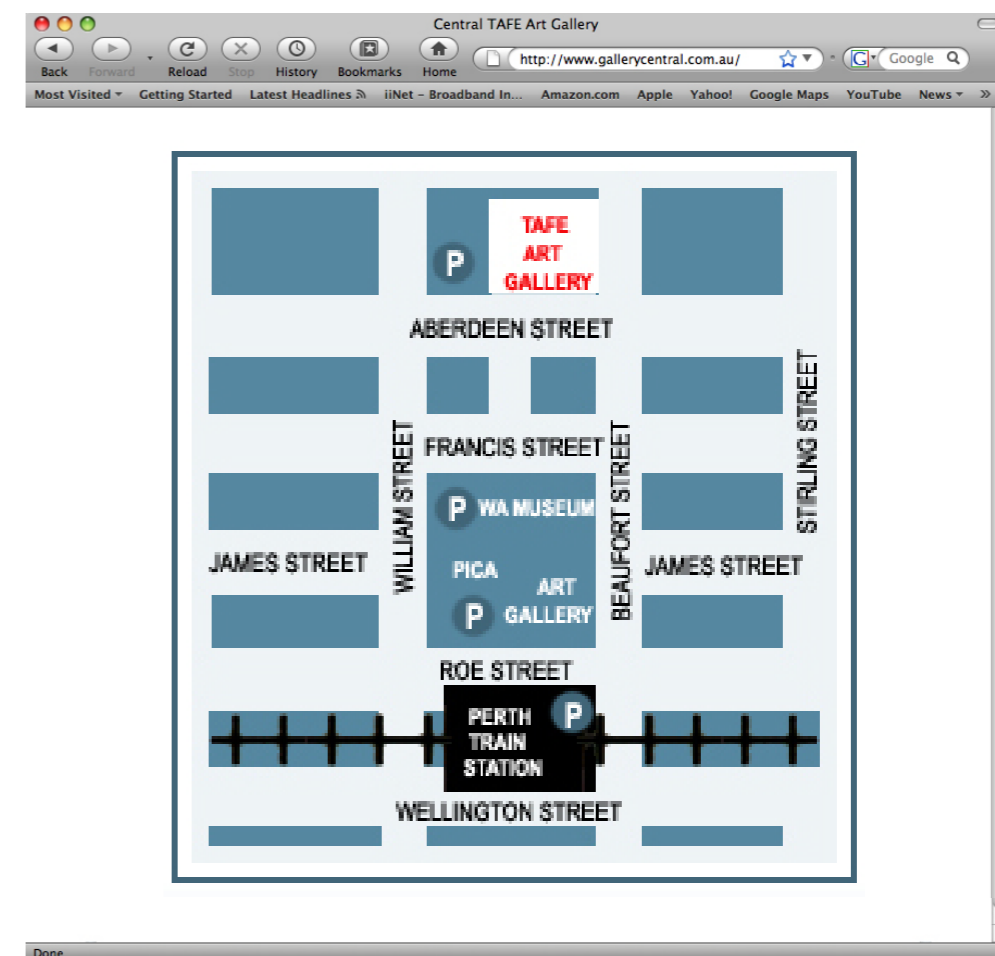
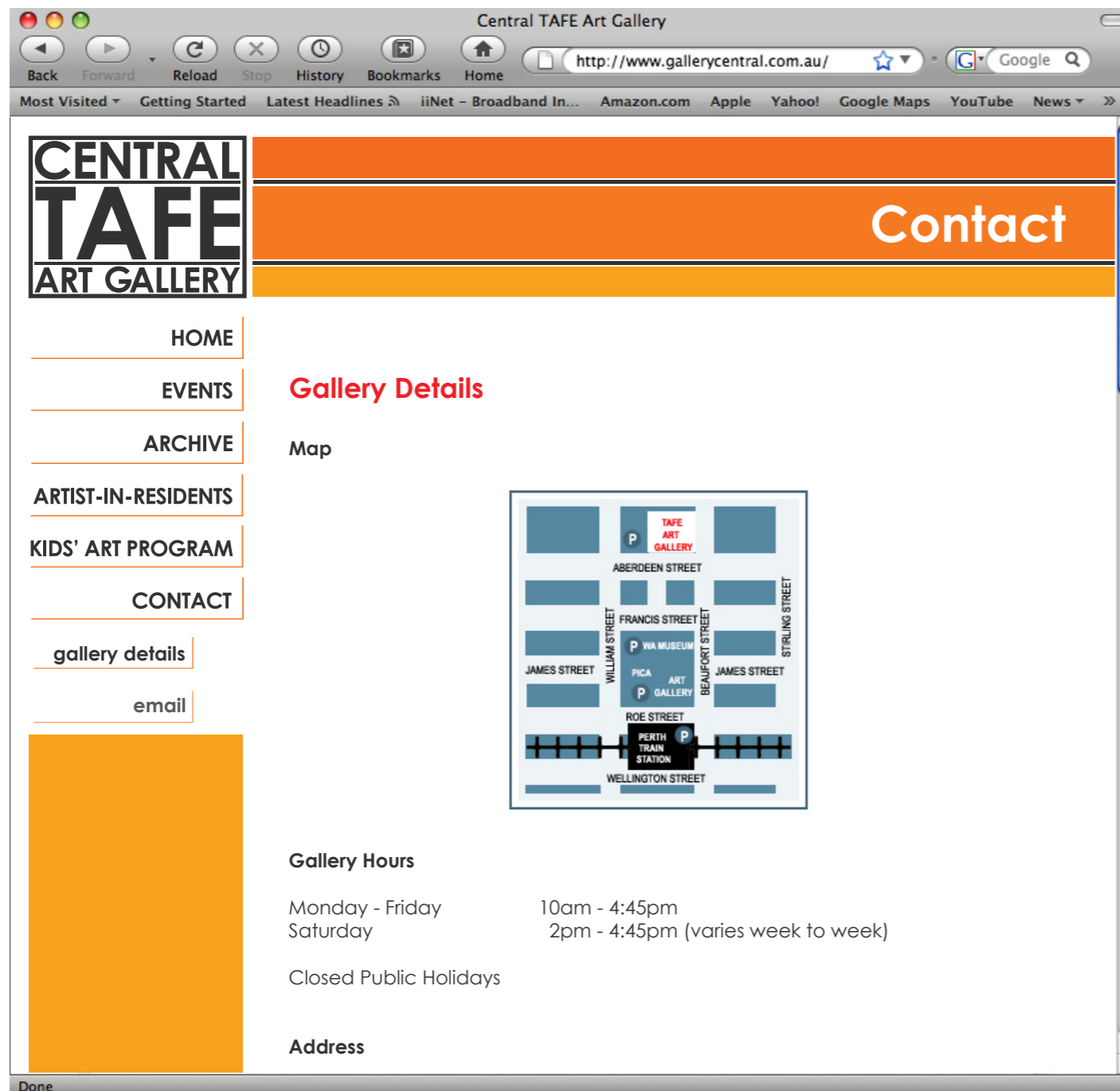
Your Kid's Art Program Page



I've separated your Kids' Art Program page into two sub pages, Kids' Art Program details and an online enrolment form that can be printed and sent in or emailed directly to your email.

The enrolment form appears in a separate window that pops up when the tap is selected. And will appear as above.

Your Contact Page



I've set your contact page out to be easily accessed with a link to your map providing a printable larger view.

I've also included a separate email link to make contacting you easier for the user without having to search out that illusive email at the bottom of the page

Thank You

Thank you very much for your time and attention. I hope throughout this proposal that you have been excited at the prospect of allowing me to join with you into creating a working website that will become a well functioning and engaging link to your users.

If you require any additional information please feel free to contact me.

Gillianne Addie
email: addies@iinet.net.au

I have enjoyed working on this project so far and have learned a great deal about web design. I thank you for the opportunity to represent you even if only at the planning stage.