Website Redesign Proposal for Central TAFE Art Gallery



gallery<u>central.com.au</u>

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gallery<u>central.com.au</u> Salutations

Salutations!

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

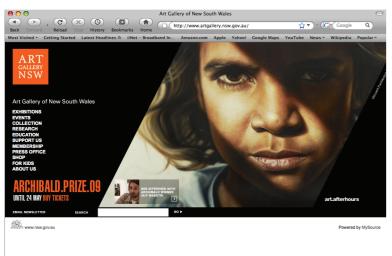
As part of our learning we have been given the opportunity to redesign your website which I find to be a exciting project to embark on with you.

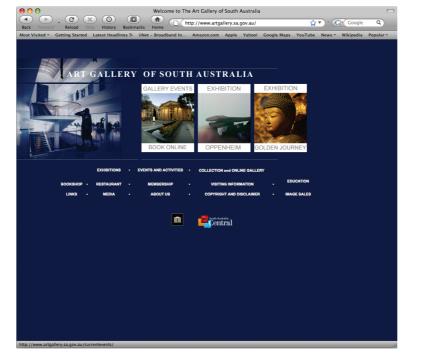
Through this project I hope to develop your website into a entity that with both encourage new clients to navigate your wonders and to excite your current clientele into a higher plain of ecstasy.

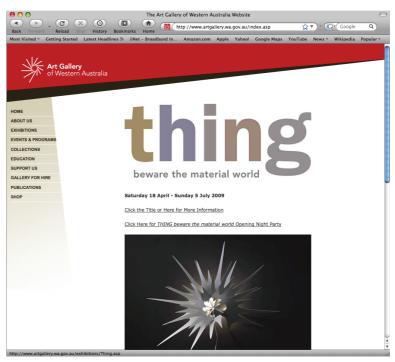
I believe a good website is particularly reliant on appearance and functionality. This is my proposal to you.



gallery<u>central.com.au</u> Your Competition







Art Gallery of Western Australia

Art Gallery of New South Wales

Art Gallery of South Australia

The Good

These three webs ites 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.

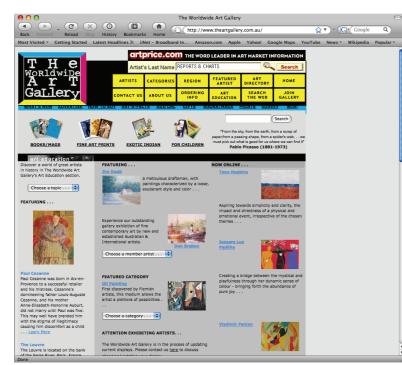
The Art Gallery of South Australia is visually appealing with a dramatic layout and dynamic colour choices are what excites the user. Though it's navigation is a little hard to navigate with black on black drop down menus and excessive tabs.

The Art Gallery of South Australia is not quite a 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.

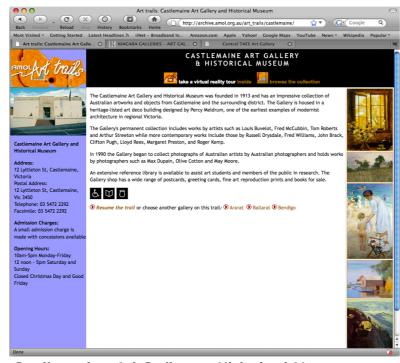
The Art Gallery of Western Australia is also easily navigated, with clear tabs an light complementary colours. The pages are easily read without congestion.

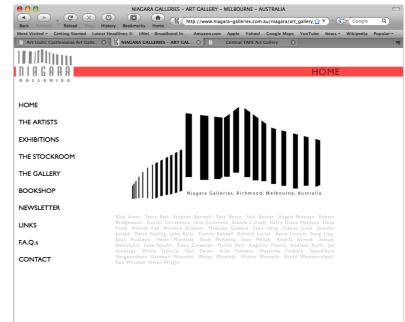


gallery<u>central.com.au</u> Your Competition



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.



gallery<u>central.com.au</u> Your Branding

CENTRAL TAFE ART GALLERY

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.







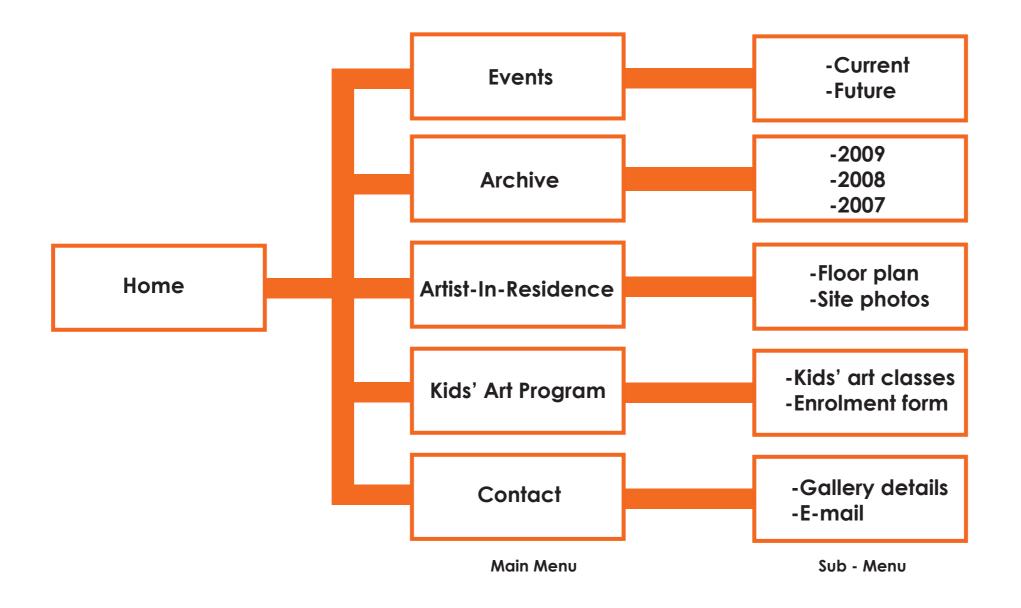


Corporation for Public **Broadcasting**

Examples of logo designs

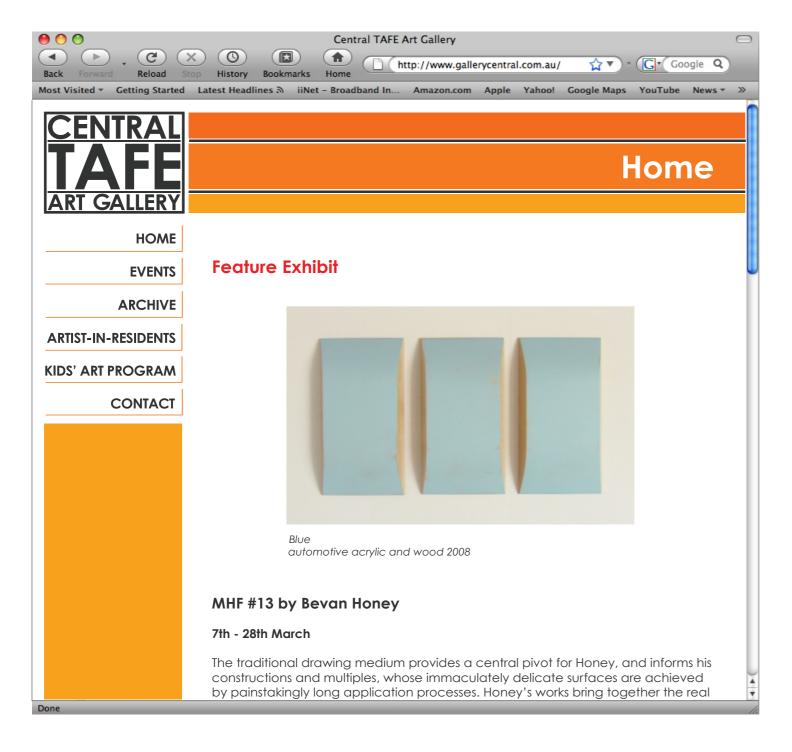


gallery<u>central.com.au</u> Site Map





gallery<u>central.com.au</u> Your Homepage

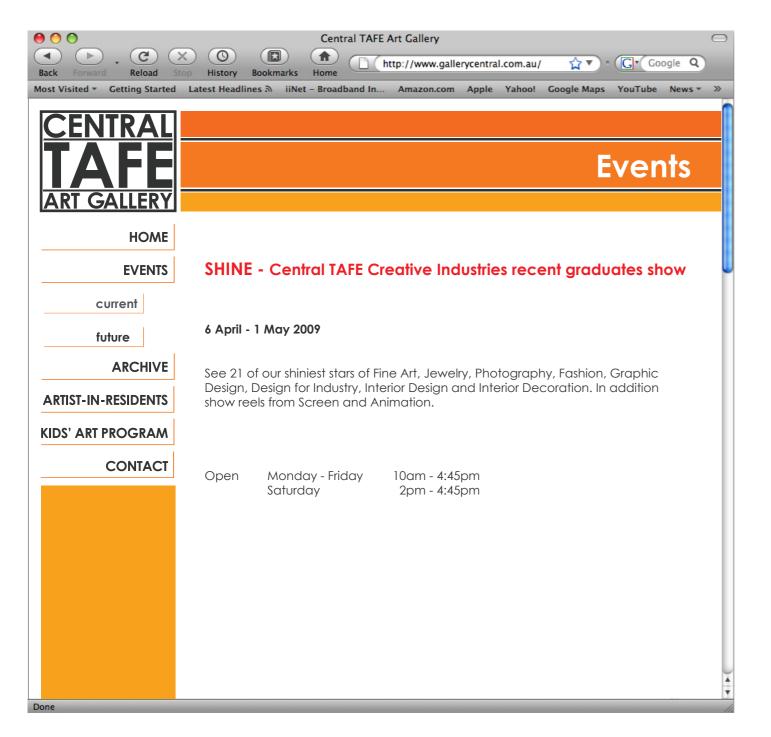


I believe you homepage should not be cluttered with random posts, but used to display your feature exhibit, current events or important updates.

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



Sallerycentral.com.au 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.



gallerycentral.com.au Your Archive Page

Central TAFE Art Callery					
Back Forward Reload Stop History Bookmarks Home					
TAFE Archive					
ART GALLERY					
HOME					
EVENTS Women and War Photographic Exhibition					
ARCHIVE 5 - 8 March 2009					
2009					
2008 Complied by the International Committee of the red cross, this exhibition provides an insight into how wars around the world and their aftermath continue to affect					
2007 A Herzegovina and sudan reveal that woman experience wars in a myriad of ways,					
through displacement, sexual violence, lack of access to food and vital medical					
KIDS' ART PROGRAM					
Contral TAFE Showcase Gallery					
Open Thursday 5th 10am - 5pm Friday 6th 10am - 5pm Saturday 7th 12 - 5pm Sunday 8th 12 - 5pm					
Tobias Richardson - Artist-In-Residence					
Central TAFE welcomes in collaboration with turner Galleries ART ANGELS our first					

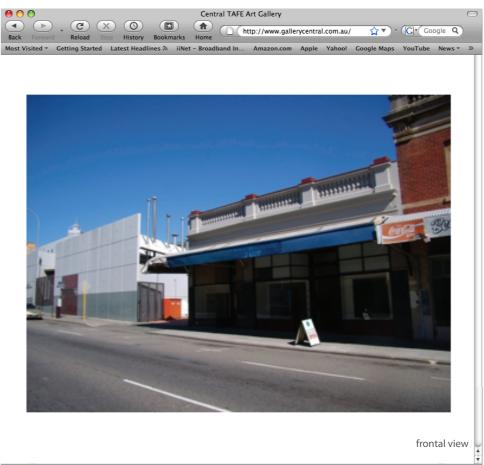
I've separated your archive into year groupings 2009, 2008 and 2007. I feeling tat this will help you to control the amount of info displayed to the user. There is nothing harder than becoming excited by an exhibit just to learn that it was last year.

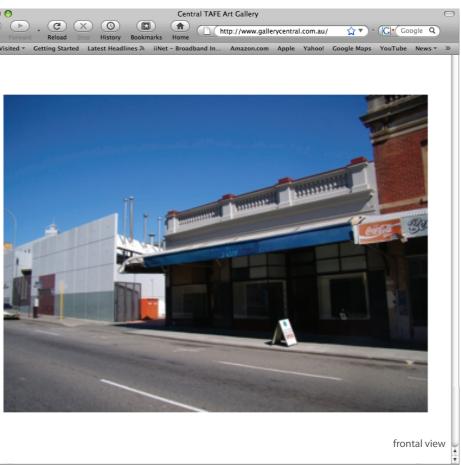
Also I feel you might want to include candied shots of past exhibits to the archive in a separate link page.



gallery<u>central.com.au</u> Your Artist-In-Residence Page







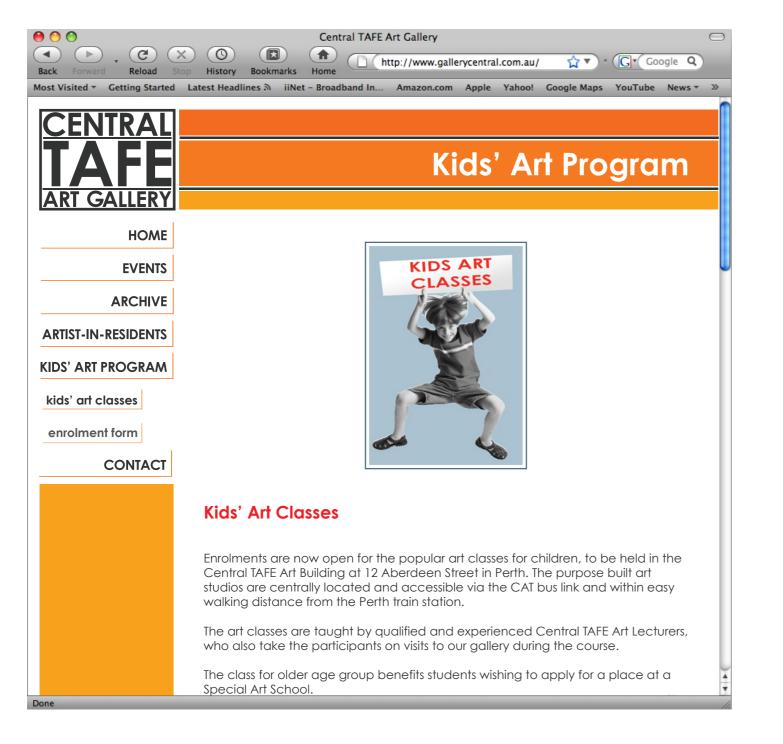
I've separated you Artist-In-Residents page into two sub categories floor plan and site photos. With the body of the property details in the main link.

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.





gallery<u>ce</u> Your Kid's Art Program





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CENTRAL TAFE ART GALLERY	
(IDS'ART PROGRAM ENROLMENT FORM	
he last date for enrolment FRIDAY 24TH APRIL 2009 (subject to vacancies, as each class is limited to 12 students). Please book early to avoid disapointment.	
iids' Art is a six week course commencing 2nd May - 13 June (no class will be held on the 30th May - Foundation Day Long Weekend)	
id's Art costs \$150.00 per term (incl. GST), this includes all art materials and morning or afternoon tea.	
lease note the no refunds are given	
TUDENT DETAILS	
IAME OF STUDENT: DATE OF BIRTH: AGE:	
NAME OF PARENT OR GUARDIAN:	
ADDRESS:	
HONE:	
(home) (wk) (mob) MAIL:	
lease note any special conditions or allergies that the teachers should we aware of:	4

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.

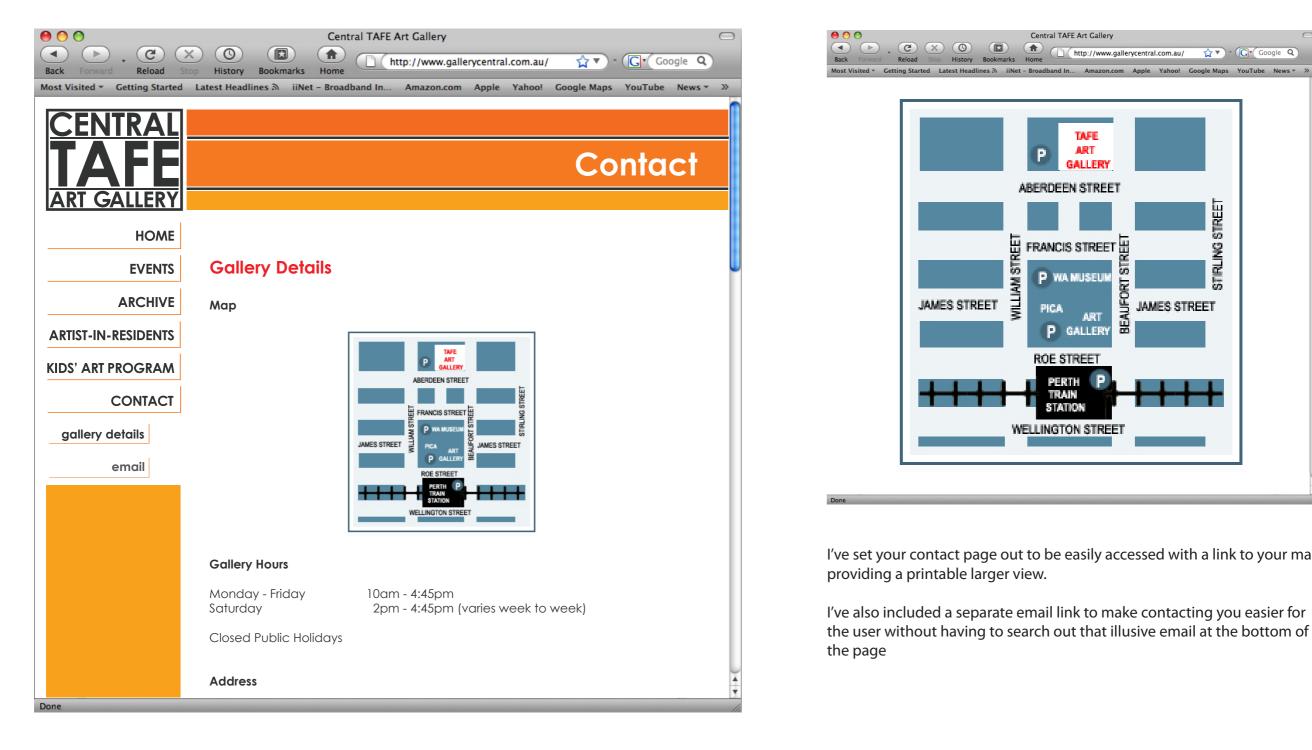
The enrolment form appears in a separate window that pops up when the tap is selected. And will appear as above.

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gallery<u>central.com.au</u> Your Contact Page



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I've set your contact page out to be easily accessed with a link to your map



gallery<u>central.com.au</u> Thank You

Thank you very much for you 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 learn a great deal about web design. I thank you for the opportunity to represent you even if only at the planning stage.

