

Processdokumentation

Nicole Heywood

WEBSITE

https://heyheywood.com/kea/03_ux/01_kodet_site/emnesite/index.html

FIGMA PROTOTYPE - desktop

<https://www.figma.com/file/qNO5FvOu6BdB5lq7H8RkO6/emnesite?type=design&node-id=187%3A2863&-mode=design&t=6UqqR7kvgViEfdGC-1>

FIGMA PROTOTYPE - mobile

<https://www.figma.com/file/qNO5FvOu6BdB5lq7H8RkO6/emnesite?type=design&node-id=72%3A1204&-mode=design&t=6UqqR7kvgViEfdGC-1>

Idea and process

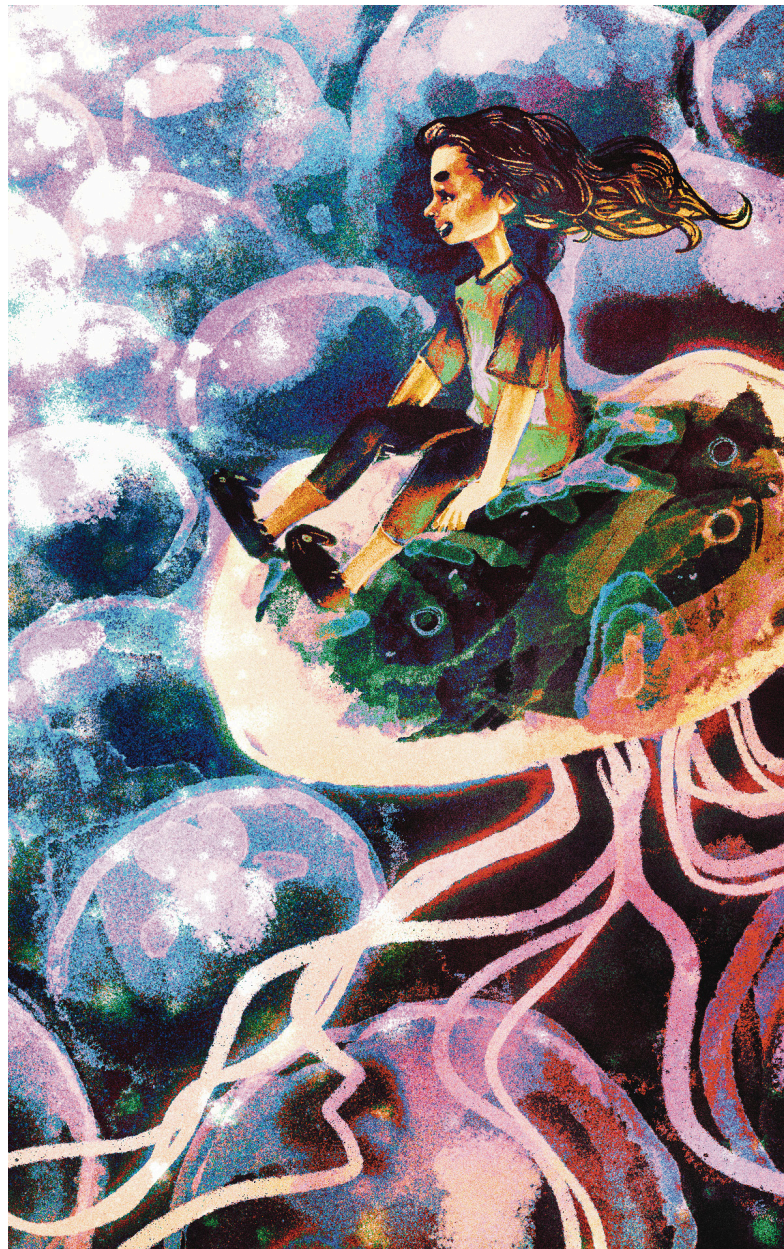
The subject site I have chosen to do is going to be for artists, illustrators and graphic designers that feel like they are ready to take on the next big step from being an amateur hobbyist to creative professional.

I feel like there is lacking a coherent website, that isn't too wide-range or cluttered, and that focuses especially on the Nordic market. I decided to look up both Swedish and international websites that offers information within this topic.

The information that exists on the internet is generally geared to a North American audience, or it mostly just offers the same, general advice, that includes close to no-value websites, such as Fiverr and print-on-demand services.

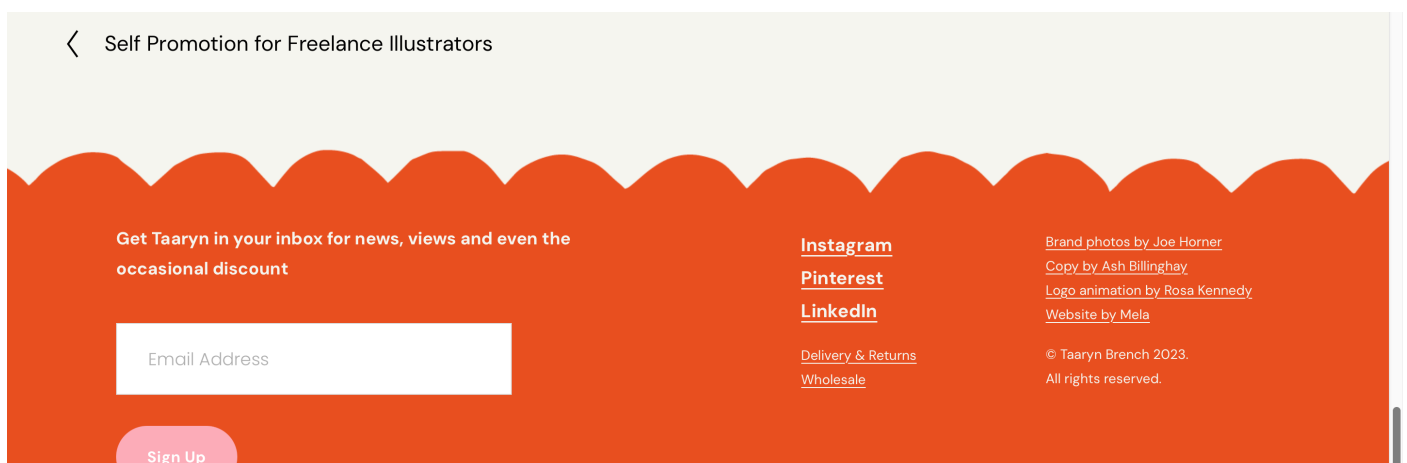
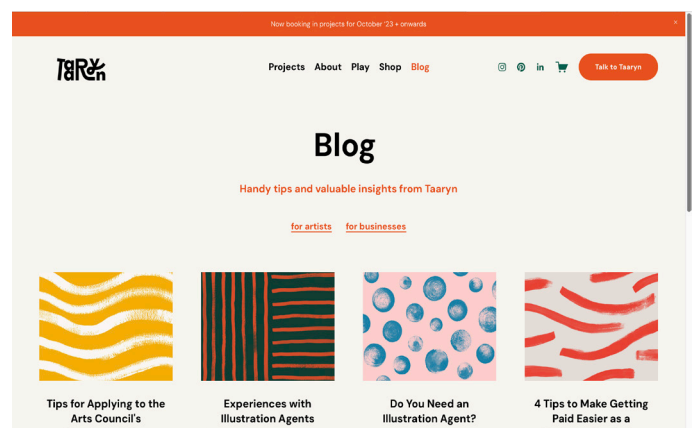
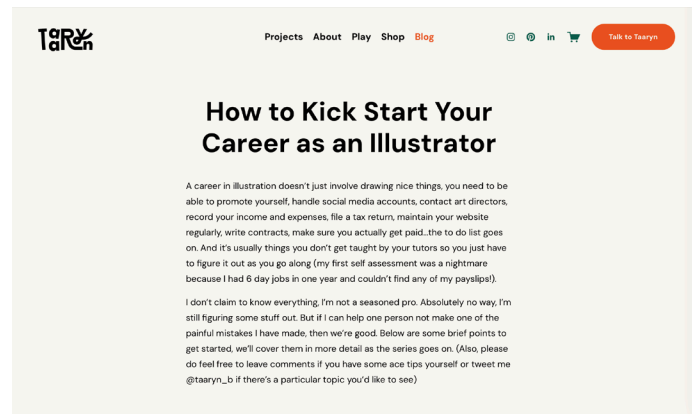
Research

The research I've done is comparing websites with a similar topic. The main comparing I've done is between sites that are written or run by one person, or sites by a larger and therefore a more generalist company. I wanted to compare the "vibe" and realness of their process.



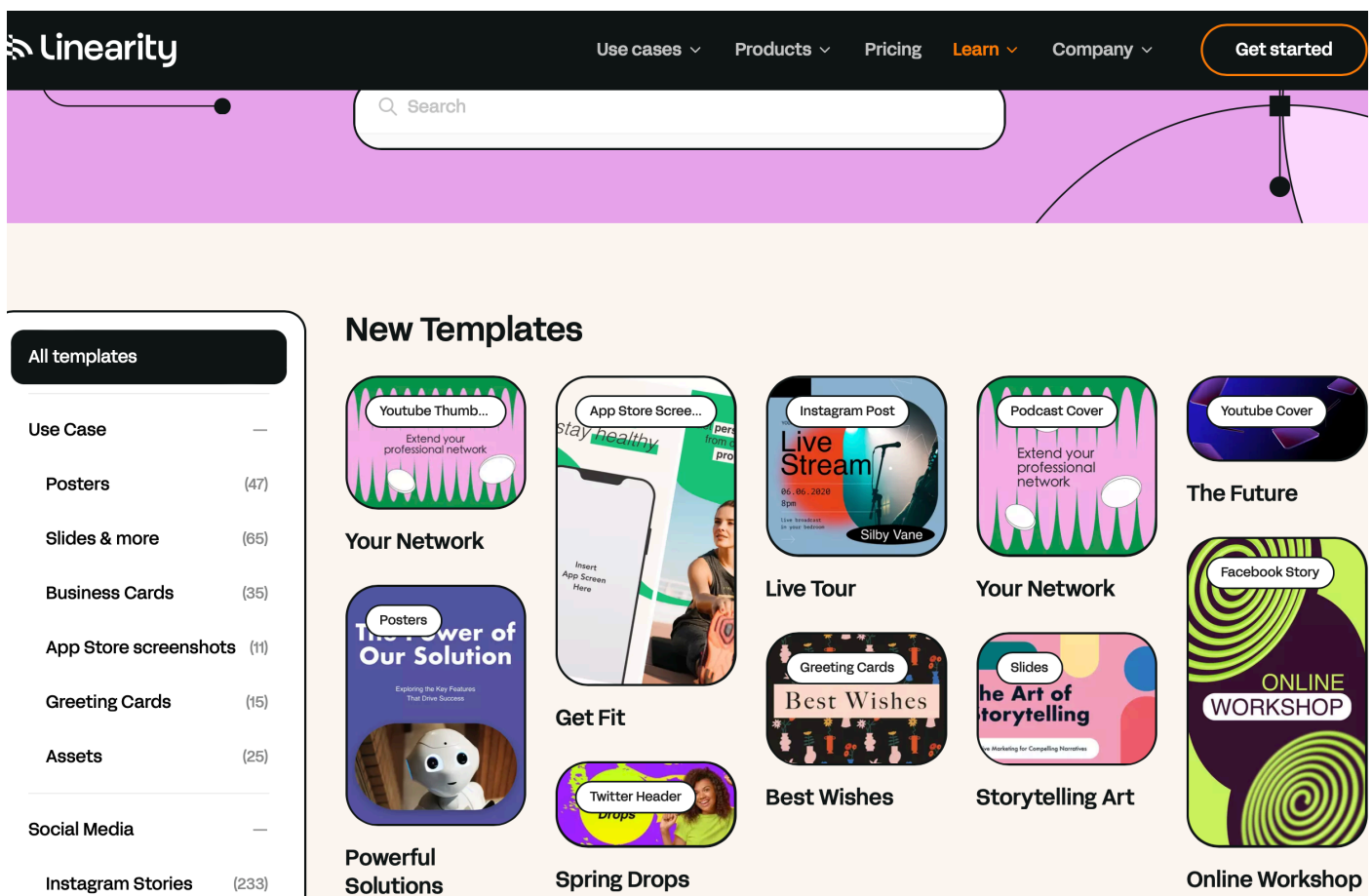
Methods and inspiration

The approach I have taken is to search for and look up websites offering similar information as to what I'm interested in providing. The pictures below are some screenshots from a personal website by illustrator Taaryn. It was the first visual and intellectual interest that caught my attention. I got hooked by her "big-sister" persona, and just overall personal approach of "hey, you've got this!". The small details she has added, with her hand-drawn logo, hand-designed topic-images and footer, gives her a very friendly and believable tone.

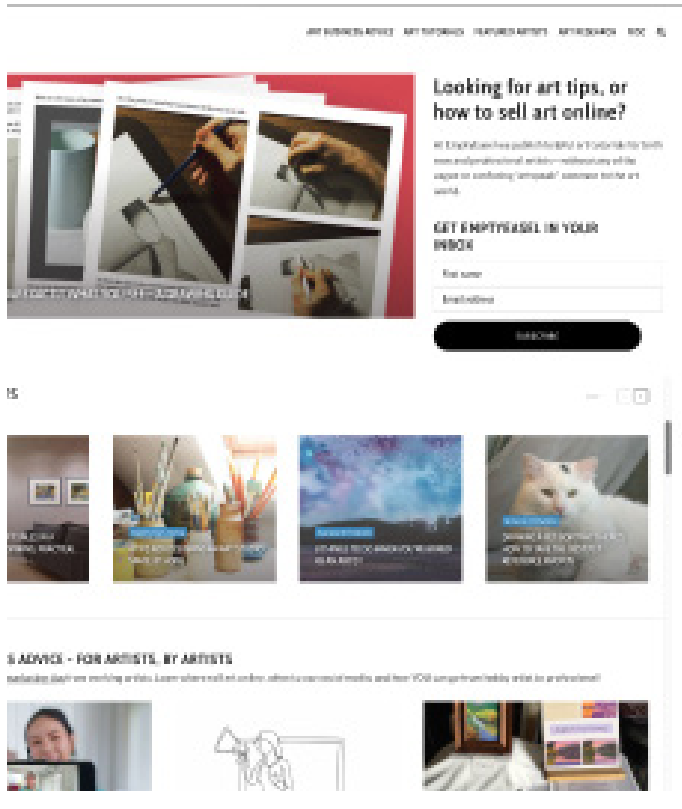


Love at first sight

Holy moly, did I fall in love with the design on linearity.io at first sight. It was something about the vibrant, creativity vibe, bouncing out of the screen that completely hooked me.



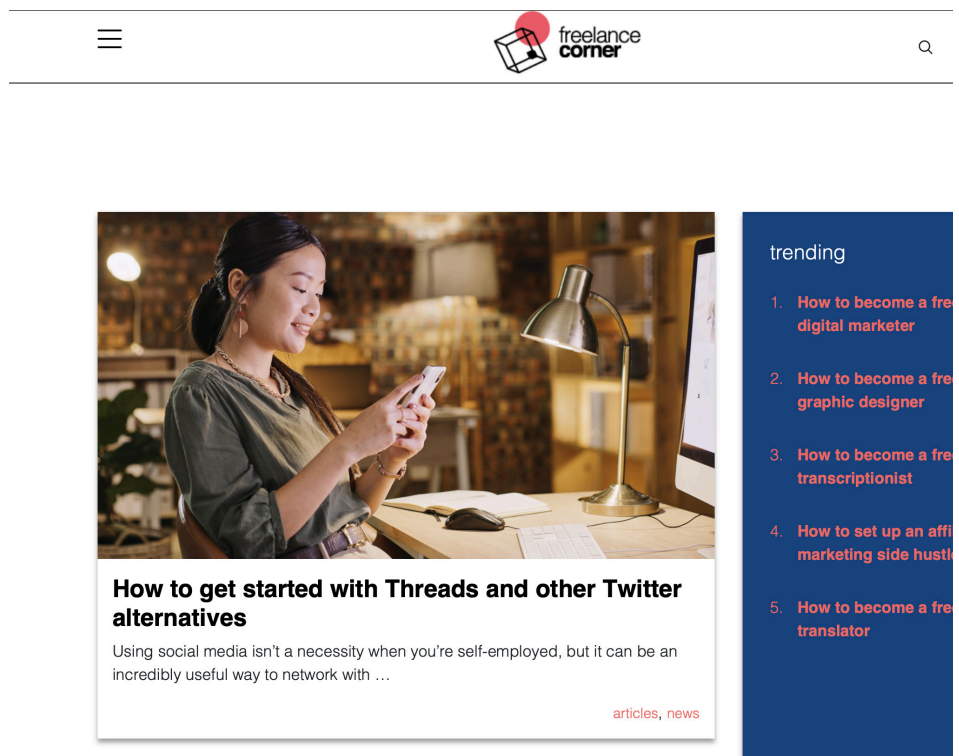
However...



Meanwhile here is a screenshot from the webpage emptyeasel, which covers the same niche as my website. My instinctive feeling is that there lacks some sense of order, and a clear call to action. The first thing they prompt the user to do is to sign up for their newsletter, but I find that to be a daunting task for someone who has yet to explore and decide whether the value the website has to offer is good enough.

Once one has scroll by the initial CTA, you are presented with the recent posts, which gets a plus for being tagged properly, but it's taking up too much space, and feels a bit dated considering the most recent post being about the pandemic.

The screenshot to the right is taken from a similar niched website, freelancecorner. Compared to the previous one, this one offers a way more clear and less chaotic impression to the user. It has limited the call-to-actions for the user, to being engaging with the article underneath the image, or looking through the trending articles. My main complaint is that the menu is a hamburger menu at desktop size.



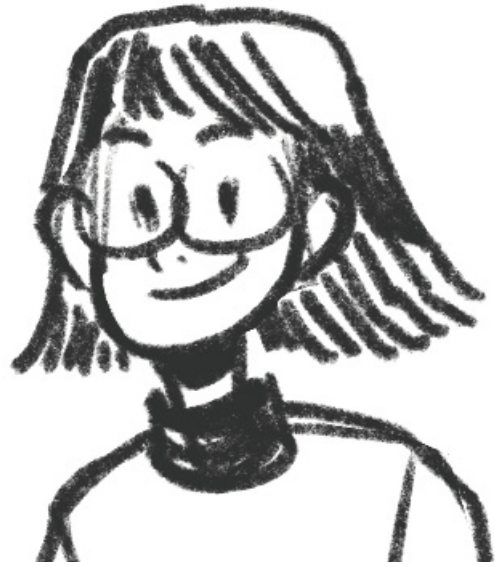
Content

Text and images

I had decided to challenge myself and create the illustrations myself. It's a skill I find to be valuable, and I believe it adds more personality and a down-to-earth vibe. It makes me, as the author, more human to the reader.

The initial text was planned to be more or less written with the help of AI. However, I found that it didn't manage to convey exactly what I thought would be useful information. In the end I rewrote pretty much everything it had produced, and only kept a few of the concept.

I have to say it was a very helpful tool to get some structure and ideas to the written content.



Index.html

Text and images

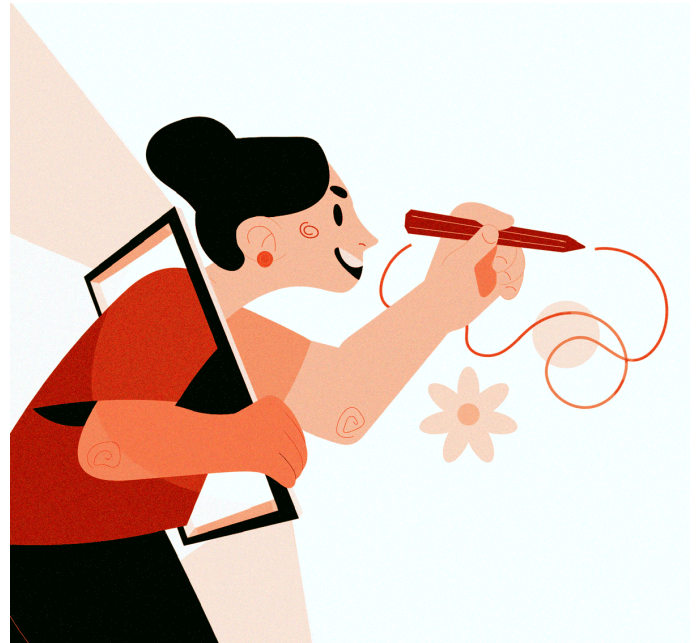
h1
Welcome!

H2
Taking the first steps on your artistic career

H2
Skill check

H2
Career

H2
Resources



Skills.html

Text and images

H1
Skill check

H2
Am I a good artist?

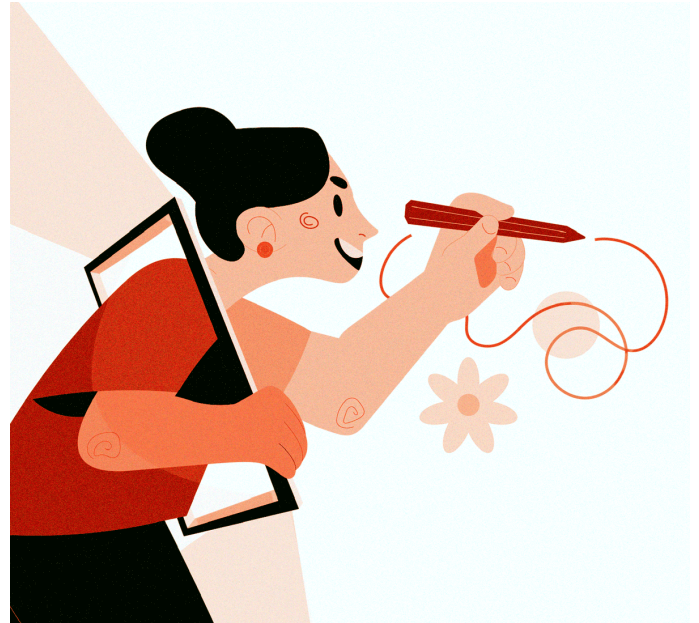
P
How do you even know if you are good at making art? I'm not one to believe that the amount of likes or followers are what determines whether you are good or not.

Rather, you should think about whether you usually get positively surprising comments on your art skills, and if people might have a surprised look on their face as of why you don't already work within this field.

H2
Critical eyes

p
"Where do I even begin"
is something you might ask yourself. Truthfully, there is never no one single answer. Some believe in just getting started, while others are looking for a more structured way of learning.

One of the main components to actually develop your skills is to step out of your comfort zone and try to view your art from the point of view of a potential client. Examine your art thoroughly. Would you hire yourself? Are your skills up to par with some of the other artists that have worked in the same field that you're interested in? If not, then keep on practising! Analyse what skills you are lacking of, whether it be colouring, composition or even the fundamentals of drawing. One can always improve with practise, and it's never too late to start.



h2
Communication, community and criticism

P
Equally important is building a strong feedback loop. Connect with fellow artists, mentors, or online art communities. Constructive criticism can be a game-changer. Share your work regularly and be open to critique; it's how you evolve. Remember, perfection is an illusion. Instead, focus on progress and perseverance. Keep a sketchbook and draw daily. Experiment with techniques, styles, and themes. The more you create, the more you'll refine your craft.

Lastly, find inspiration in the world around you – travel, read, and explore different cultures. Experiences outside of the screen are vital to keep your mind and creativity a fresh. You will often find yourself getting struck with the best ideas on your stroll to the store, on the walk around the neighbourhood, reading that book on the train.

Keep nurturing your passion, and you'll find that your skills will flourish in surprising and beautiful ways.

Career.html

Text and images

H1
Career

H2
Now what?

P
So, you're an illustrator and you want to start working professionally. Congrats! That's awesome. But now you're probably wondering how to get started.

There are a ton of different ways to make a living as an illustrator, from selling your own work, to earning royalties from licensors and publishers. It really depends on your interests and goals.

H2
Portfolio 101

P
Here's a hot tip: start by building a strong portfolio. Without a portfolio it is impossible for you to show off your skills to a potential client. This is your most important asset as an illustrator, so make sure it's well-organized and showcases your best work.

Once you have a strong portfolio, you can start to market yourself and reach out to potential art agents, clients and publishers. There are many different ways to do this, such as emailing, attending art fairs, networking, doing the old traditional job application and/or having a solid presence on social media.

Either way, it is important to keep in mind that most art-related jobs are hidden and not advertised. Do your best to reach out, and you will eventually find something.

H2
What about income?



P
Alright, fellow artists, let's talk money – specifically, active vs. passive income. In our creative world, we've got this cool opportunity to build up some passive income. But what's the deal with these two? Well, here's the scoop: active income is what you earn when you're actively working – think commissions, teaching gigs, freelancing. It's quick cash.

On the flip side, passive income rolls in without you having to constantly hustle. Examples of this could be licensing your art to various companies, which is also known as earning royalties, or selling digital products.

Both types of income are pretty darn crucial for keeping your finances stable during the different ups and downs of the economy.

Some artists prefer working with just active income, whilst others strive to be able to live off their incoming royalties. The latter one is a slow building process. Everything really depends on you and your values. Are you alright with commercialising your art and seeing it printed on cards and books? Or do you value the uniqueness of creating art with a deeper meaning that is not meant for everyone to see?

Resources.html

Text and images

H1
Resources

H2
Link collection

P
A selection of articles and blog posts about working as an illustrator:

- ul/li
- * Marloes Devries
Href src:
- * Taaryn
Href src:
- * simplilearn
Href src:
- * creativeboom
Href src:
- * bunnystudio
Href src:
- * freelancercorner
Href src:
- * nicolecicak
Href src:
- * shopify
Href src:
- * gelato
Href src:

P
Here will be a collection of different resources that has been valuable to me on my journey. I hope you will find some of these useful.

H2
Tom Froese

P
Tom Froese is a Canadian illustrator, who has created a lot of great videos and online classes about illustrating.



H2
Mimimoo illustration

P
Mimimoo, a self-employed illustrator, openly shares her journey from hobbyist to pro artist. Her youtube channel is filled with information.

H2
Anoosha Syed

P
Anoosha Syed is an illustrator who has a lot of experience with illustrating children books, and even authored and illustrated some herself. She offers a lot of valuable inside information on the artistic process, how to kick-start your career, how to market yourself and how to reach out to agencies and publishing companies.

H2
Art Side of Life with Iva

P
Iva Mikles is an artist and educator who has done over 200 in-depth interviews with talented artists and illustrators from all over the world. Those who are interviewed get a space to share their journey, their profession and valuable insights from the industry.

About.html

Text and images

H1

About me

H2

Who are you, then?

P

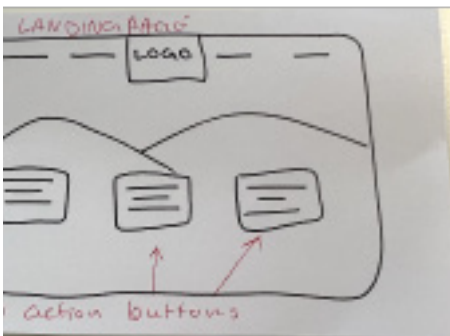
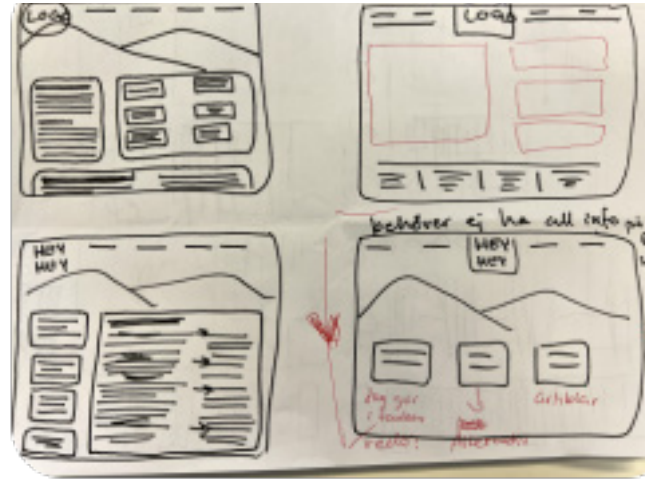
Hi everyone, I'm Nicole, an illustrator who's been creating art since I could hold a pencil.

I'm always looking for new ways to improve and get a better handle on this industry, so I thought I'd share a few tips that have helped me along the way.

Please keep in mind that everything is written from my point of view, and point of interest. I want you as the reader to know that I have barely even scratched the surface on this gigantic subject of the art, illustration and design industry. If I haven't mentioned your dream-job, then don't threat! I'm just mostly niching towards my own interests.



Finalisation of the sketch exercises

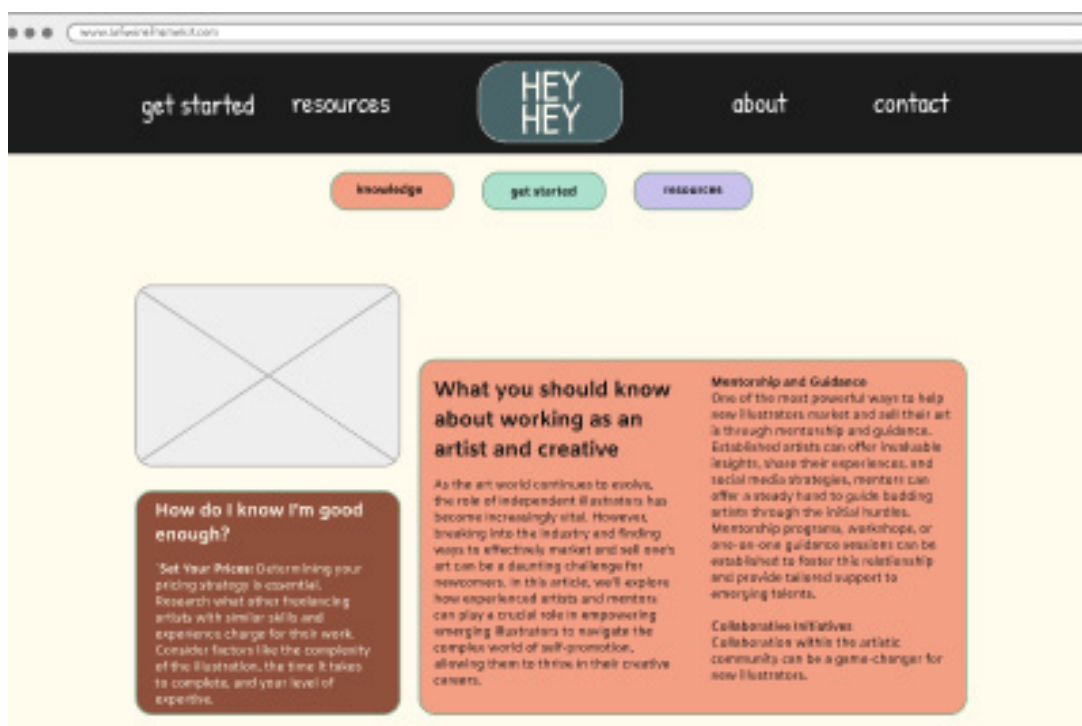
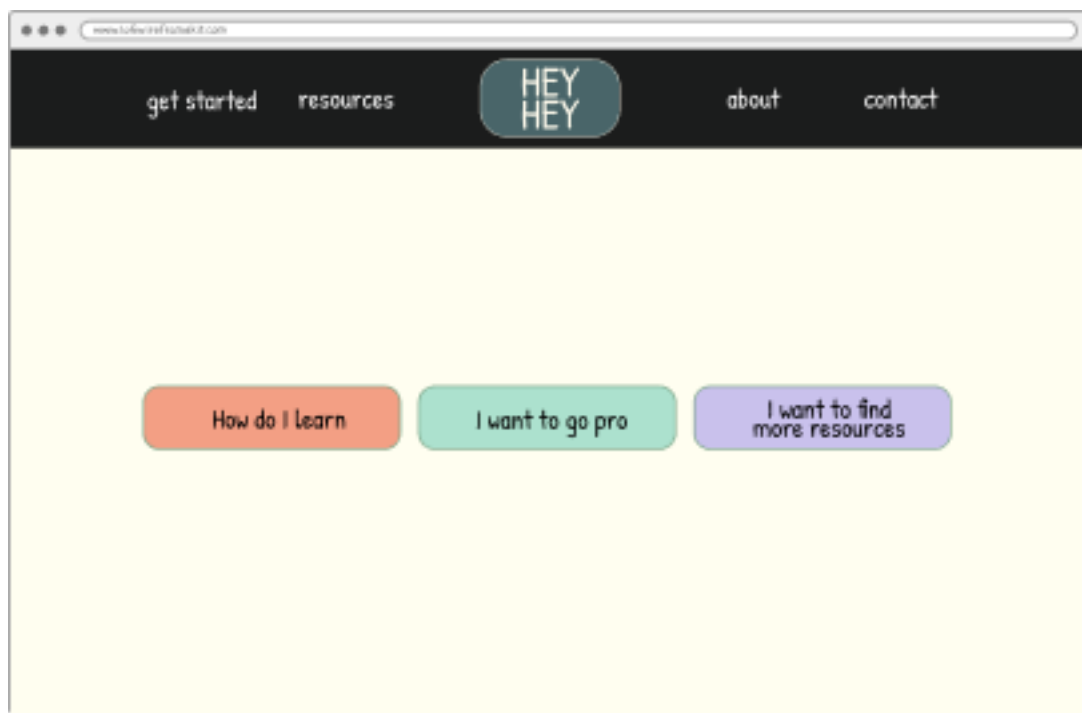


I got very pleased once I realised that there is no need to have all the text and all of the content fitted in one page. Instead I chose to make my index-page as naked as possible, and only leave in the header and call-to-action buttons for the user to choose and decide what they want to see, while still encouraging spending a longer time on my website.

I called this my “in-between crazy 8 and final sketch”-sketch. To me it made sense to look back on the crazy 8's and quickly try to clean them up before I put down the time needed for the final sketch.

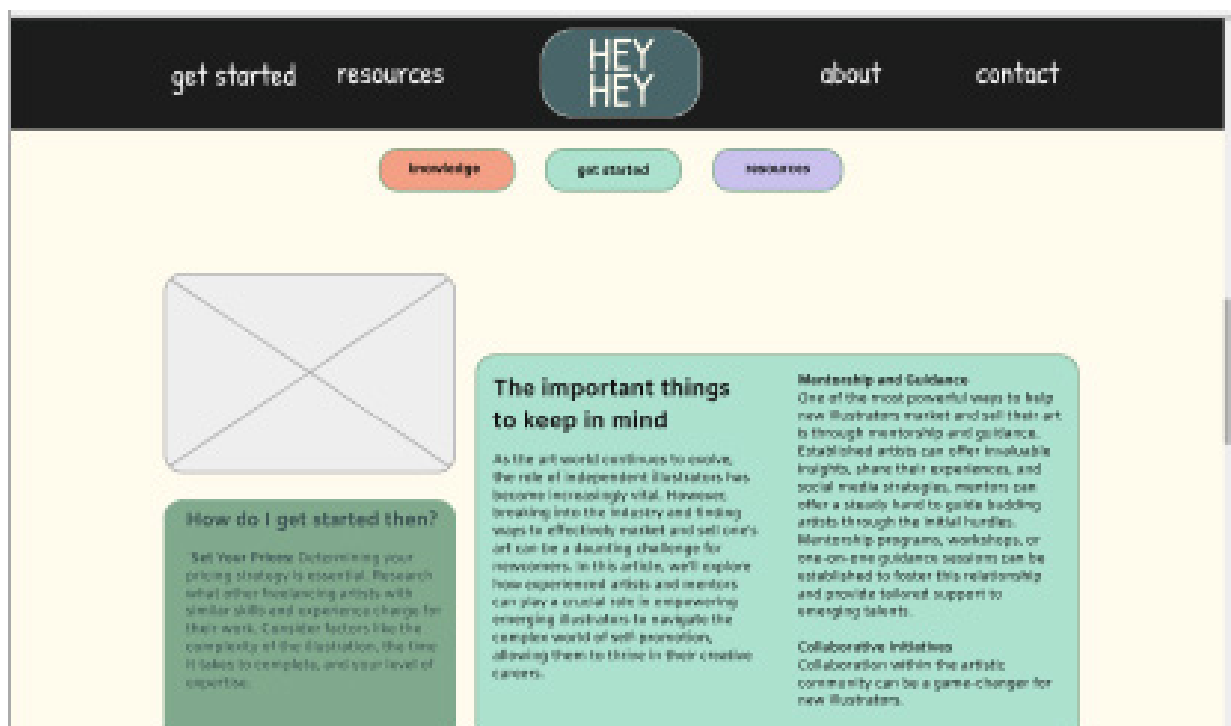
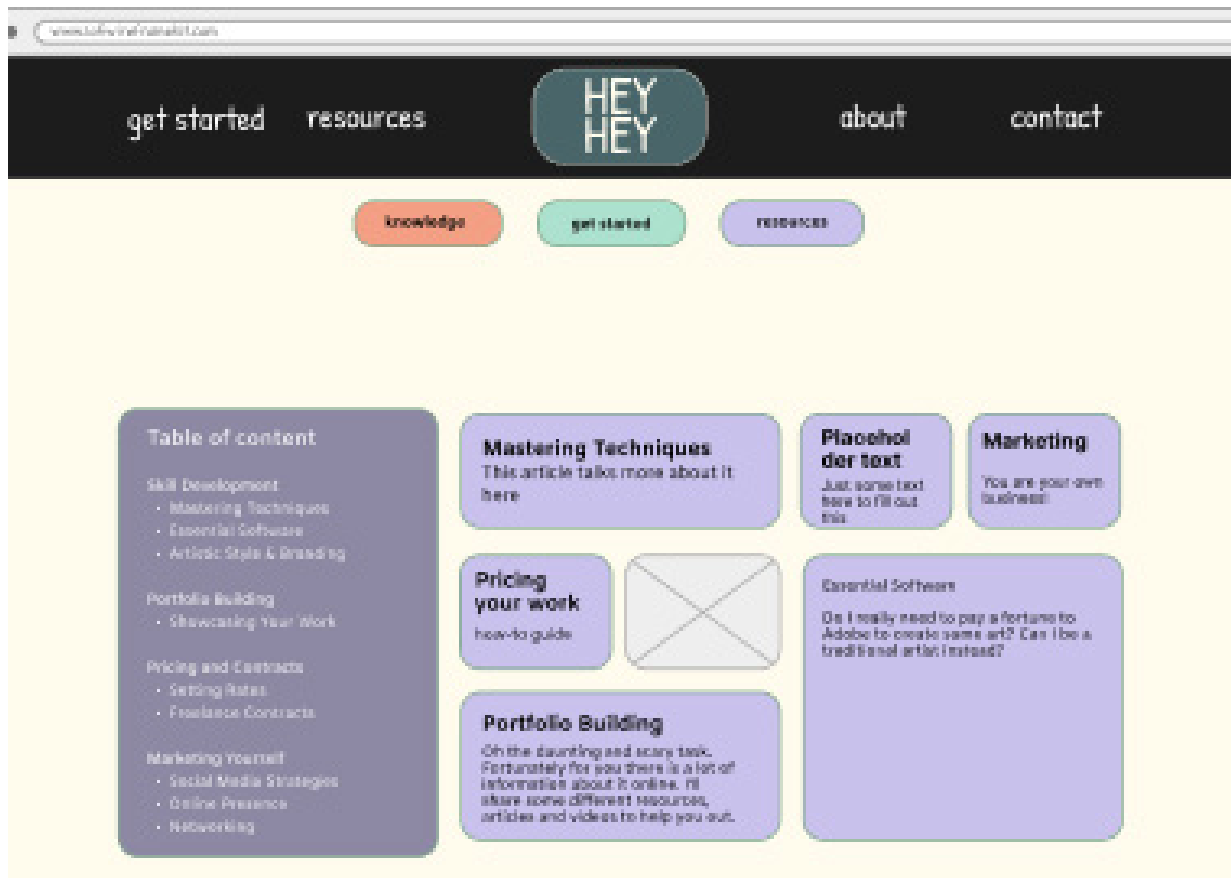
Wireframes

Here follows some wireframes made after the final sketches. It was supposed to be low-fidelity, but I believe it became a bit too high-fidelity, even though I tried to keep it minimal.



Wireframes

continuation



Trunk-test

Trunk test with Sofia

The pages that we tested were the index-page and the resources-page. We did this using the trunk-method, where she had to point out the way she navigated the layout.

The feedback was that the space between the three “buttons” and the main content was a bit too empty. She would have liked to either see some sort of fun or helpful under-headline text, that could engage the user. Basically just to make it more fun for the user. She also suggested I could have used some kind of illustration there as well, just to make it more personal

Visual research

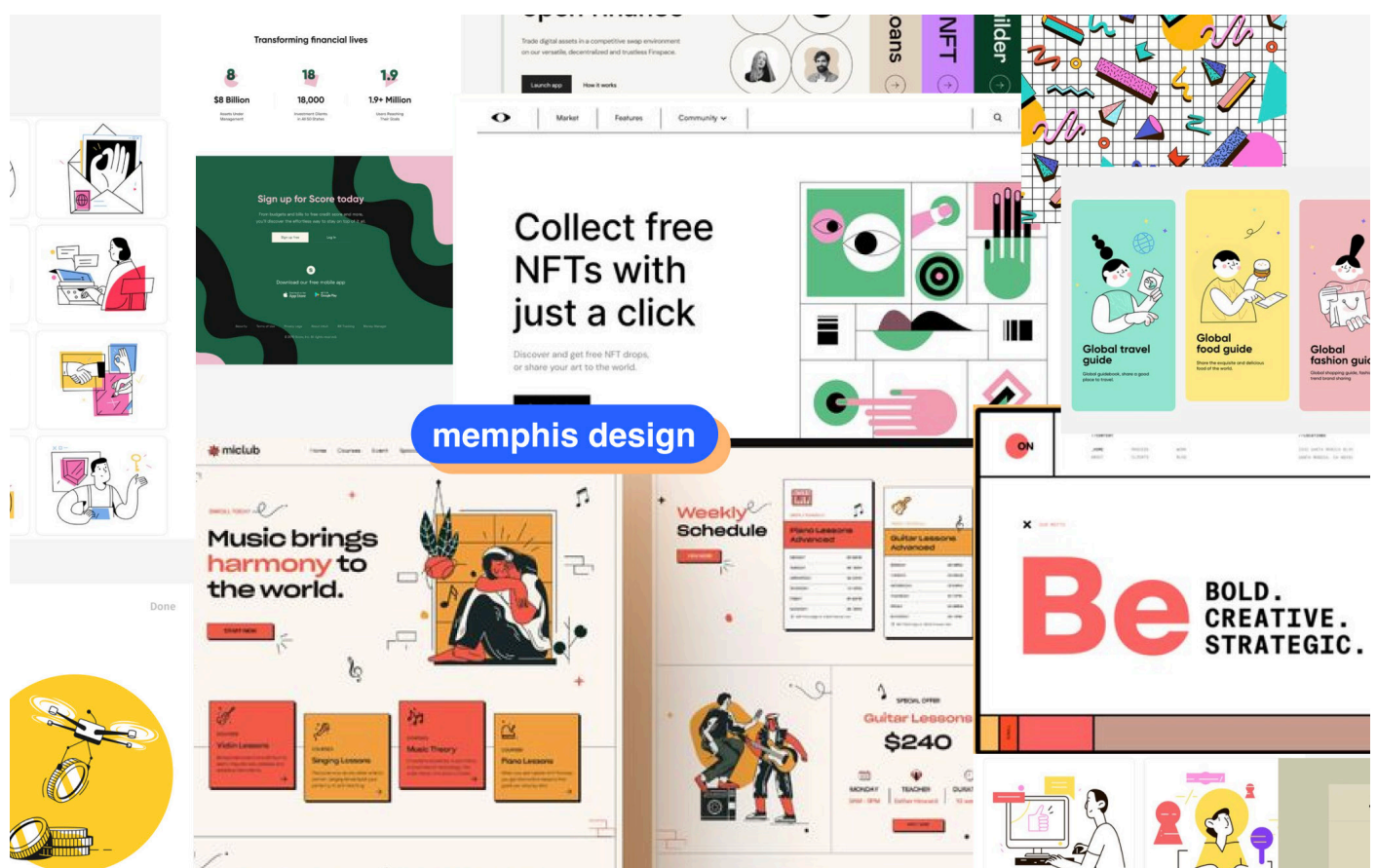
The visual identity that spoke to me was Neo-Brutalism. It's a very playful, creative style, that allows the usage of clear sections and bold colours. I would constantly come across this style when doing my topic research, and just being a general user amongst a lot of creative platforms. It generally seems to be a style that has been popular the past year or two across certain types of websites.

Neo-Brutalism is in some ways the most popular style of anti-minimalism that we have seen so far. What really characterizes this style is the use of black lines, borders and x-y drop shadows, in combination with high saturated colours and bold typography, often using sans-serif typefaces. There is no room for gradients or opacity under 100%. Corners are rounded and background colours are welcome.

Examples of websites where I came across Neo-Brutalism:

- Linearty.io
- Gumroad.com
- Figma.com

With all this information I went on to create a mood board, based on three different values. These values ended up being artsy modern, organic and friendly. The following picture is the result.





I truly fell for the use of bold colours, and clear lines. I felt that the entire mood board represents what I would describe as “artistic modern”, and the use of soft shapes, illustrations and wavy worms gives the viewer a very organic feeling. It was a bit difficult to find “friendly” colours, but I do feel that the muted yellow backgrounds, and more earthy toned colours does give off that feeling. The bolder colours does for some reason give me more of a “big-sister”-vibe, which I feel would work alright with my website as well, even though I have tried to not go that direction.

Based on the mood board above, I came up with these three style tiles, as seen to the right.

I did like all of these, but the one furthest down, the yellow one, was my favourite, together with the typefaces in the middle picture. However, I got some feedback from some various people that they felt the yellow background was too saturated compared to the choice of accent colours. I followed their advice and muted the yellow background colour a bit and changed my colour palette to the one furthest down

h1: Helvetica (60px, Google Fonts)
This is a Sub-Header
 h2: Helvetica (36px, Google Fonts)
 One morning, as Gregor Samsa was waking up from anxious dreams, he discovered that in bed he had been changed into a monstrous verminous bug. He lay on his armour-hard back and saw, as he lifted his head up a little, his brown, arched abdomen divided up into rigid bow-like sections.
 p: open Sans 16px, Google Fonts

This is an example of a Text link »

BUTTON

Project Colors: #2F75BA, #54AAEF, #F98B1C, #FFC619, #102835

Adjectives: Motivating Helpful Inspiring Modern Artsy Approachable

Style tiles Style Tile Version 1

This is a Header
 h1: Raleway Bold, 60px, Google Fonts
This is a Sub-Header
 h2: Raleway SemiBold, 36px, Google Fonts
 One morning, as Gregor Samsa was waking up from anxious dreams, he discovered that in bed he had been changed into a monstrous verminous bug. He lay on his armour-hard back and saw, as he lifted his head up a little, his brown, arched abdomen divided up into rigid bow-like sections.
 p: Lato, 16px, Google Fonts

This is an example of a Text link »

BUTTON

Project Colors: #2F75BA, #54AAEF, #F98B1C, #FFC619, #102835

Adjectives: Motivating Helpful Inspiring Modern Artsy Approachable

Style tiles Style Tile Version 1

This is a Header
 h1: League Spartan, 60px, Google Fonts
This is a Sub-Header
 h2: League Spartan Medium, 36px, Google Fonts
 One morning, as Gregor Samsa was waking up from anxious dreams, he discovered that in bed he had been changed into a monstrous verminous bug. He lay on his armour-hard back and saw, as he lifted his head up a little, his brown, arched abdomen divided up into rigid bow-like sections.
 p: Georgia 16px, Google Fonts

This is an example of a Text link »

Project Colors: #2F75BA, #54AAEF, #F98B1C, #FFC619, #102835

Here's a link to the prototype of my desktop prototype:

<https://www.figma.com/proto/qNO5FvOu6BdB5lq7H8RkO6/emnessite?page-id=37%3A97&type=design&node-id=37-98&view-port=585%2C355%2C0.17&t=oxSioO9XAr36DDrA-1&scaling=min-zoom&starting-point-node-id=49%3A540&mode=design>

And here's to my mobile site:

<https://www.figma.com/proto/qNO5FvOu6BdB5lq7H8RkO6/emnessite?page-id=72%3A1204&type=design&node-id=72-1205&view-port=267%2C233%2C0.29&t=Brq5cGwuZXjmY-g3L-1&scaling=scale-down&starting-point-node-id=72%3A1205&mode=design>

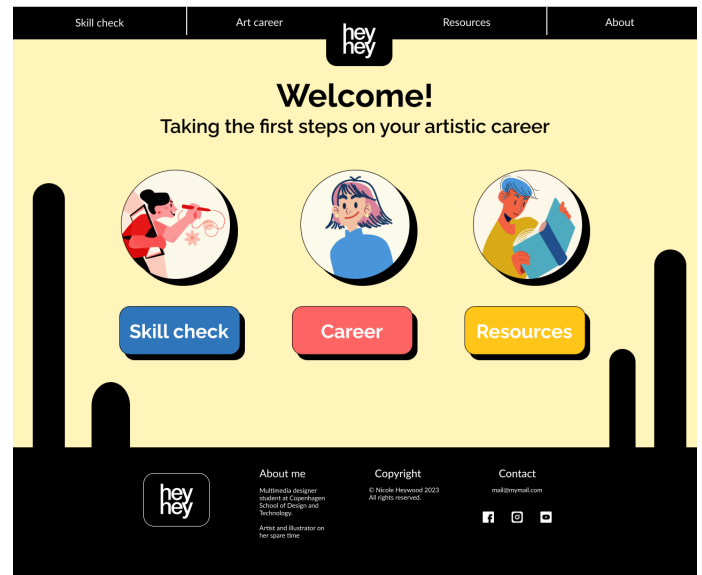
User tests

I have done three “thinking-aloud” user testings on my prototype. One of them were at school with a classmate (*person A*) that works as an illustrator, the other one (*person B*) was by a creative person who don't do art, and the third one (*person C*) was another artist. It's important to note that my target audience is artists who feel like they are getting good enough to start trying to make a career out of their art-skills.

Before the tests took place, I had put together some questions that I wanted to ask. I couldn't go through each question with everyone, since the nature of the conversation maybe didn't lead towards that, or I felt that the participant had already answered it.

Some of the questions were:

- *“What kind of website is this?”*
This was the first question I asked, showing them the front page of my website.
- *“What do you think the three categories are about?”*
This question means the three call-to-action buttons that are on the front page. Skill check, career and resources.
- *“Go to the section that you believe is the most appropriate to you.”*
Here I'm asking the participant to navigate to the page that has the information that they are the most interested in.



- *“How would you like to navigate between the different sections/pages?”*
This question is meant to target to see how the participant uses my webpage, and to see how they react to the various ways of navigating.

Person A got to do the test in person with me, while person B and C did their testings at their home, while sharing their computer screen with me so that I could see what they were doing as we were talking.

The data documented was all done by me taking notes, which was good, but I would have preferred to record the sessions, or had a third person taking notes, just so that I could have put my full attention on the participant rather than trying to make sure I'm getting everything down on text.

I mainly wanted to focus on the ease of navigation and understanding of the sub-

ject, to see if the actual content made sense for the participant. When I asked about what they thought the three categories were about, I got some various inputs. The two participants who see themselves as artists, seems to have had about the same thought of the categories as I had intended, while the person B had some interesting insights. Person B was very adamant about that skill check would be a sort of “test” or game, to see if you are a good enough artist to even get to the career, and they thought that resources would offer literal tutorials, like “this is how you draw a cat” or something similar. My mistake here is that this person probably wasn’t the most right fit of my target audience.

In other words, person B was a bit disappointed when they only saw me linking resources to other artists and articles of how to get started working as an illustrator.

A confusing aspect that everyone pointed out, was that I had the same three “pages” linked up in the menu, as the three “buttons” underneath every header to each page, but they were named slightly different from each other. As an example, I had in the main menu named a page for “Art skills”, but the header and call-to-action button to it is named “skill check”. This is something I have changed with my prototype now.

The general insights and feedback these tests gave me was that there were plenty of ways to navigate through the pages. The layout on the pages themselves were very consistent with one another, which made it easy to orientate oneself on the website. The subjects were also colour themed, which made it easy to remember what page one was visiting.



The priorities I will bring with me from these tests are to make the different ways of navigating to the same pages be understood as leading to the same endpoint. I will also try to make the Resources page more intuitive and make my decision of recommendations more clear and obvious to the reader.

<<

coded

site

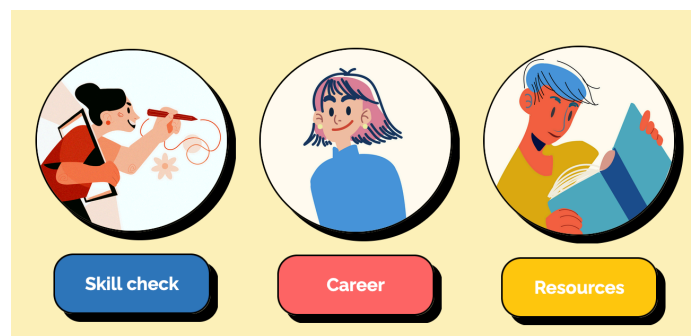
/>>

Documentations

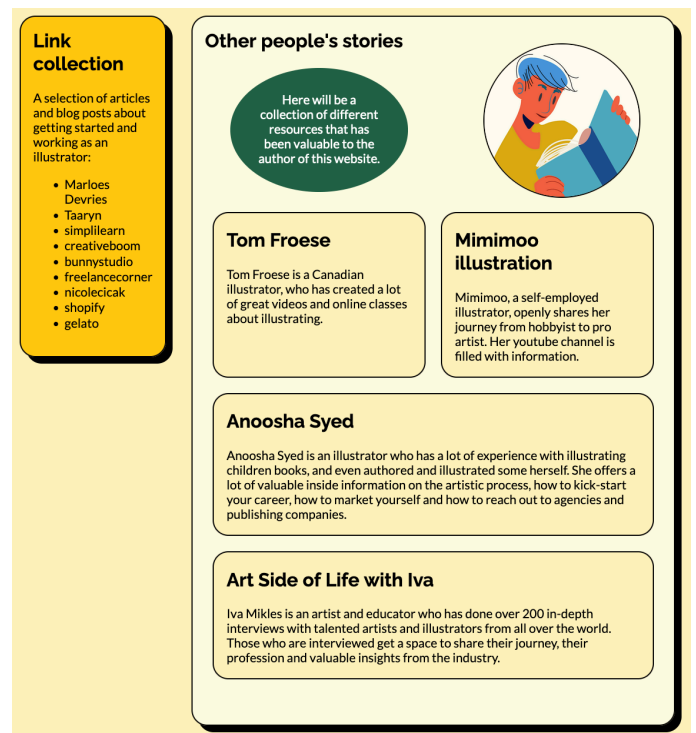
focusing on the
styles.css

Since Neo-Brutalism highly encourages strong borders and box-shadows, I made sure to include it in my design in many different places, whilst ensuring it wouldn't look too cluttered.

```
div img {  
  max-width: 200px;  
  border-radius: 50%;  
  border: 2px solid black;  
  box-shadow: 8px 8px black;  
}
```



```
.skillsindex,  
.careerindex,  
.resourcesindex {  
  border-radius: 20px;  
  border: 2px solid black;  
  box-shadow: 8px 8px black;  
  padding: 1em;  
  margin: 1em 1em 3em;  
}
```



```
.col {  
  background-color: #fffade;  
  border-radius: 20px;  
  padding: 1em;  
  border: 2px solid black;  
  box-shadow: 8px 8px black;  
}
```

Documentations

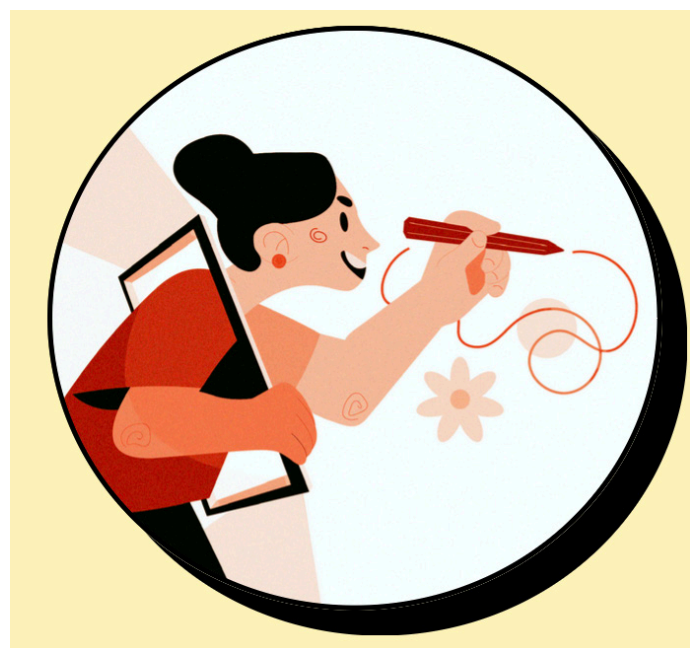
Continuation

However, this box-shadow wasn't wanted to every visible box, for example to elements nested in bigger elements that already have box-shadows added to them. By doing that I managed to create the look of reading a physical document on the screen, as seen on the picture on previous page. Since I had created a CSS-attribute targeting "div img"-elements, I would have to mark certain images with an "!important" property to make sure it wouldn't adopt the same properties.

```
#logo {  
  border: none !important;  
  box-shadow: none !important;  
  border-radius: 0 !important;  
  width: auto;  
  height: auto;  
  flex-shrink: 0;  
}
```



Example of an element that I did not want to add the border and box-shadow.



This image above shows the general look of the border and box-shadow attributes.

```
h1, h2, h3, h4 {  
  | font-family: "Raleway";  
}  
  
p {  
  | font-family: "Lato";  
}
```

Typical font style for Neo-Brutalism is sans typefaces. I uploaded the font-files through the property "font-face", and applied all the headers with Raleway and the paragraphs with Lato.

Documentations

Focusing on the layout.css



Let me tell you about my biggest hurdle. I didn't ask any teacher or mentor for help, which is something I regret, as this doesn't feel like the most conventional way of solving this. As you can see I have presented the prototyped header here, also known as the global navigation bar. The one above this text is for the desktop view, and the right one is for mobile-view.

To make the problem more obvious - I was very adamant to keep the logo in the center of the desktop view, since the main content would also be centered on the screen. However, when the viewport would get underneath 700 pixels wide, the logo would move to the left of the



navigation bar, as the rest of the navigation would fall underneath the hamburger menu. I unfortunately did not take any screenshots of all the failed attempts, but I will demonstrate how I solved this issue.

My solution was to have to `` elements in the `<nav>`, the first one with only the mobile logo accompanied with an appropriate class, and place the desktop logo in the middle of the actual navigation ``.

```
<body>
  <header class="header">
    <nav class="top-nav">
      <ul class="mobilelogo">
        <li>
          <a href="index.html"
            ></a>
          </li>
        </ul>
        <!-- The hamburger menu -->
        <label for="menu" tabindex="0" class="menubtn">
          
        </label>
        <input id="menu" type="checkbox" class="checkbox" />
        <!-- The collapsable menu -->
        <ul class="menu">
          <li><a href="skills.html">Skill check</a></li>
          <li><a href="career.html">Career</a></li>
          <li class="logo desktoplogo"> <a href="index.html" class="logo desktoplogo"
            ></a></li>
          <li><a href="resources.html">Resources</a></li>
          <li><a href="about.html">About</a></li>
        </ul>
      </nav>
    </header>
```

Picture of the html-code of the header structure

Documentations

Continuation of the
logo saga



Without the appropriate CSS tackling the multiple logos, it looked like this - a huge mess! But by targeting each logo in their respective navigation bar and relevant media-query, I was able to disable the redundant logo. This gave me the desired outcome.

```
.desktoplogo {  
  display: none;  
}  
  
@media only screen and (min-width: 700px) {  
  .mobilelogo,  
  .menubtn,  
  .checkbox {  
    display: none;  
  }  
}
```



Documentations

Of the lighthouse tests

100

Performance

90

Accessibility

100

Best Practices

90

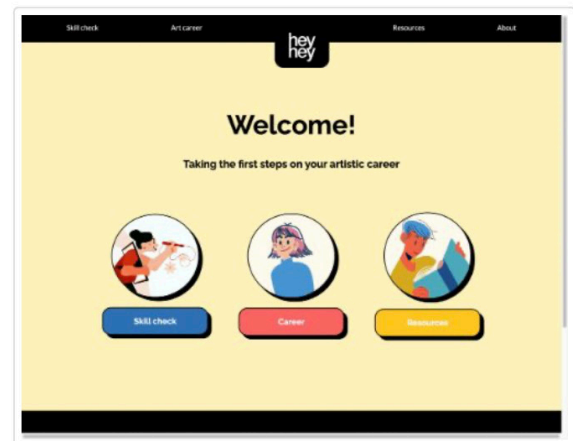
SEO

100

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



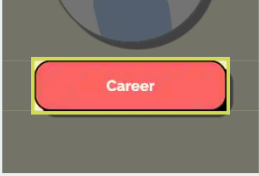
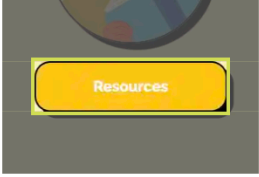
The screenshots I'm sharing here are from my first lighthouse test. It was surprising to me how high the scores were without having any idea of this test before the teacher presented it to us.

CONTRAST

▲ Background and foreground colors do not have a sufficient contrast ratio. ^

Low-contrast text is difficult or impossible for many users to read. [Learn how to provide sufficient color contrast.](#)

Failing Elements

	Career <code><h3 class="careerindex career2"></code>
	Resources <code><h3 class="resourcesindex resource2"></code>

These are opportunities to improve the legibility of your content.

However, on the accessibility score, it warned me about the low contrast on these, which I do agree are a bit odd on the eyes. This is an aesthetic choice from my part, trying to follow the style of Neo-Brutalism with its bold colours. So for now, I'm letting the colour stay this way.

The SEO score was only lacking a meta-description, which is easy to add once I decide to go public with the website.



SEO

These checks ensure that your page is following basic search engine optimization advice. There are many additional factors Lighthouse does not score here that may affect your search ranking, including performance on [Core Web Vitals](#). [Learn more about Google Search Essentials.](#)

CONTENT BEST PRACTICES

▲ Document does not have a meta description v

Format your HTML in a way that enables crawlers to better understand your app's content.

Presentation

And feedback

Link to presentation:

https://studkea-my.sharepoint.com/:p:/r/personal/nihe0006_stud_kea_dk/_layouts/15/Doc.aspx?sourcedoc=%7B5C4D7C25-6804-4C68-A2A4-B7A-9D2EFF716%7D&file=Presentation.pptx&action=edit&mobileredirect=true

The presentation was the last step of this entire process (apart from writing you this document). It generally received good feedback, apart from that I spend one and a half up to two minutes too long of the allotted time. With this I was also told I went too quickly past some of the slides where the spectator is meant to spend time to understand what they're seeing. What I have gained from this is not only to plan and time my presentation better, but also to try to stay calm and present.

Some of the other feedback I got was that I was able to present it with humour, and making the more "heavy" topics, such as the coding part, entertaining, which meant that it was easy to follow through for the listener.

