

## Who Are We?

### Background

We are a mother and daughter creative team in need of a way to showcase our masterpieces for the world to see.

### Key people

You will see pieces done by Sarah and her daughter, Scarlett.

## What Do We Do?

Both of us are currently in school focusing on graphic design and art.

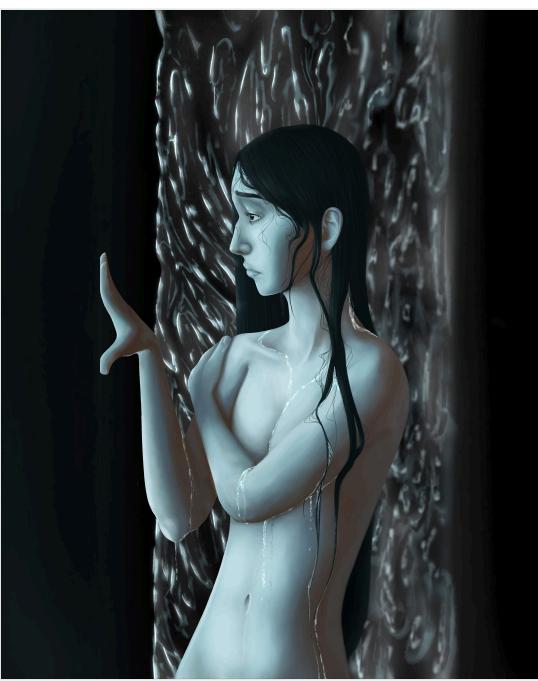
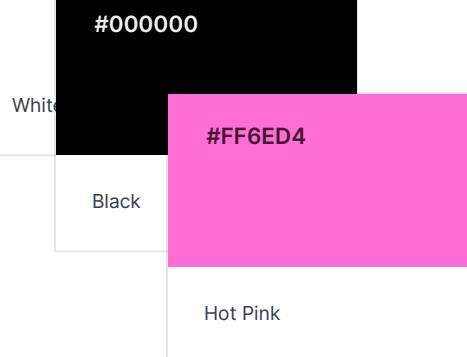
### Sarah-mom

Sarah is currently in school at MATC studying graphic design, with then end goal of working for herself creating graphics and logos for companies and their social media sites, and much more.

### Scarlett-daughter

Scarlett is currently a high school student focusing on art classes. She excels in all of her classes, will graduate a semester early next winter and plans to continue school at MATC and then a UW system school. Her plans are to major in Business Management and then open her own Tattoo shop and sell art as well.

We will start with just these three colors, but may need to add tints or others when the building starts.



## Target Audience

### The audience

Our audience right now is mostly instructors/teachers, and family and friends that we want to see our art. Some day maybe this can act as sort of a portfolio or business page.

## Creative direction

### Concept

Create a website that's easy to navigate to the desired art works and showcases.

### Creative outputs required

- Homepage
- Sarah's Gallery
- Scarlett's Gallery
- Various Galleries by media type
- Various Galleries by theme
- Where can you find us/our work?

### Measuring success

What metric are you trying to improve? How will the success of the design project be judged?

## Goals

### Objective

To capture the interest of our peers and mentors in a showcase of our artistic abilities.

## The Details

### Fonts

- Overlock Regular
- Overlock Black Italic
- Oranienbaum Regular

### Links

Scarlett's Canva page-

[https://www.canva.com/design/DAGcd1UkSEU/-DTw6\\_bYeCMyqk4I04Bxlg/edit?utm\\_content=DAGcd1UkSEU&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGcd1UkSEU/-DTw6_bYeCMyqk4I04Bxlg/edit?utm_content=DAGcd1UkSEU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

