



Process Book

Jean-Michel Basquiat

Jordan Hardy

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Project Summary

The Jean-Michel Basquiat web site will inform the viewer of his life and artwork.

Content:

Home	Introduction of the Neo-expressionist style of art that Jean-Michel Basquiat was known for and will include links to the other pages.
Biography	A biography that includes a picture of Basquiat.
Gallery.....	Four galleries of Basquiat's paintings.
Contact	Contact information for the web designer.
Credits	Directory of links and citations used in the web site.

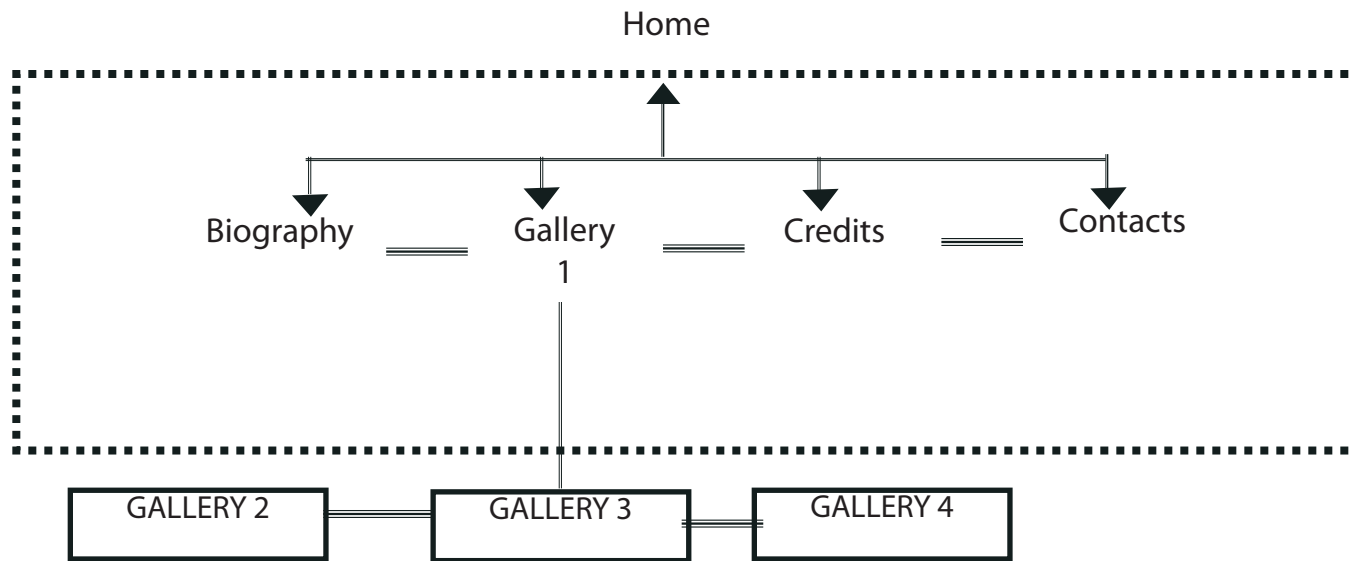
Audience Profile:

College students interested in the Neo-expressionist style of art and the impact Jean-Michel Basquiat made to the movement.

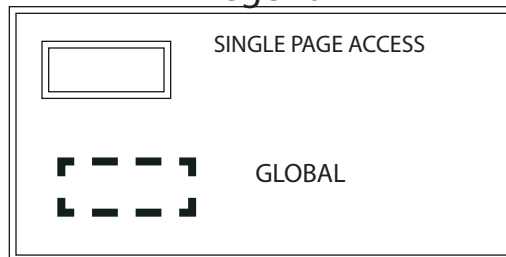
Perception/Tone:

Informative and artistic

Navigation Page



Legend



Wireframe- Home

Banner- basquiat.png

Home | [Biography](#) | [Gallery](#) | [Credits](#) | [Contacts](#)

Intro to web site.

Neo-expressionist style of art definition.

Artwork

Wireframe- Biography

Banner- basquiat.png

Home | **Biography** | Gallery | Credits | Contacts

Text- Bio

Picture of Basquiat

Wireframe- Timeline

Banner- basquiat.png

Home | [Biography](#) | [Gallery](#) | [Credits](#) | [Contacts](#)

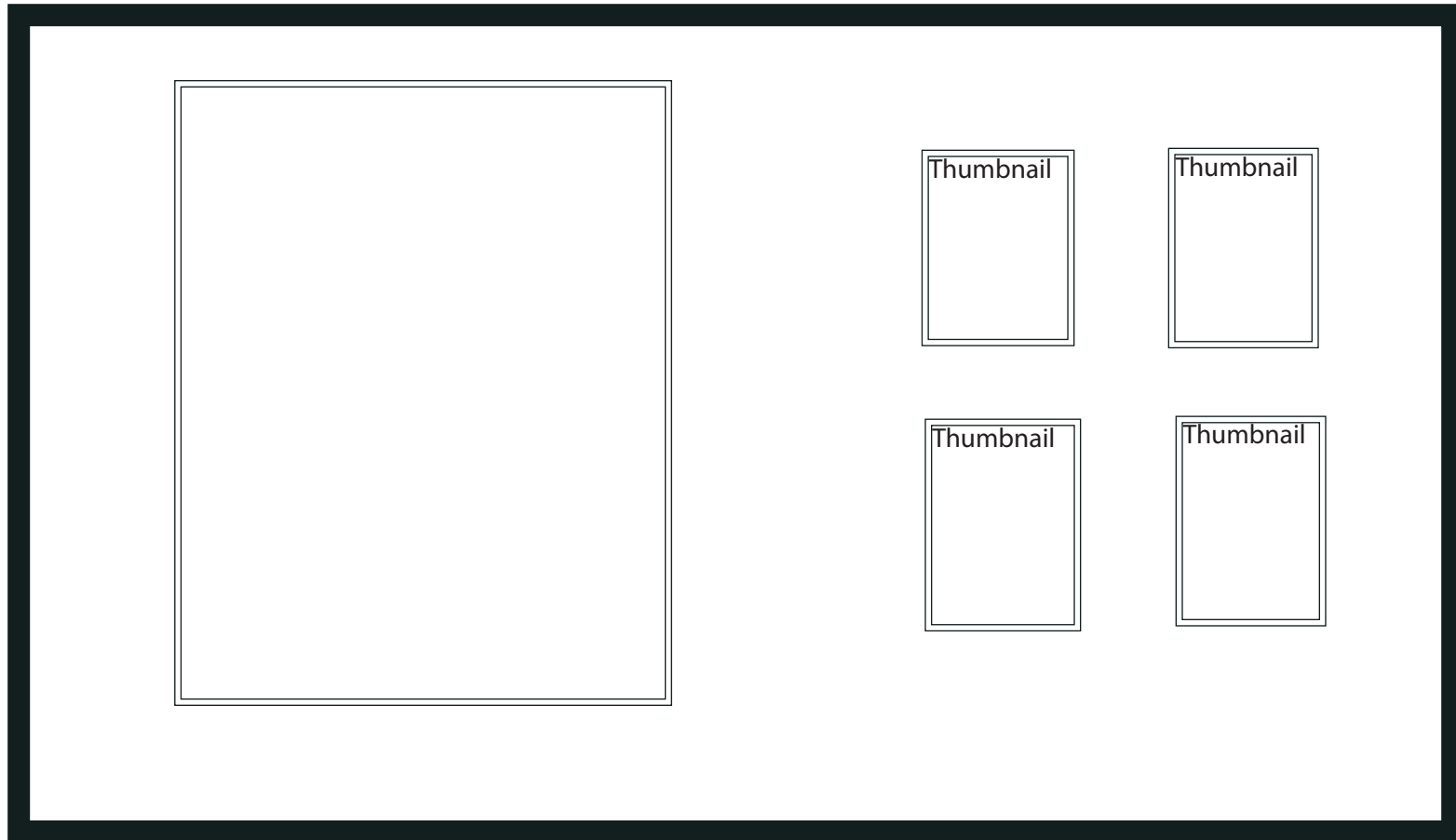
Timeline

Artwork

Wireframe- Gallery I

Banner- basquiat.png

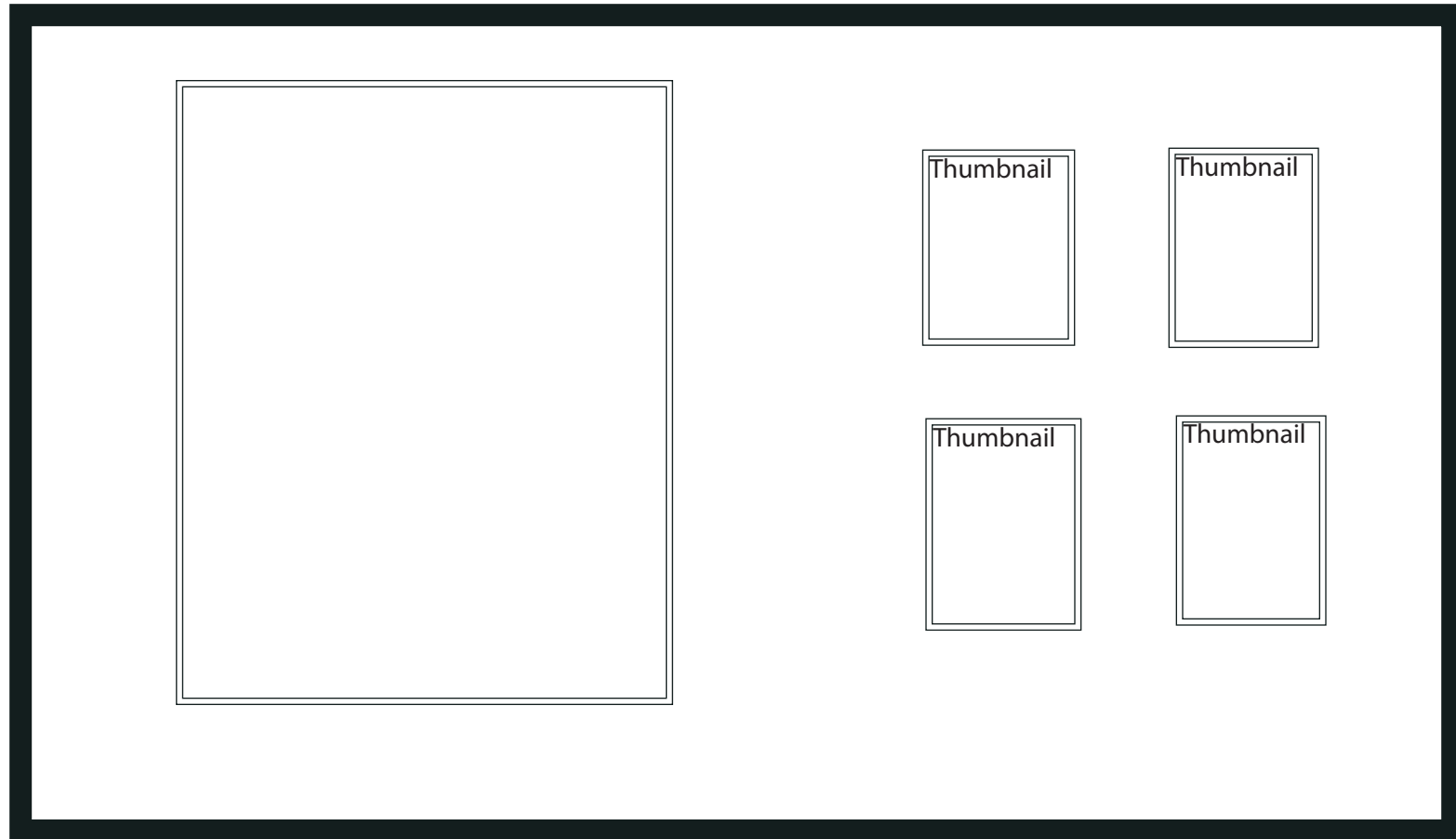
[Home](#) | [Biography](#) | **[Gallery](#)** | [Credits](#) | [Contacts](#)



Wireframe- Gallery 2

Banner- basquiat.png

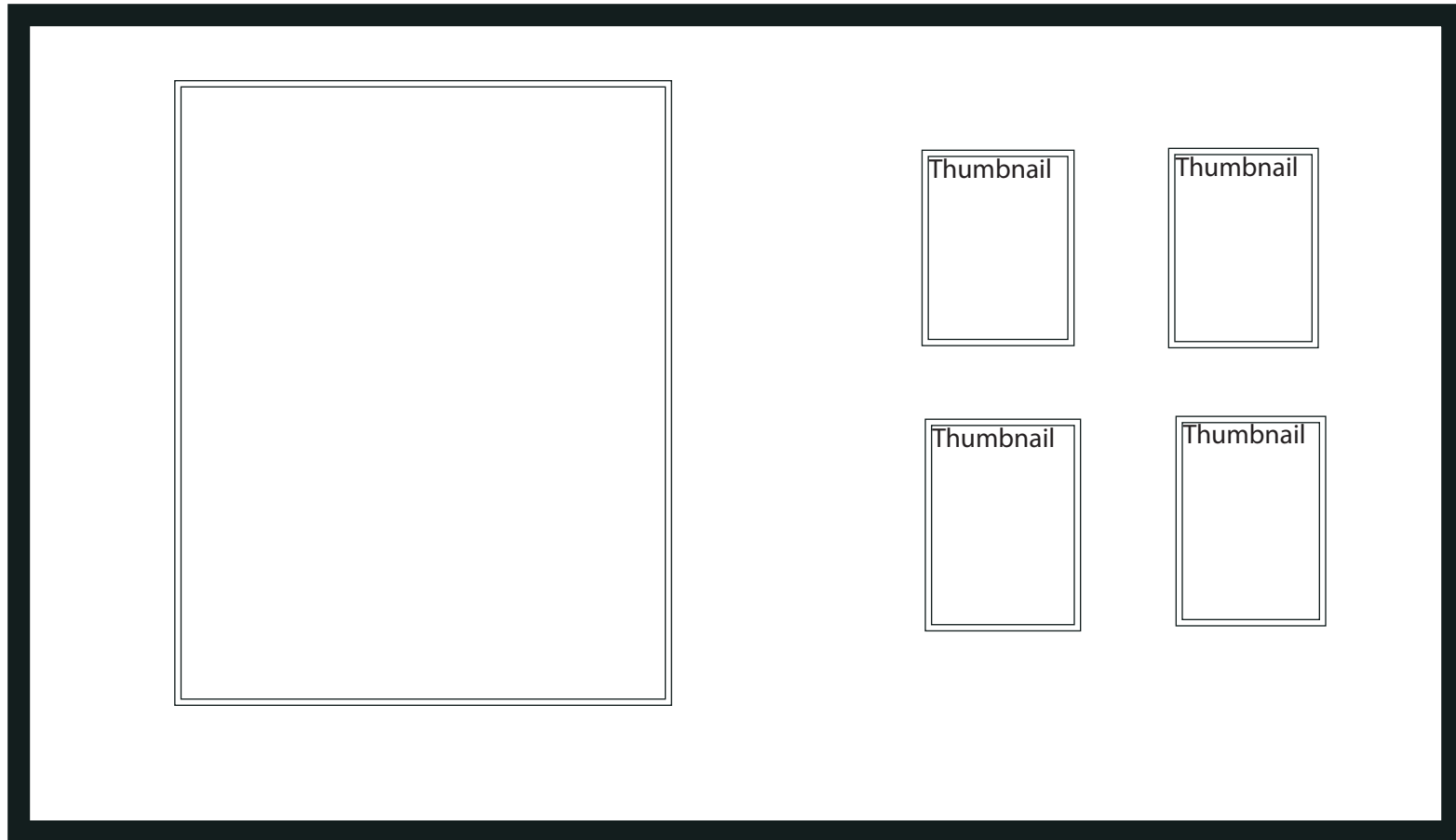
[Home](#) | [Biography](#) | **[Gallery](#)** | [Credits](#) | [Contacts](#)



Wireframe- Gallery 3

Banner- basquiat.png

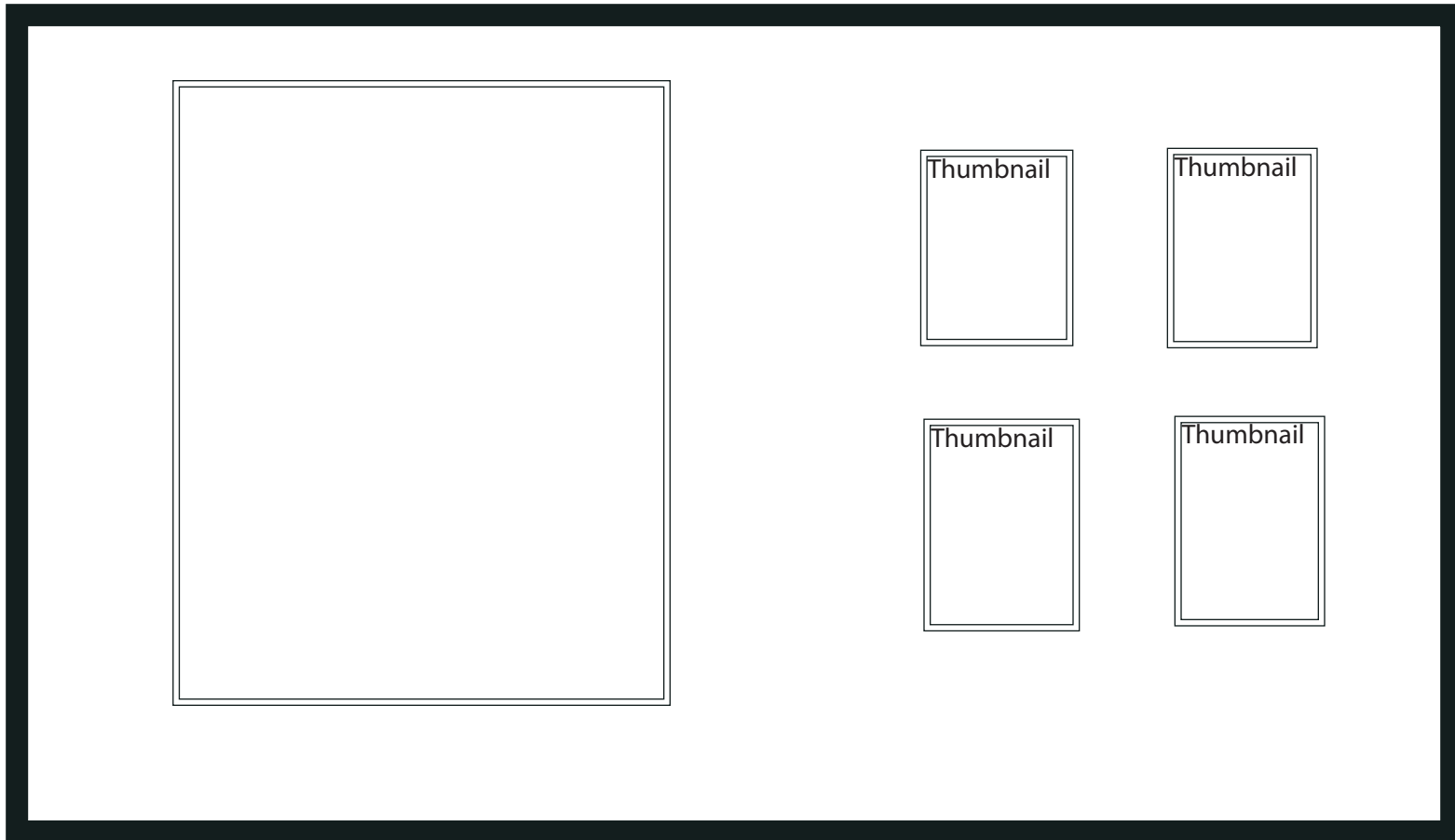
[Home](#) | [Biography](#) | **[Gallery](#)** | [Credits](#) | [Contacts](#)



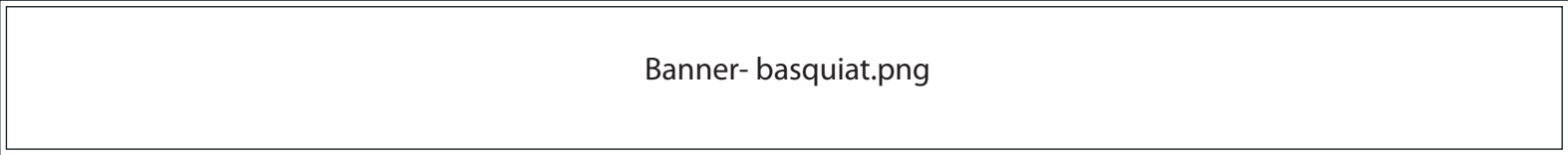
Wireframe- Gallery 4

Banner- basquiat.png

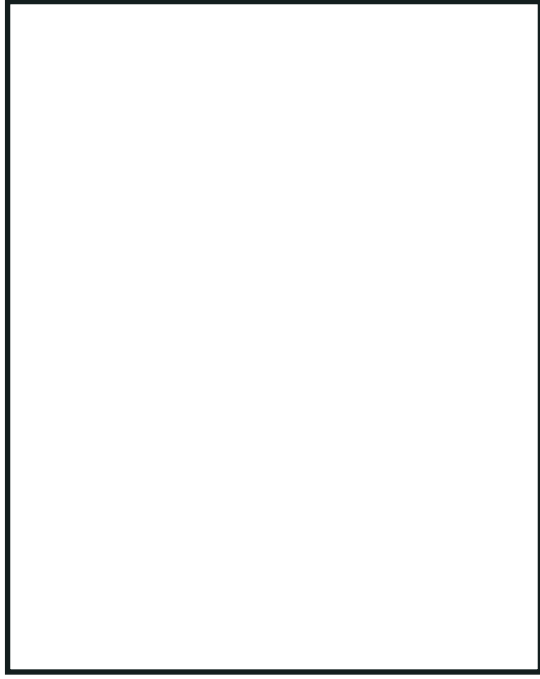
[Home](#) | [Biography](#) | **[Gallery](#)** | [Credits](#) | [Contacts](#)



Wireframe- Contacts



Home | Biography | Gallery | Credits | **Contacts**



My information here
and how I can be
contacted

Styles

HTML & CSS Generated Styles:

Font Name..... Helvetica
Font Sizes..... 11 pixels
 14 pixels
Font Colors..... #666666
Background Color. #336600
Border Colors..... #FFFFFF
 #000000

Raster Image Styles:

Font Name..... Brushed
Font Sizes..... 36 pixels
 18 pixels
Font Colors..... #6699cc
 #993333
 #000000
Image Colors... #FFFFFF
 #6699cc
 #993333
 #336600
 #000000
 #996633

Color Palette:



Banner- basquiat.png

[Home](#) | [Biography](#) | [Timeline](#) | [Gallery](#) | [Related Artists](#) | **Credits** | [Contacts](#)

Basquiat, Jean-Michel. Works on Paper: Selections from the Permanent Collection. 1983.
Catalog of Art Museum Images Online. 14 Apr. 2009
<<http://camio.oclc.org/cdm4/citation.php?CISOROOT=/AQ#&CISOPTR=49>>.

Basquiat, Jean-Michel. Untitled. 1982.
Artchive. 8 Apr. 2009
<http://artchive.com/artchive/B/basquiat/basquiat_dog.jpg.html>.

Basquiat, Jean-Michel. Hollywood Africans. 1983.
Catalog of Art Museum Images Online. 14 Apr. 2009
<<http://camio.oclc.org/cdm4/citation.php?CISOROOT=/AQ#&CISOPTR=38>>.

Basquiat, Jean-Michel. Sienna. 1984.
Artchive. 11 Apr. 2009
<http://artchive.com/artchive/B/basquiat/basquiat_sienna.jpg.html>.

Basquiat, Jean-Michel. Luna Park. 1982.
Catalog of Art Museum Images Online. 14 Apr. 2009
<<http://camio.oclc.org/cdm4/citation.php?CISOROOT=/AQ#&CISOPTR=42>>.

Basquiat, Jean-Michel. Arroz Con Pollo. 1981.
Artchive. 11 Apr. 2009
<http://artchive.com/artchive/B/basquiat/basquiat_arroz_con_pollo.jpg.html>.

Basquiat, Jean-Michel. Self-Portrait as a Heel, Part Two. 1982.
Artchive. 11 Apr. 2009
<http://www.artchive.com/artchive/B/basquiat/heel_part_two.jpg.html>.

Images- continued

- Basquiat, Jean-Michel. All Coloured Cast Part II.1982.
Grove Art Online. Oxford Art Online. 19 Apr. 2009
<<http://www.oxfordartonline.com/subscriber/article/img/grove/art/F017389>>.
- Basquiat, Jean-Michel. Logo. 1984.
Artchive. 14 Apr. 2009
<http://artchive.com/artchive/B/basquiat/basquiat_logo.jpg.html.
- Monteforte, Filippo. "A portrait of US artist Jean-Michel Basq"19 Sep 2006.
Proquest CSA. THE ART INSTITUTE OF WASHINGTON. 03 May 2009.
<<http://elibrary.bigchalk.com>>.
- Dennis, Adrian. "Sotheby's employees look at the painting"Untitled" by US artist..."12 Jun 2008.
Proquest CSA. THE ART INSTITUTE OF WASHINGTON. 03 May 2009.
<<http://elibrary.bigchalk.com>>.
- Basquiat, Jean-Michel. Untitled.1980.
Catalog of Art Museum Images Online.15 April 2009.
<<http://camio.oclc.org/cdm4/citation.php?CISOROOT=/AQ#&CISOPTR=693>>.

Text

- Hughes, Robert. "American Visions." Artchive.com. 14 April 2009
<<http://www.artchive.com/artchive/B/basquiat.html>>.

Design Company: www.studio7designs.com
Client: www.mygreenearthfoundation.com

Designer's Site

The purpose of the site:

- To raise awareness to the general public about how they can make a difference and try and save the environment and do their part with conservation.

The logo/title:

- Above the word earth in the banner there is a picture or vector image of earth and the water is green and the land is white and it matches, color wise, with the text of title makes the logo flow.
- It pops off the page against the brown background and even being upper right corner and not center works visually.

The overall design:

- I really like how they used the space and that they didn't include unnecessary images.
- The design is very soft but with earthy tones in the color palette and clean curved borders around the different boxes.

The color palette:

- Earth tones, Blue gradient background
- Different shades of brown, green, blue used for text

The design of the content:

- Every title on page does its job and pulls you in. Follows the color scheme and introduces you to content for which you are about to view.
- The sub-headings in the different boxes on the side of the pages like the quotes and the side information don't compete with what the page is about.
- There aren't a lot of paragraphs in the first couple of pages but once you get to the blog the formatting changes.

The navigation/menu:

- Menu of the buttons are very well placed on the page.
- The buttons change colors when you rollover them and I like how they stand out against the brown when you are on that page.

Design appropriate for that topic:

- I think the design works perfectly for this site without doing too much. It isn't in your face but comes together with its color scheme and the few pictures that it does have on the index page.

Does the site contain any new trends?

- I see a blog which is a new trend on websites and is effective for keeping people informed and sharing information. I see it as a good idea for this site that wants to keep people informed on how to be safe.

Target audience:

- Environmentalist or any individual interested in decreasing carbon foot print
- Those willing to educate others by using this website as a reference