



Brinkley's Site

Goals

My intention for the Brinkley's site was to create a fictitious auction house. The web site for it would be to advertise an upcoming event for one of their auctions selling nineteenth century paintings. It wasn't intended to be the main site for the auction house but more of a fancy flier, alerting their audience to the upcoming event.

Target Audience

The target audience for the Brinkley's site would be anyone interested in art and antiques. Of course due to the prices involved, serious viewers would be wealthy individuals or corporations.

Strategy

My strategy for this site was to give a preview of the upcoming auction by featuring a few of the artists, and their works to be auctioned. I thought giving a brief biography of each artist would be educational and help generate interest among the viewer/buyers. I also wanted the site to look sophisticated, as would be expected from an international auction house.

Design Treatment

Resolution: In order to cater to as wide an audience as possible, I created the site to fit into an 800x600 screen resolution.

Layout: I wanted to make the layout for the home page informative, but not to busy. Included in it is the company's logo at top left, with the main navigation at the top, bottom, and left sides. I boxed the information into three main vertical columns, much like what you would find in book or magazine layout. The left column contains the artist's name, with the names of their paintings underneath. The middle, and biggest, column contains the reason for the site; to announce the upcoming auction. The right column alerts the viewer to upcoming calendar events, including auctions and exhibits. The sub-pages have a similar feel with three vertical columns containing the artist's works on both sides and his biography in the middle.

Navigation: I stuck with the traditional format for web navigation by putting it on the top, bottom and left side. You can reach all the pages in

the site from these positions, and as there are not many pages in this site, each page can be reached from any of these locations. I made the words *click here* for the latest catalog a different color to make it an easily recognizable link, but just to make sure, I made the catalog image a clickable link as well. The sub-pages all have the same top and bottom navigation and the Brinkley's logo in the top left is a clickable link to the home page.

Typography: The Brinkley's name logo is a more traditional serif font, so within the site I made the content a sans-serif font for contrast and legibility at small sizes. The font used at the top and bottom navigation is specially made for its legibility at a small size.

Color: Since Brinkley's is an old established auction house, I chose colors that are more conservative; darker colors that recede into the background and neutral colors that show off what is on top of them to a better degree. I made the navigation links change color when rolled over to show that they are active links and to increase their contrast.

Images: The images of the artists paintings contained in the site figure prominently as they are at the heart of the site's purpose; giving you a preview of the auction advertised. I made them big enough to give you a good look at them but still fit in the layout. The smaller images in the events calendar are teaser images to represent the future events.

Site Map Brinkley's

