



Petty Site

Goals

My goal for this site was to create a site about illustrator George Petty that would be educational and entertaining to the viewer. By reading the brief history on each page and clicking on the image roll-overs the viewer will get an idea of Petty's art and the time he occupied.

Target Audience

The target audience for this site is anyone interested in George Petty and his art. It would also be of interest to anyone who enjoys pinup art, illustrative art of the 30's, or fine airbrush art.

Strategy

Since the site's main purpose is to showcase Petty's art it was necessary to include a good selection of it. I decided the best way to do this was to arrange the pages chronologically, starting at the beginning of Petty's career with Esquire, through to the calendars he produced later in his career. I wanted each page to be self-sufficient, containing a period of Petty's work with a brief narrative of that period. It was also important that once the roll-over image was clicked the larger image would fit entirely within an 800x600 screen resolution.

Design Treatment

Resolution: I designed this site so that each page would completely fit in an 800x600 screen resolution. I also designed each individual larger image of the artwork to fit within the 800x600 resolution so no scrolling would be necessary to see the entire image.

Layout: I made the layout of each page the same to keep them consistent and familiar. I put the text on the left in a semicircle with an image behind it and kept the navigation consistent at the top of each page. The text gives a brief description of what was happening in Petty's career up to that point. In keeping with the circles theme, I put the images of the artwork in circles containing a portion of the larger image you get when you click on it. Those circles that don't have a clickable image contain an image of a telephone; the prop he used in many of his pictures.

Navigation: The global navigation at the top of each page remains the same from page to page. The clickable links represent the prominent eras of Petty's career, such as his work in Esquire and True magazine, with a change of color when rolled over.

Typography: I used a brush script for the navigation to give it a look representing the era Petty worked in, and a small sans serif font for the text, for its readability.

Colors: I made each page a different color to add to its esthetic appeal. Within each page the elements, such as text, navigation, background images, and image circles, are all different shades of the same hue.

Images: Since this site is dedicated to Petty and his artwork I took care to make sure the images were of good quality. This involved cleaning them up in Photoshop and saving them at a larger size than perhaps I normally would to make sure the viewer would see the details more clearly. I used JavaScript to enable each image to fit within the browser in its entirety. I also enabled the viewer to click within the image to close it; this ensured you would be able to remain on the same page to view all the images and not have to click the back button to go to the next image.

Site Map
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