



# Capstone Project:

## Redesigning the Website for Author Gili Estlin Hirsch

Alex Ogden  
Web Design  
MCAD Fall 2016  
Hutchings  
October, 28 2016

For my capstone project, I want to redesign my wife's writing website: <http://www.giliestlinhirsch.com>. I originally designed this site in 2013, but used a template that I tweaked to fit the scope of the project. I had no idea what I was doing coding-wise when I created the site, and intend to totally rewrite it from the ground up. The title of the website will remain the same (giliestlinhirsch.com / "Gili Estlin Hirsch") but I want to give the site a complete overhaul as far as design and coding is concerned. I hope to improve user interaction and create a responsive design that will work for mobile devices.

The purpose of giliestlinhirsch.com is to provide information to fans of Gili Estlin Hirsch's poetry and writing, and to showcase her poetry, published works, and upcoming projects to the public. Dynamic content in the form of social media feeds and blog posts will be incorporated into the site so that visitors can hopefully have a more interactive experience. One of the main interests of my client is to engage with other writers, fans, and artists to collaborate, brainstorm, and exchange ideas. Ideally, this redesigned site would provide a method of achieving this. Existing and new fans of Gili Estlin Hirsch, as well as other writers and artists are the intended target audiences for this site.

The new website for Gili Estlin Hirsch will use existing content from <http://www.giliestlinhirsch.com> as well as new and revised content from the client. Additionally, I will also be using Gili Estlin Hirsch's Facebook, Twitter, and Amazon pages as dynamic content within the main site. Other information might come from the Fox & Owl Press website.

Regarding communication strategies, my client and I will rely on social media outlets and input from her existing fan base to incorporate dynamic content to the website, and create blog posts and updates more frequently. My client is currently working on a new project and considerable emphasis will be placed on generating buzz about her upcoming work. I want to make the site extremely accessible to visitors. There will be a few static pages with content, including a gallery page for a photography project that Gili Estlin Hirsch and I worked on together. I hope to create a visually-interesting, high quality portfolio for the images in the photography project, but also need to make sure that the load time is fast, and that mobile users can view the project. There will be a page for Gili Estlin Hirsch's published works with text and image excerpts. I'd like to also create a poetry portfolio page similar to the photography page. Readability is critical for this site as there will be lots of text – as a writer, my client wants visitors to engage with her words. The overall look of the site should be modern, but also friendly and welcoming. If there is a way to convey "coziness" to the site, then that's what I'm aiming for. The home page should be inviting and intriguing, and visitors should want to know more about Gili Estlin Hirsch. Navigation will be straight-forward, and each section within the site will feel similar in order to maintain consistency and continuity.

# Idea Board





eat  
S.

listen, think, solve and  
enge. We remove excess to  
value.

work is carefully crafted,  
est, and aims to exceed.

ilografik

+64 21 933 225

ANAKIN

CARINE MARQ

work — feed

DESIGN  
STUDIO



BEN  
LUKAS  
BOYSEN

FASHION BRANDING

Branding and design for the exclusive lingerie range by Carine Marq  
huge success generating a significant increase in sales and publicit  
international markets.

RD

FOR ADDRESS ONLY

PLACE  
POSTAGE  
STAMP  
HERE

DAVID HELLMANN

WORK BLOG ABOUT

DESIGNER  
DEVELOPER  
CYCLIST

Bikes. Food. Vodka. Cocktails.  
Tattoos. Girls in Sneakers. ...

READ MY ARTICLES

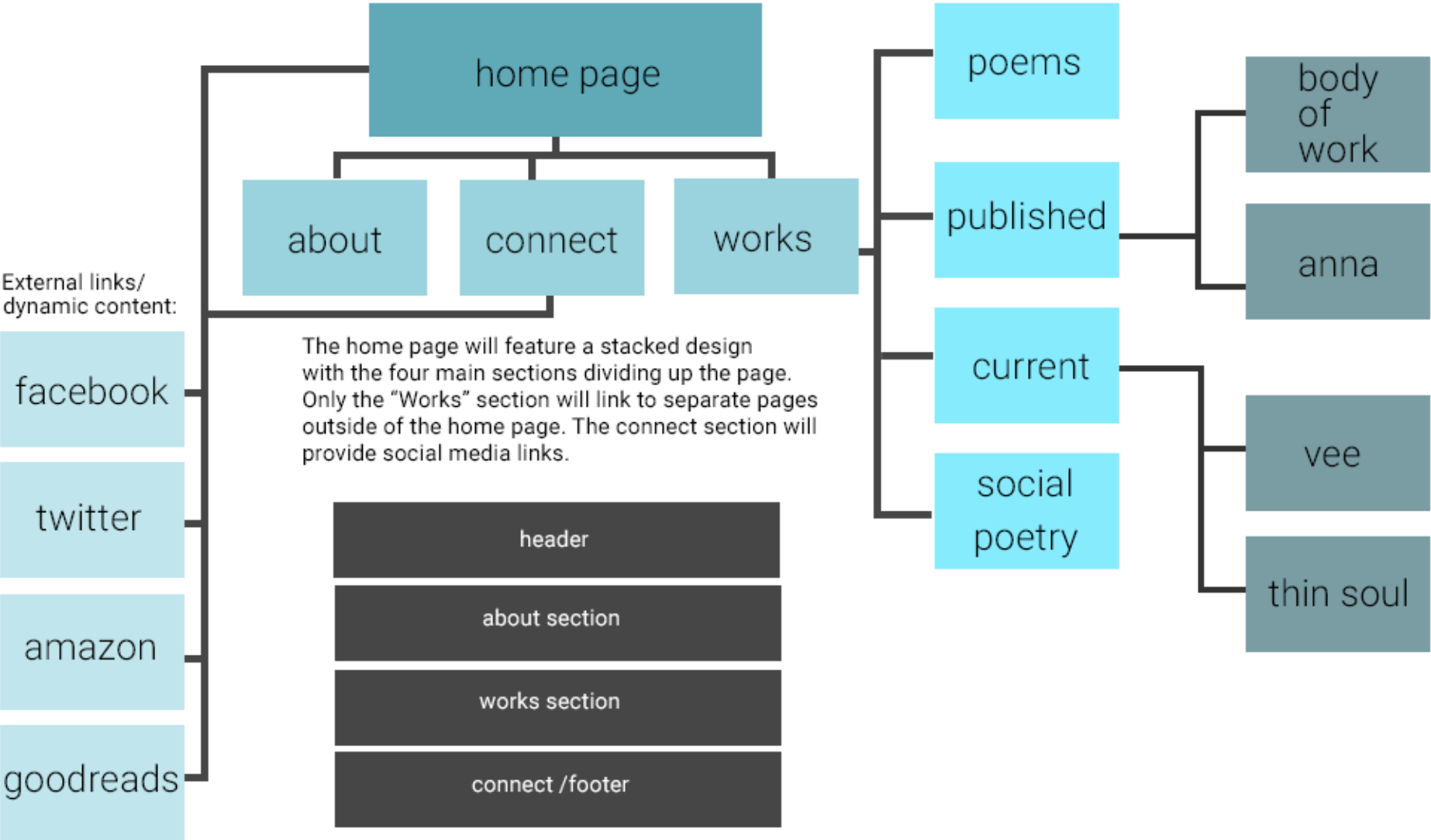
ON • TV

EVENTS • FAIRS

CONTACT



# Site Diagram



# Wireframe Screenshots



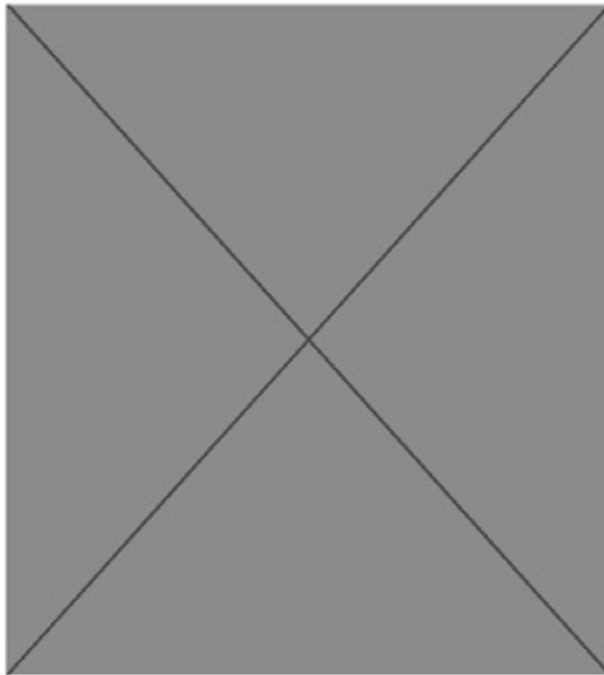
## Home page - header

This page will feature a large hero image with a text overlay.

The navigation menu is sticky.



## about



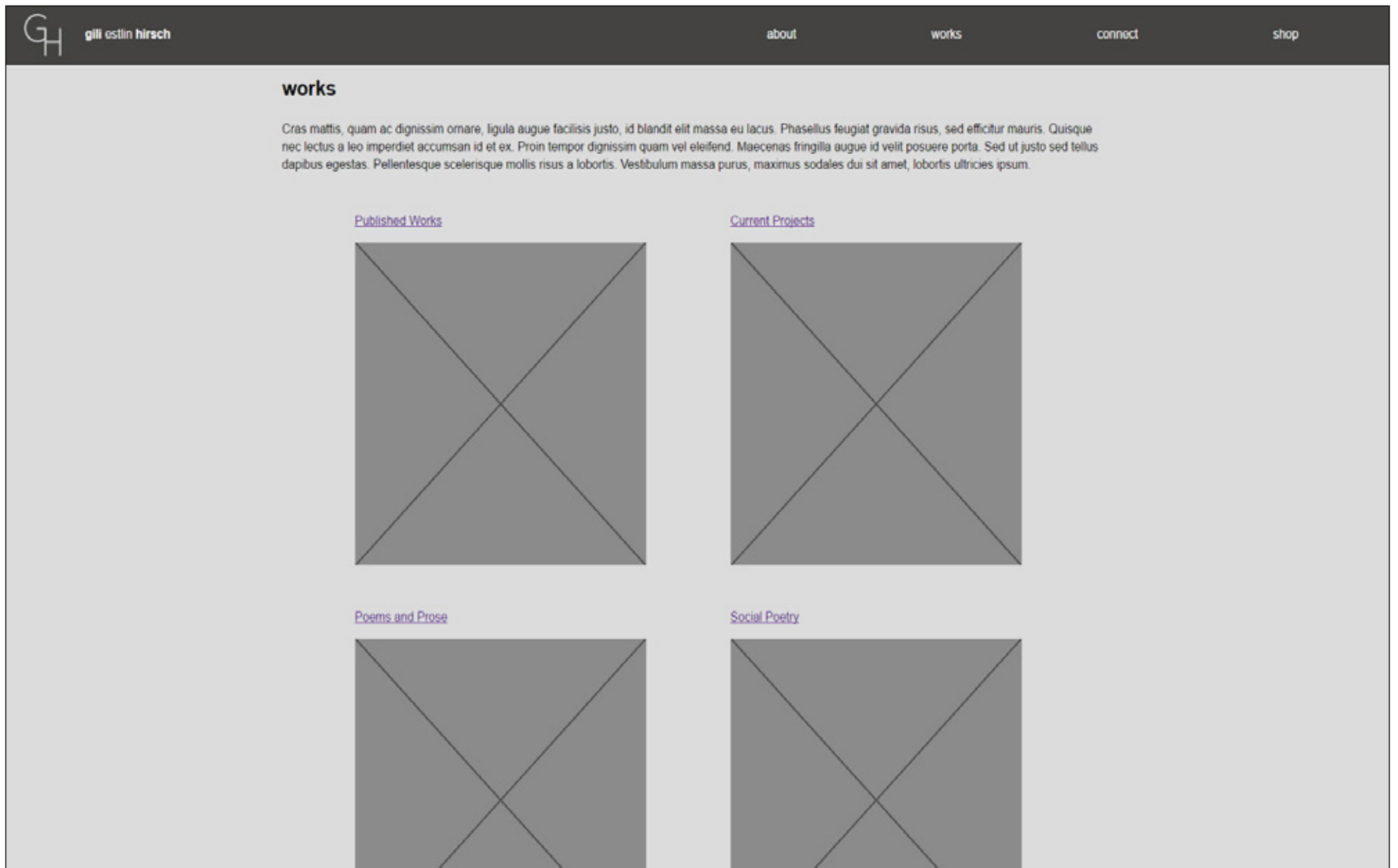
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris euismod quis lorem ac iaculis. Cras congue venenatis risus, eget dignissim nisi accumsan eu. Nam fringilla in lectus id convallis. Nulla interdum, justo sit amet scelerisque iaculis, ligula tellus bibendum justo, nec iaculis dui lectus ut orci. Suspendisse vulputate quis metus quis ullamcorper. Aliquam suscipit metus eget est tincidunt, ac egestas mi hendrerit. Donec interdum tincidunt sagittis. Pellentesque non accumsan libero. Curabitur ultricies commodo feugiat.

Duis sit amet risus in nulla facilisis sollicitudin. Donec non sapien in velit lacinia fringilla eu sodales libero. In quis congue sem. Morbi porttitor massa ac nibh ullamcorper viverra. Vivamus dignissim neque sed pellentesque fermentum. Fusce non convallis elit. Curabitur fermentum fringilla nibh, eget suscipit risus tristique vitae.

Curabitur quis pretium lacus. Nullam vestibulum elit vitae sapien molestie suscipit. Nulla venenatis bibendum leo non consequat. Pellentesque et dolor sagittis, cursus arcu nec, porttitor est. Nunc sit amet purus pulvinar enim ultrices consequat. Vestibulum ut bibendum ipsum. Integer vestibulum ex eu mattis sollicitudin. Sed aliquet libero neque, vel scelerisque neque gravida vel. Etiam dui turpis, hendrerit id ligula sed, rhoncus porta ex. Sed ornare malesuada tortor. Donec blandit lorem ante, a semper leo porta sit amet. Integer dapibus ante mattis sapien viverra, et pulvinar mi tempus. Suspendisse et feugiat nisl. Etiam facilisis cursus nunc, eget bibendum ligula molestie nec. Curabitur accumsan, nisl vel feugiat vehicula, nisl arcu vehicula urna, in ultrices odio augue eget urna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

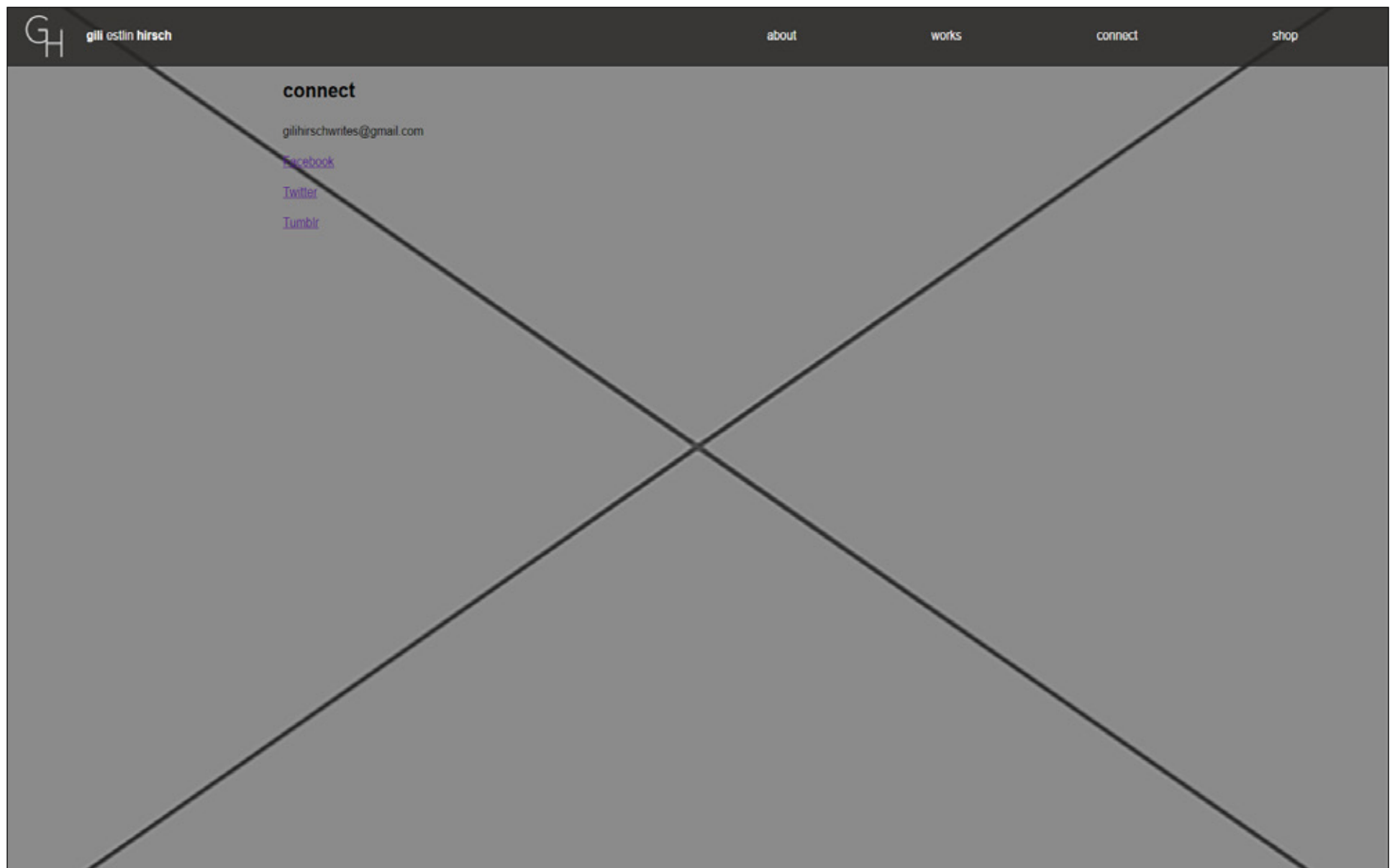
Home page - about section

Artist portrait and biographical text.



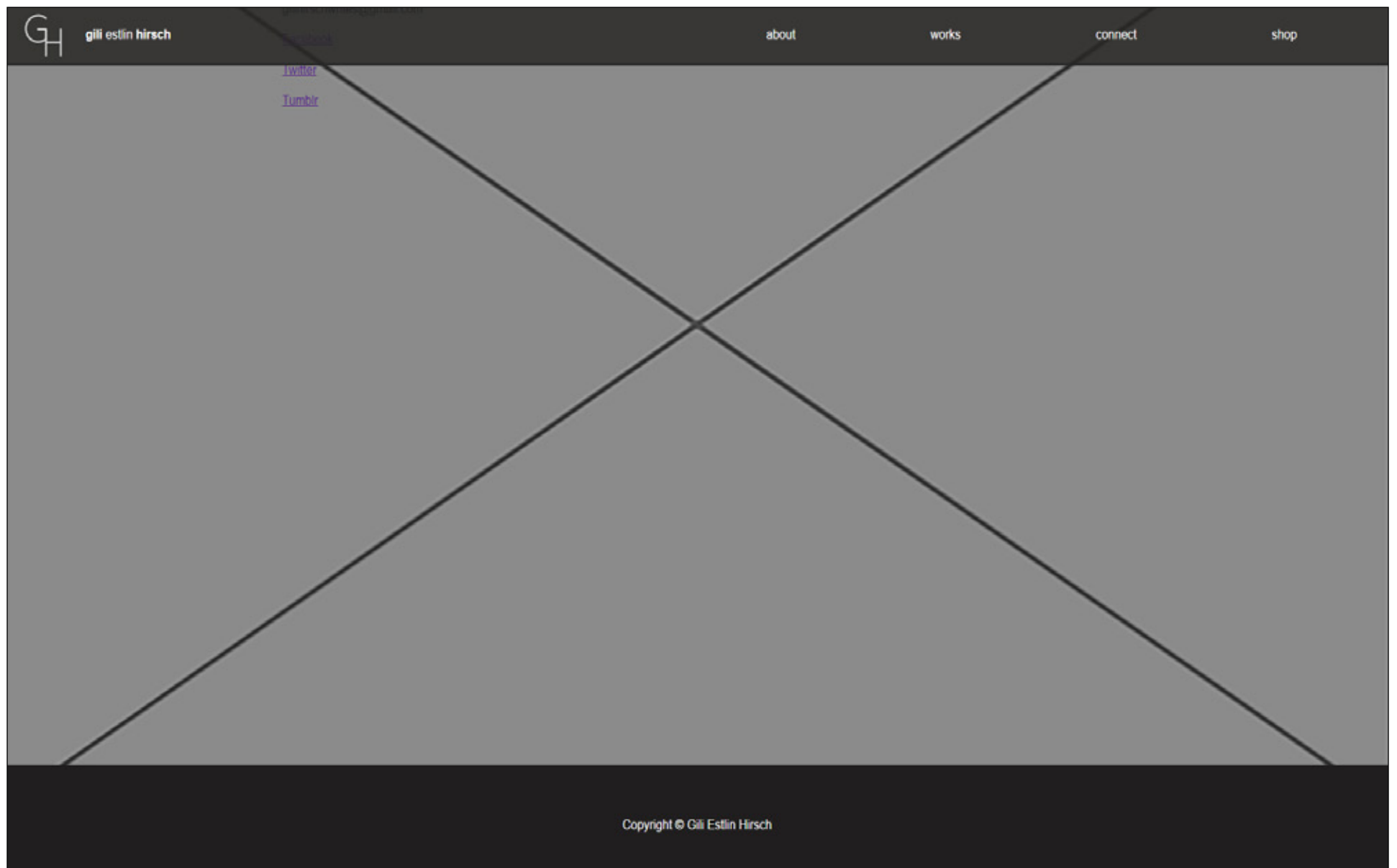
Home page - works section

Four main sections with thumbnail links to separate pages.



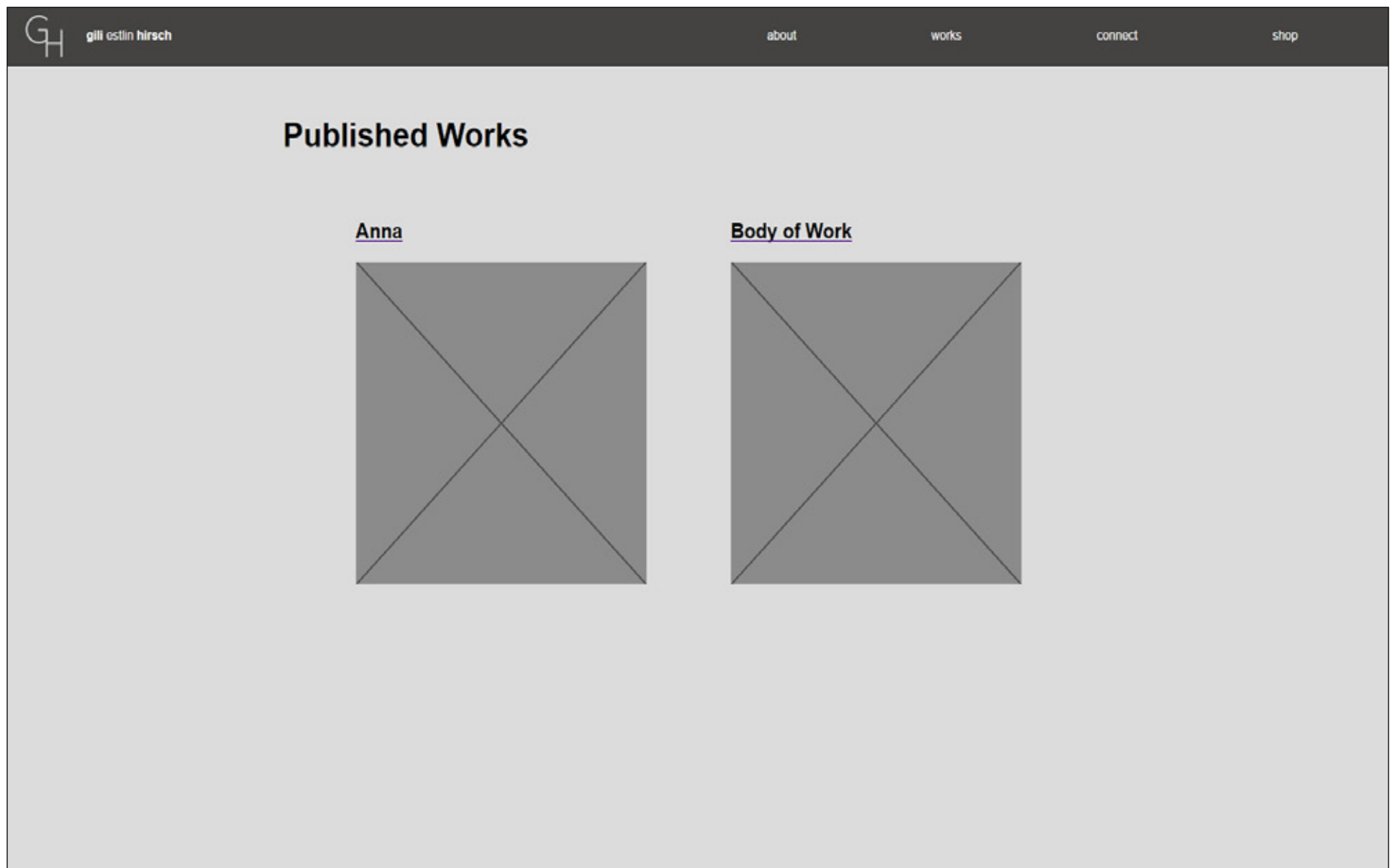
Home page - connect section

Large background image with email, social media icons and links.



## Home page - footer

Footer with copyright information and possibly a secondary navigation menu/sitemap

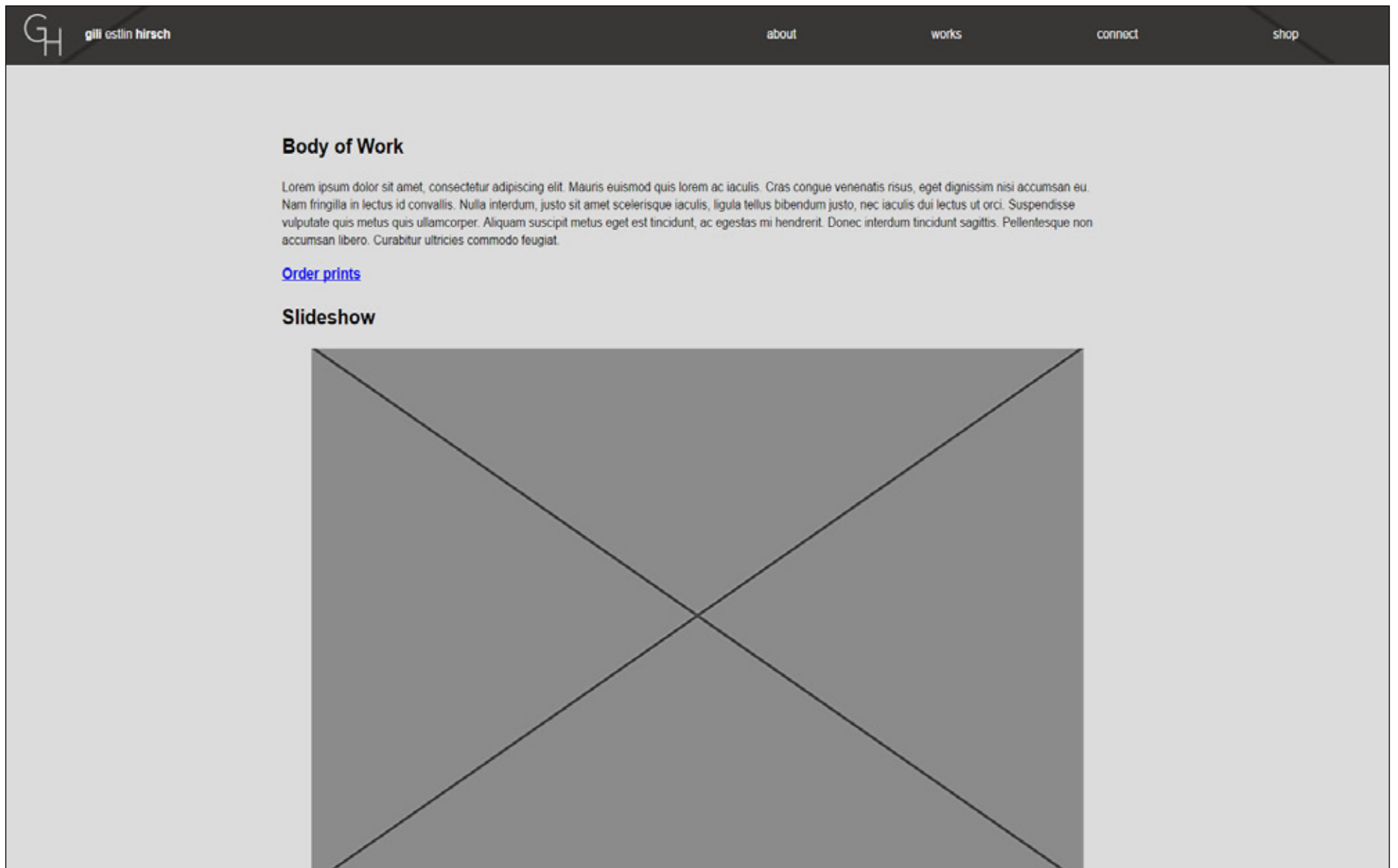


### Sample sub-page - published works page

An idea of what one of the pages from the works section might look like.

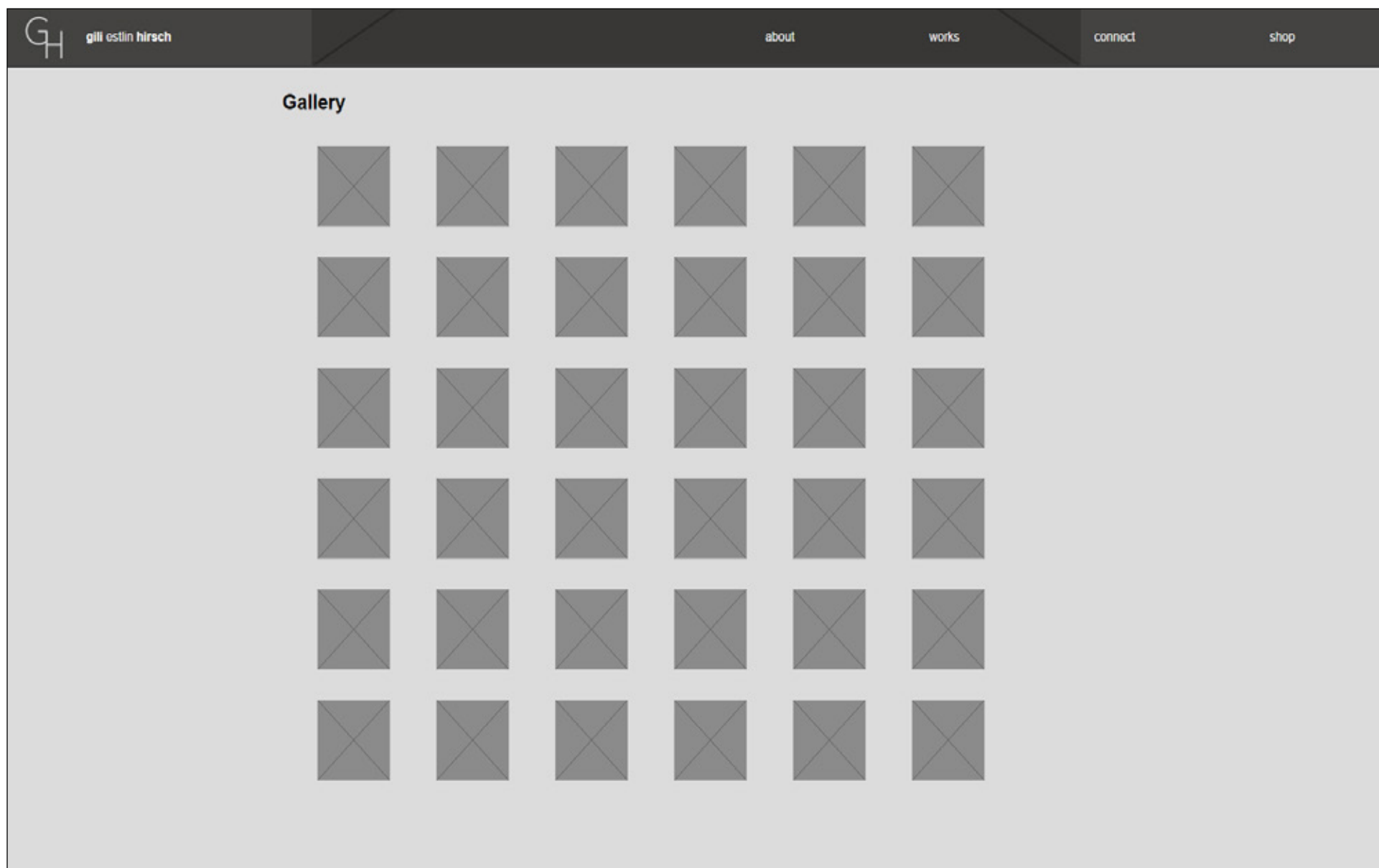
Links with thumbnails to individual project pages.





## Project page example - Body of Work

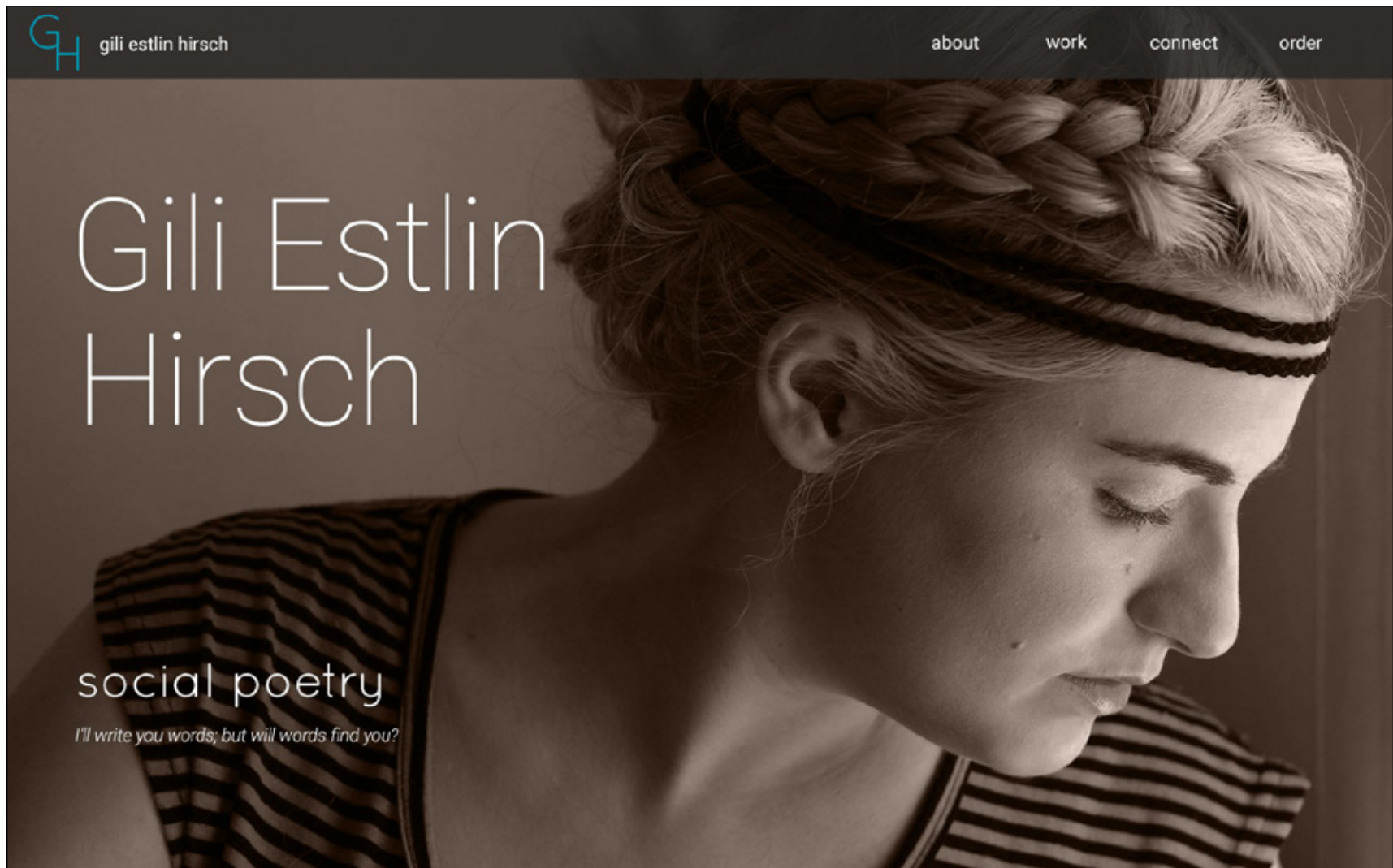
This page will feature a large hero image with a text overlay (or possibly automatic slideshow) similar to the home page. Below the main image will be a section with information about the project, followed by a manual slideshow.



### Project page example - Body of Work gallery display

An example of a gallery of individual images from the project available for visitors. Clicking on the thumbnails will display a larger image.

# Landing Page Version 1



# Landing Page + Interior Page Version 1



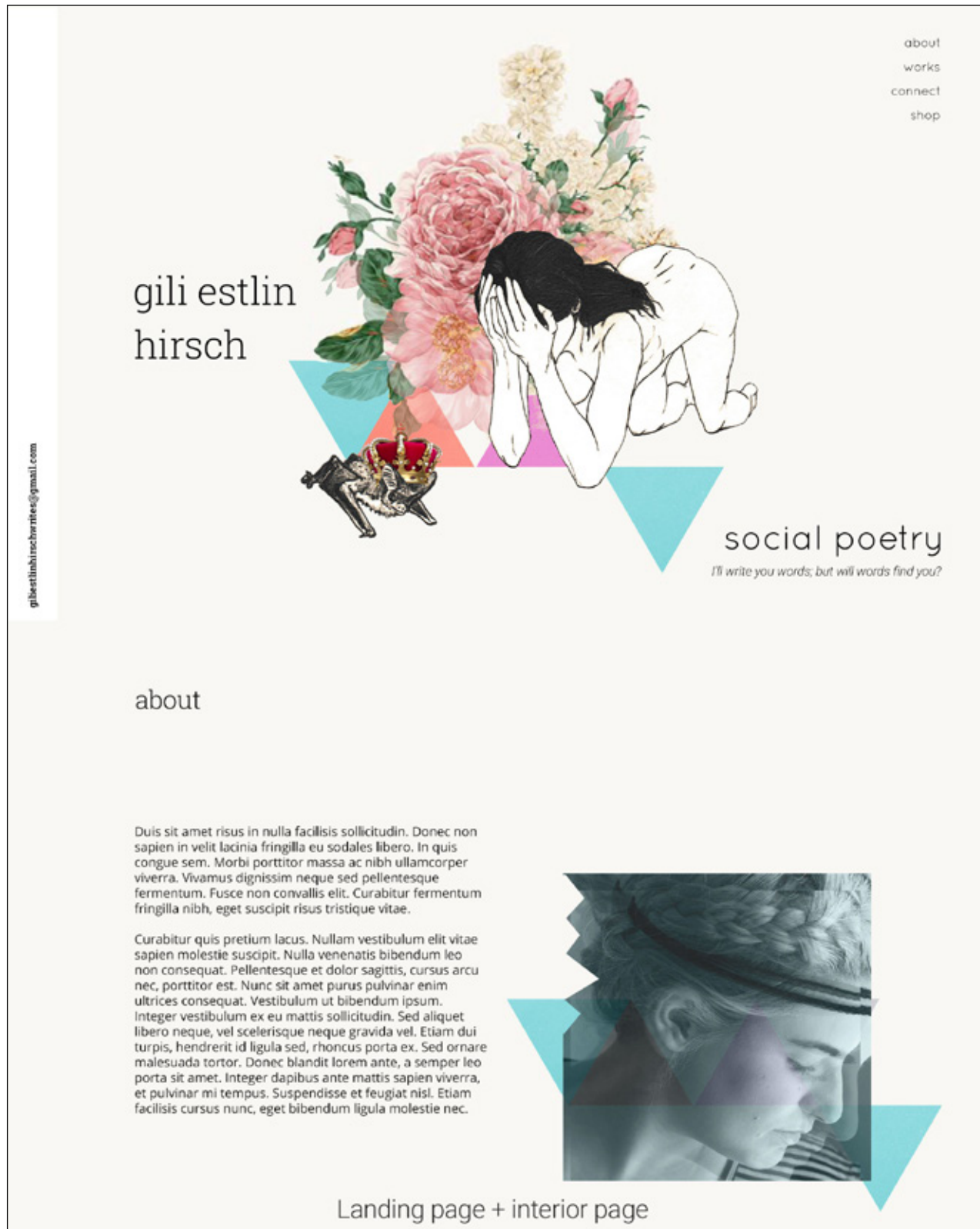
Landing page + interior page

# Landing Page Version 2



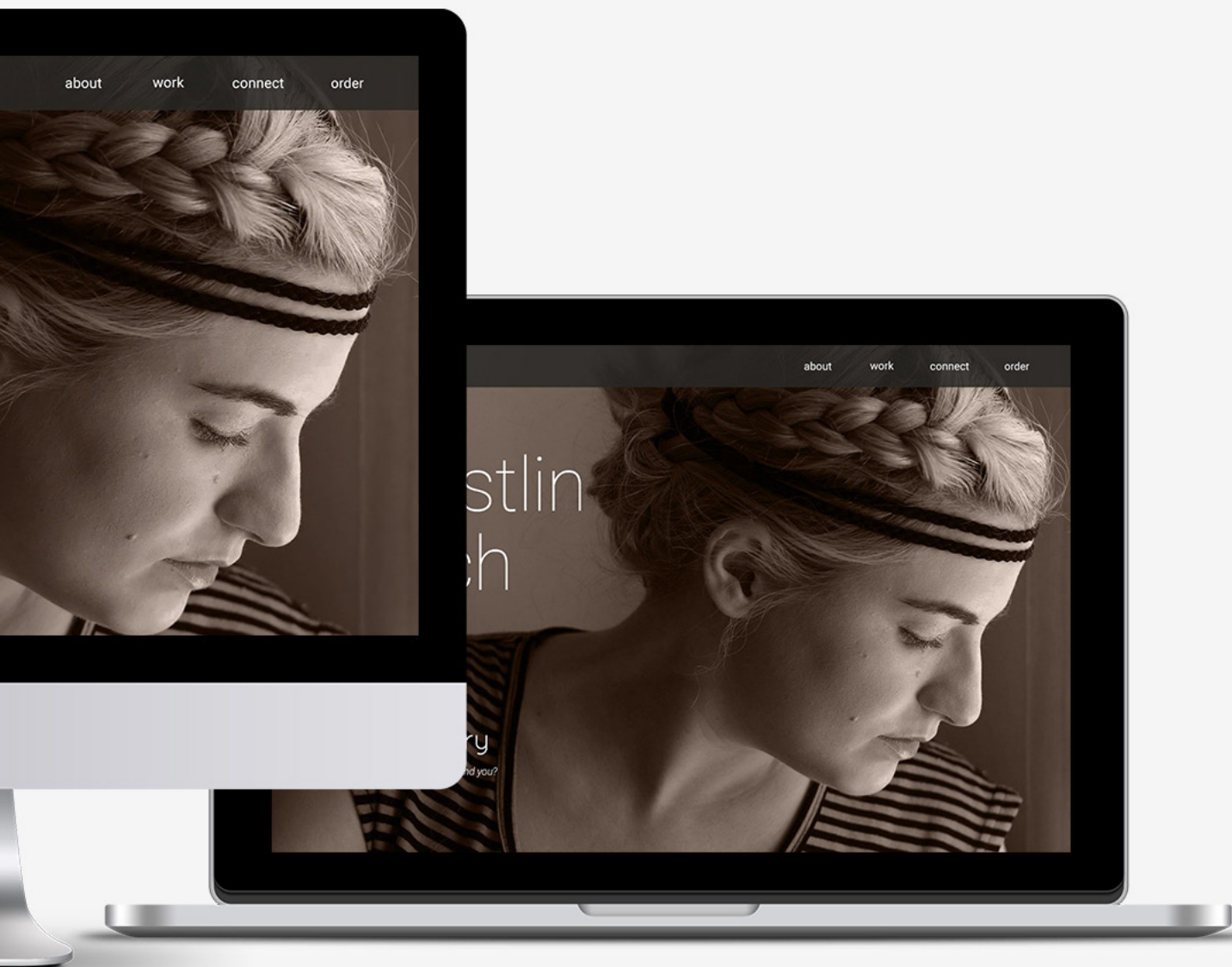


# Landing Page + Interior Page Version 2

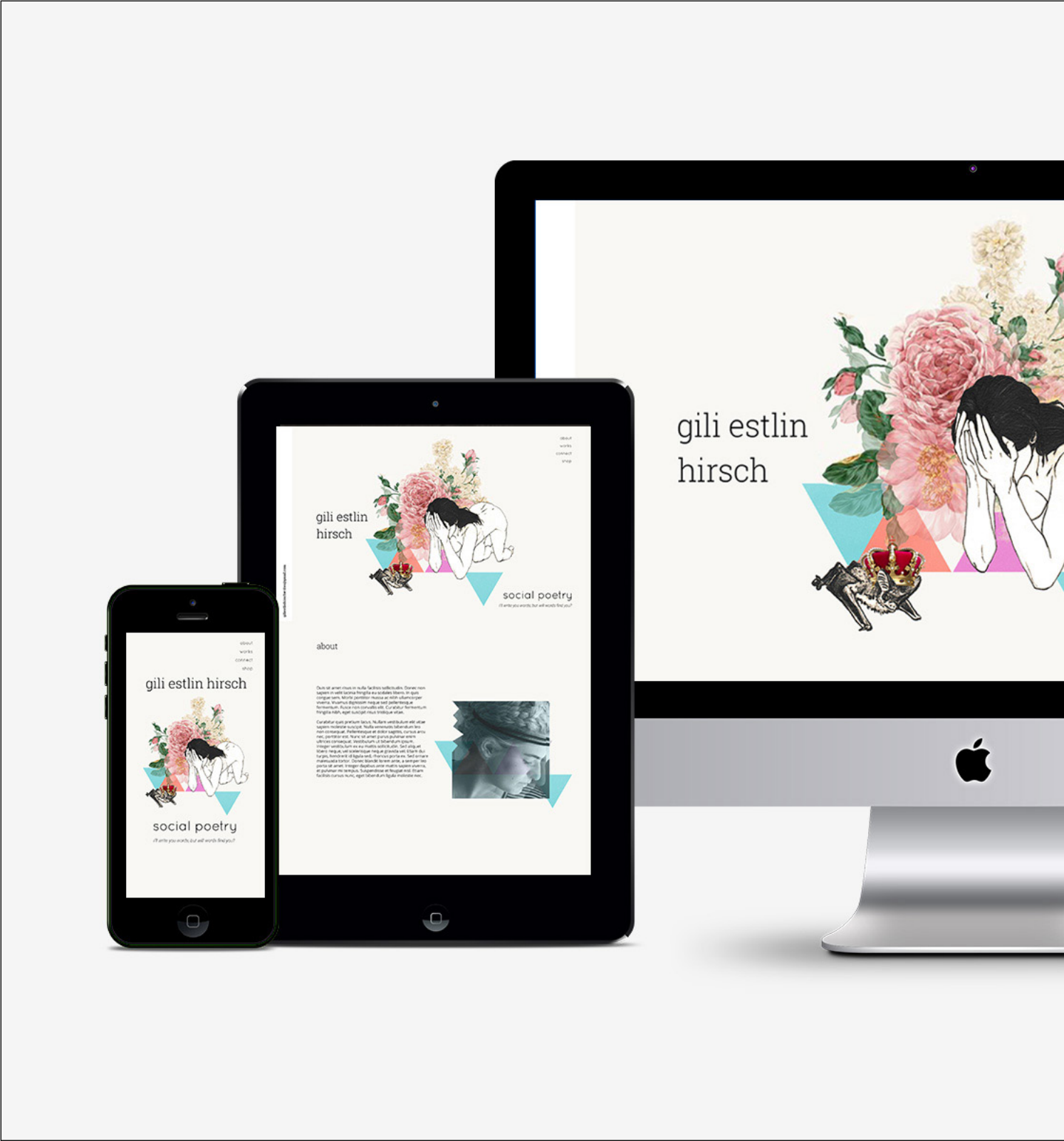


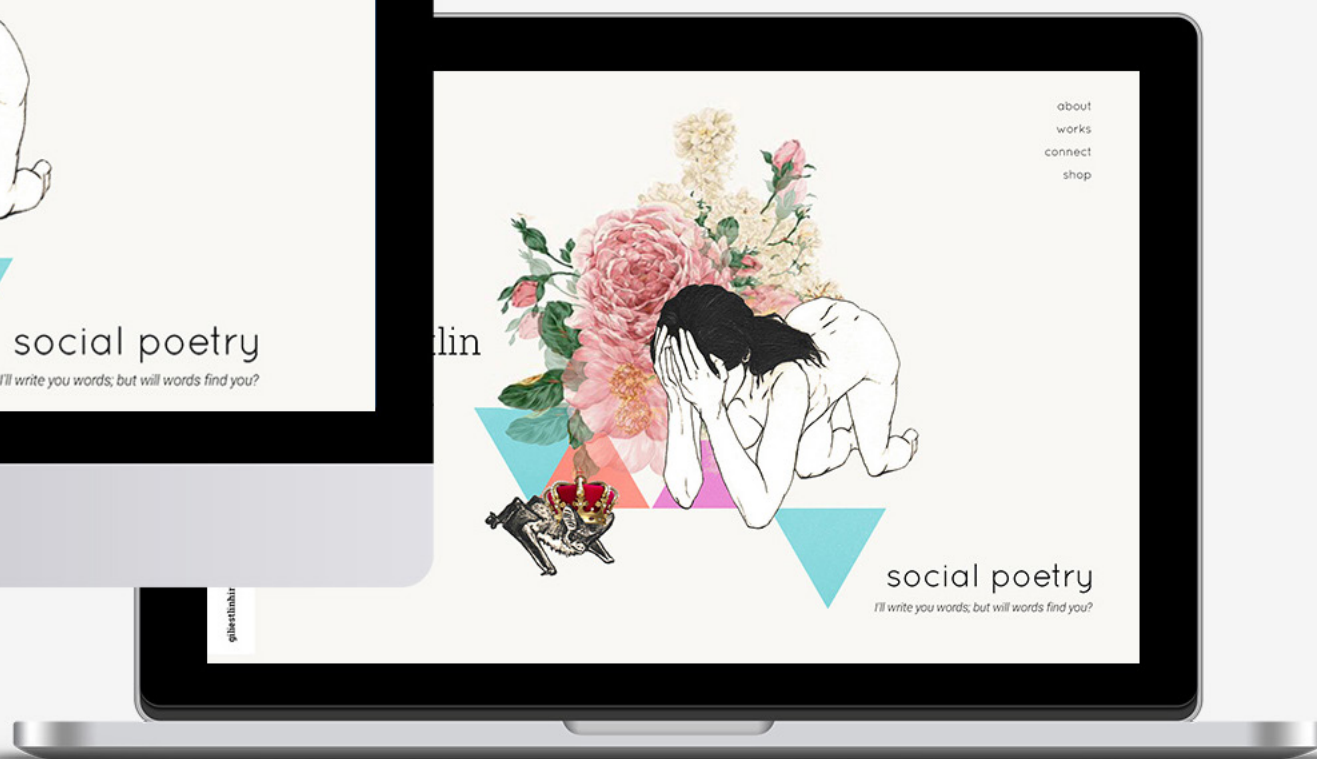
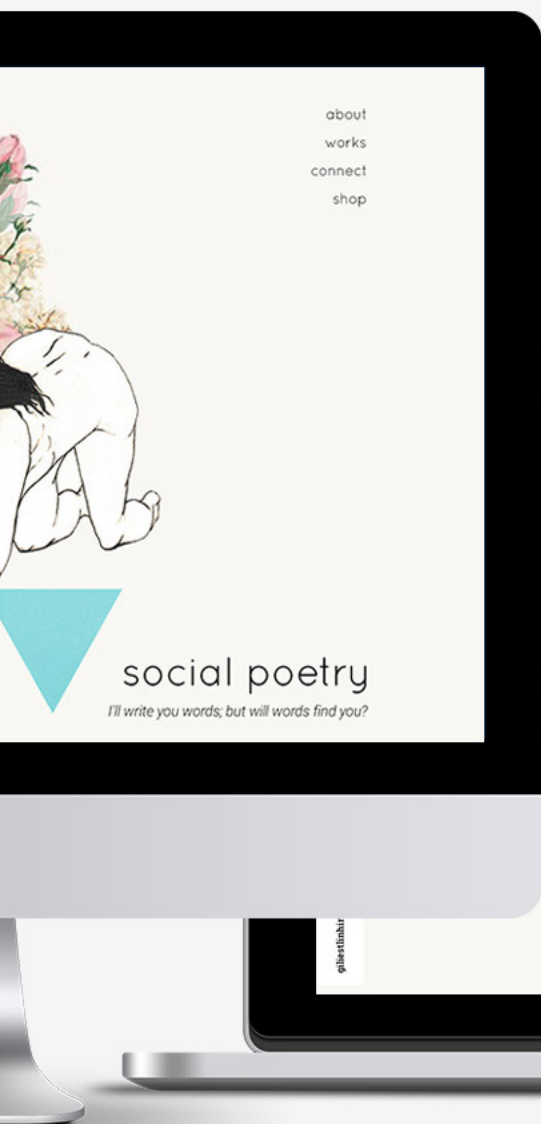
# Responsive Design Showcase Version 1





# Responsive Design Showcase Version 2

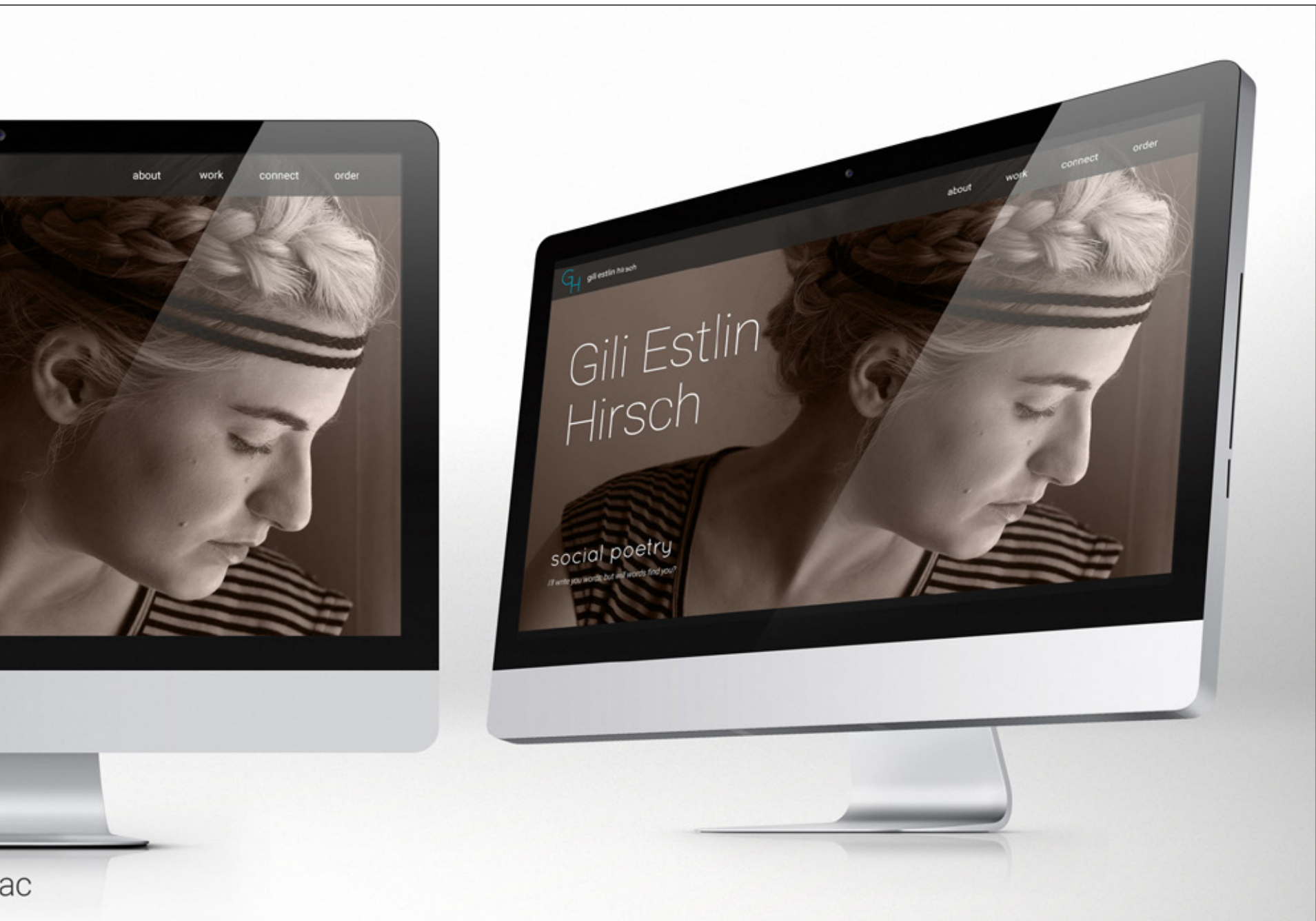






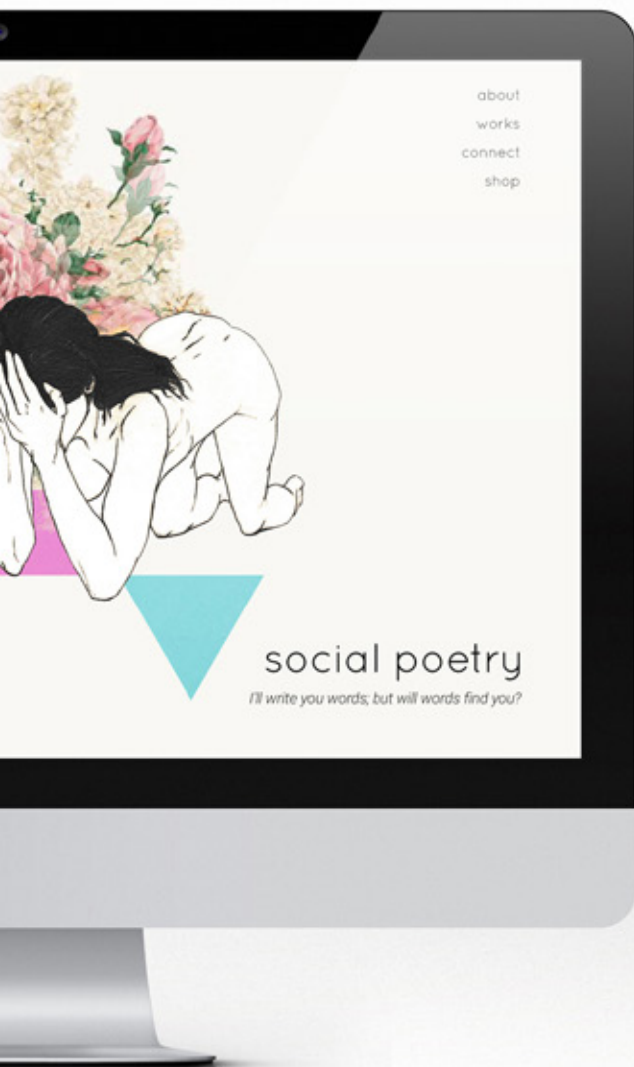
# iMac Version 1





# iMac Version 2



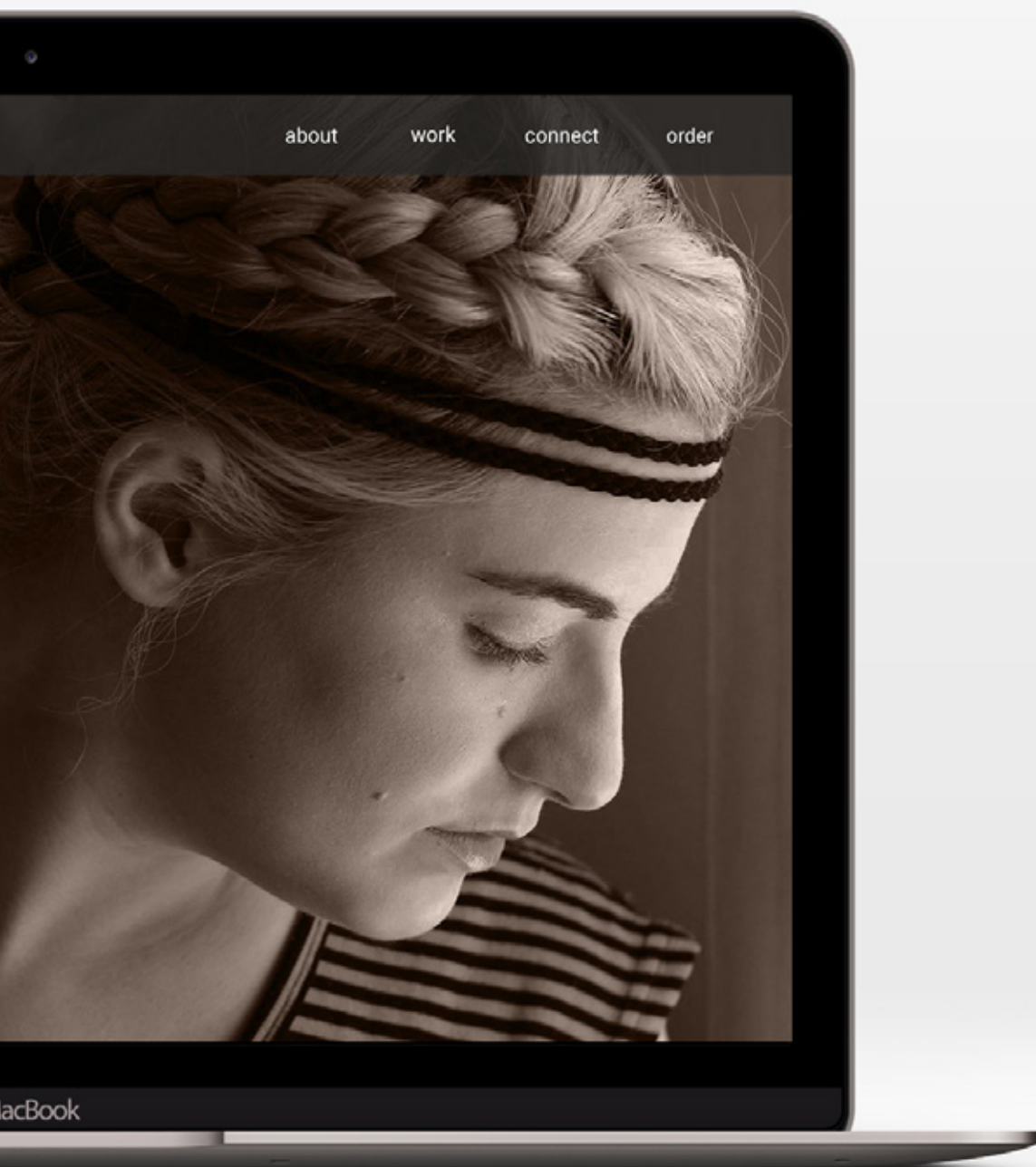




# MacBook Version 1







MacBook

# MacBook Version 2





MacBook

# iPad Pro Version 1



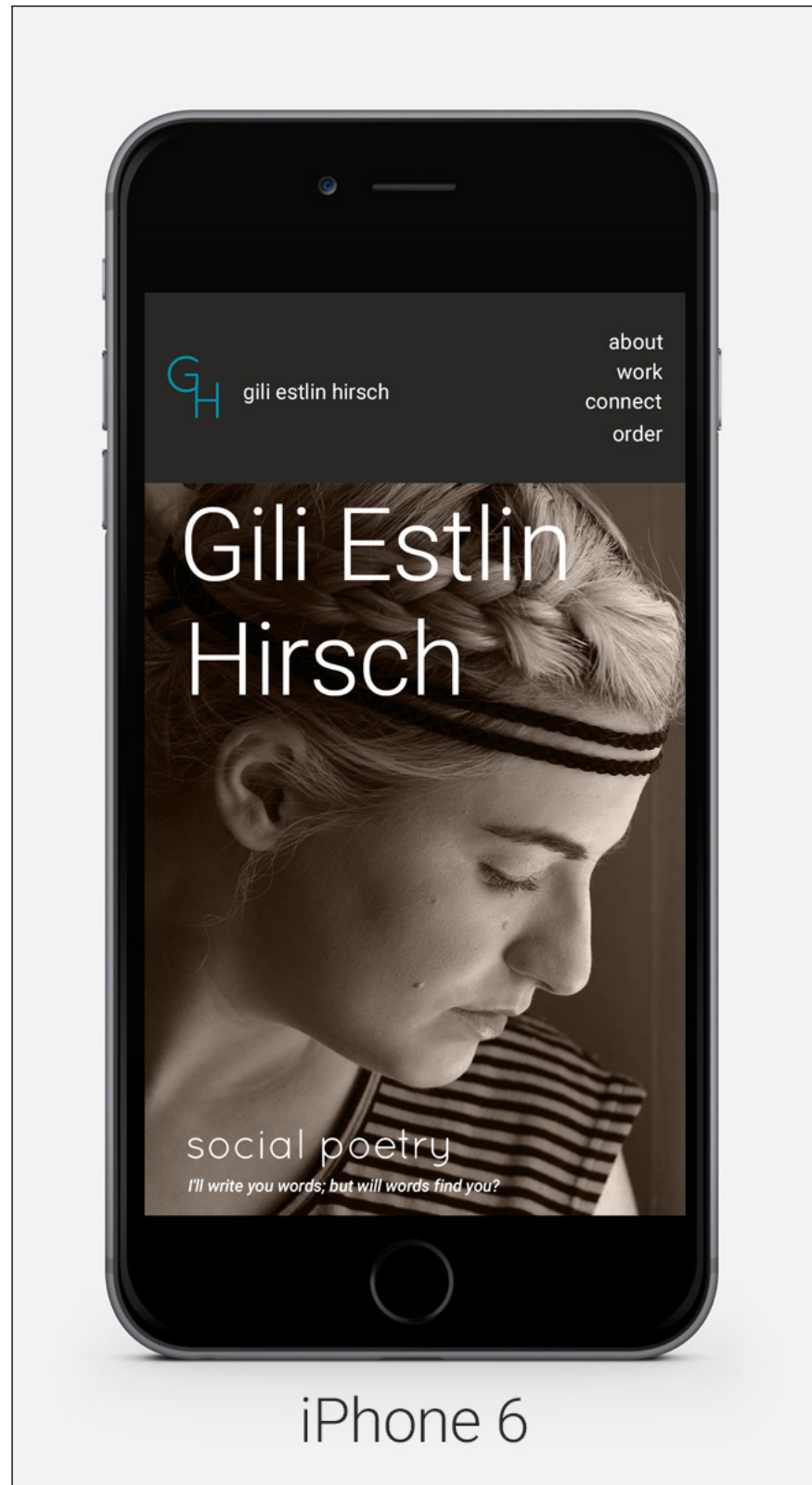
iPad Pro

# iPad Pro Version 2



iPad Pro

# iPhone Version 1



iPhone 6

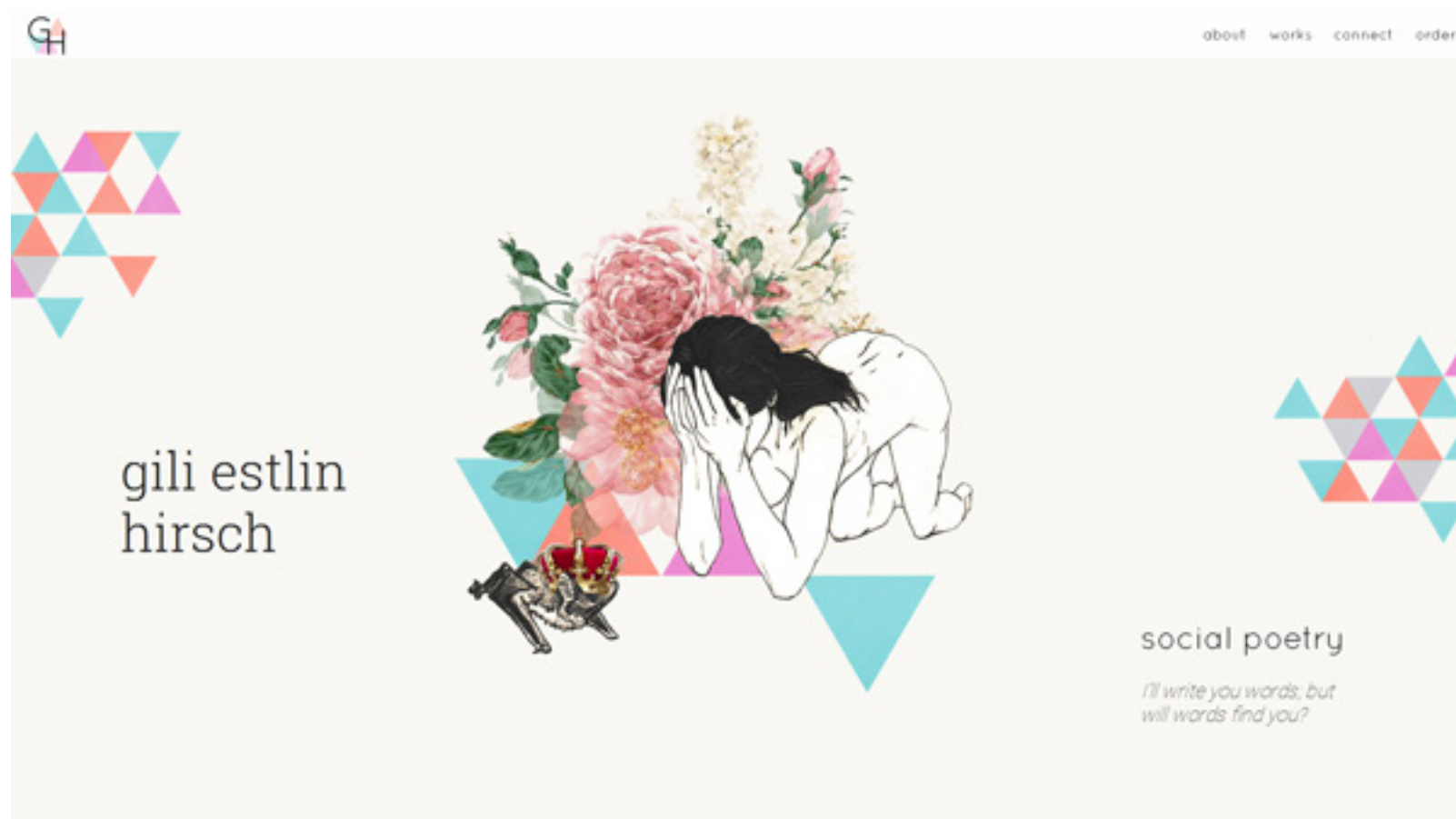


# iPhone Version 2



iPhone 6

# Final Site



## Home Page



## about



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam cursus ullamcorper dapibus. Phasellus at lectus lacus. Quisque molestie neque sit amet dolor porttitor tincidunt a et sem. Sed efficitur posuere massa in molestie. Donec at sollicitudin augue, ut vulputate massa. In hac habitasse platea dictumst. Phasellus venenatis volutpat orci et venenatis. Cras efficitur rutrum arcu, ac porttitor lorem. Vivamus eu rhoncus mi. Duis ante sapien, lobortis vitae neque non, porttitor sagittis fells. Maecenas quis nisi urna. Suspendisse potenti. Donec quis laculis turpis. Sed velit nisi, placerat nec leo ac, mollis ultricies velit.

Fusce lectus ligula, venenatis sed ante nec, fermentum vehicula ex. Vestibulum sagittis, justo rhoncus porttitor auctor, augue sapien sagittis arcu, nec commodo ex neque vitae nunc. Proin fermentum sed metus non posuere. Morbi maximus, dui euismod vulputate malesuada, neque ligula ornare arcu, sed laculis turpis sapien eget nisi. Quisque eu convallis metus. Cras pharetra scelerisque odio, sit amet cursus augue pellentesque nec. Aenean dictum augue ex, vel tempor ipsum dapibus sit amet.

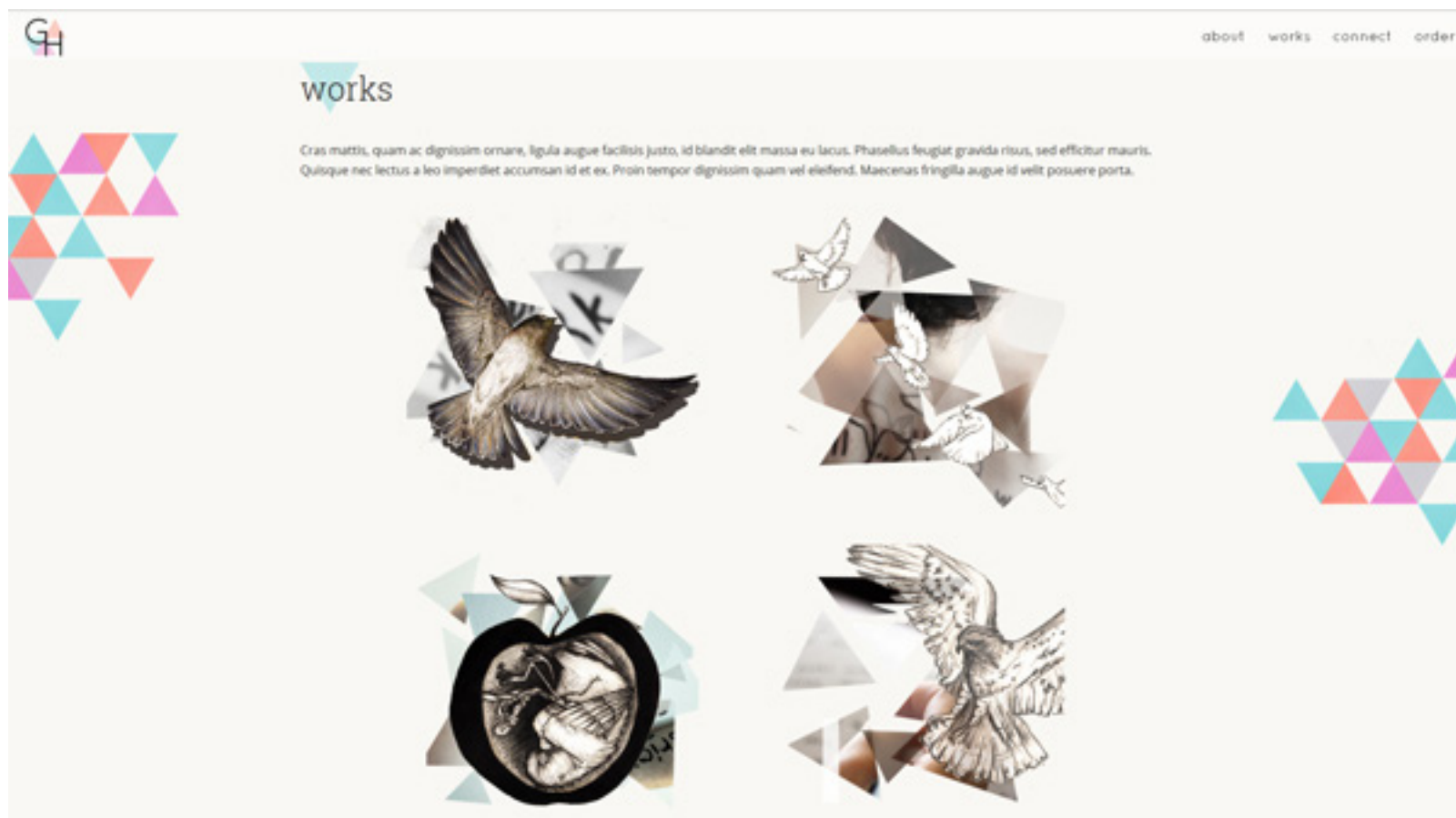


Nunc sit amet orci purus. Vivamus sed pretium neque, at facilisis erat. Suspendisse mauris enim, euismod a odio et, rhoncus convallis orci. Vestibulum lectus magna, vehicula vel porttitor pulvinar, dapibus nec sem. Mauris vehicula lacus eget arcu tristique, vitae vehicula dui blandit. Donec vitae turpis ullamcorper nisi pharetra accumsan. Fusce malesuada, turpis quis mollis euismod, quam mi egestas quam, eget volutpat elit lorem vitae ex. Vivamus venenatis, eros ac vulputate sagittis, arcu lectus mattis sapien, luctus placerat lacus risus et leo. Aenean enim ex, blandit sed porttitor interdum, porta quis erat. Sed faucibus, augue eu mollis congue, lorem neque eleifend purus, sed fringilla ipsum mauris eu ex. Nam congue ultrices dolor ac volutpat. Phasellus pharetra ornare urna. Integer scelerisque sapien nec sem lobortis elementum. In tristique fermentum orci.

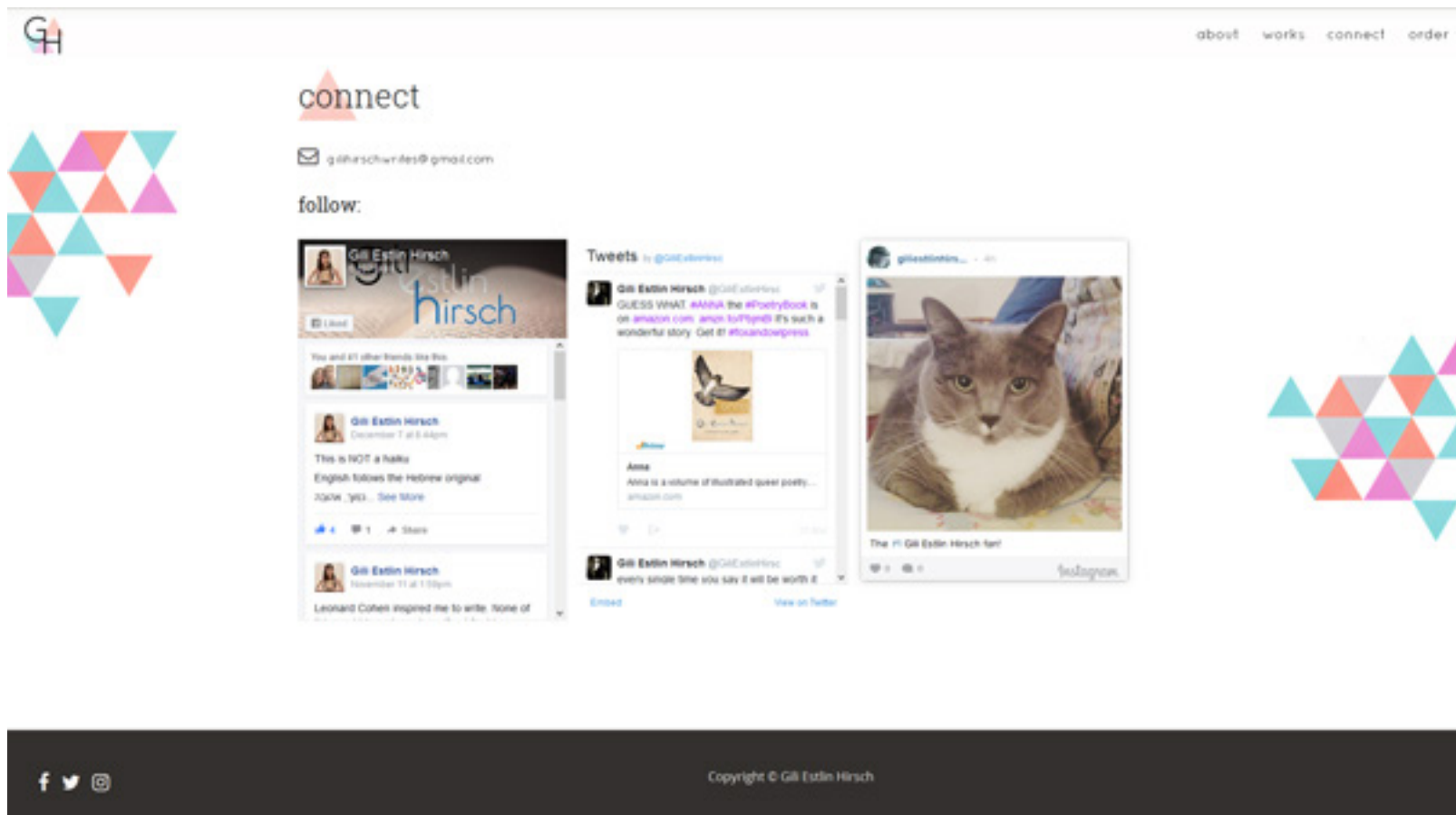
Ut in odio lacus. In vulputate in lectus at lacinia. Etiam eu pulvinar ligula. Duis interdum ipsum et odio bibendum viverra. Praesent massa quam, congue eget orci et, tincidunt faucibus dolor. Nulla molestie tellus lacus, et faucibus quam elementum eu. Fusce sem dui, commodo non erat et, mattis sodales ipsum. Aliquam sagittis libero nec sapien efficitur, a laculis sapien bibendum. Etiam rhoncus justo nulla, ornare commodo diam rhoncus at. Etiam sagittis faucibus diam, sed gravida neque fringilla in. Integer rhoncus ullamcorper mauris nec lobortis. Nam et laoreet arcu, nec sagittis est. Quisque mi libero, accumsan quis nisi non, feugiat semper orci. Morbi a nisi mauris. Sed malesuada lacus fells, a fermentum mi maximus sit amet. Aenean eget bibendum libero.

What is [social poetry](#)?

## About Section



## Works Section



## Connect Section