

Callie Shad

For this final project, I'm planning on designing a site for my boyfriend, who is a luthier (aka a trained guitar builder) to highlight the guitars he's built. I want him to be able to use this site as a portfolio to advertise his capabilities and his work in the future, so I want to try and make it as clear and professional as I can. I think that the audience would be people interested in guitars, guitar building/instrument building, music, and those who are interested in commissioning custom and boutique guitars. I'm not sure yet what color scheme would work best, but I think something that doesn't distract from the more muted brown tones of his builds. For typefaces, I think that something blocky paired with something simple would work best for the content, like a geometric display font for the logo and headers alongside a complimentary sans serif. There will be four main works on the site (his four finished builds thus far) with multiple photos, and maybe even videos of the guitars being played. I imagine that when the gallery image is opened there will be a caption that expands that talks about the build process and materials, as well as when it was finished, under or to the side of each guitar's picture. In total there would be four pages- a home, gallery, contact, and story/about page talking about what he builds, why he builds, what inspires him, his schooling/training, etc.