

**User Interface Design:
Bold Crow Studios**

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Executive Summary

Bold Crow Studios is a creative design studio that is in need of a professional website to show off the creative works of its clients. At this time, Bold Crow Studios is not equipped to sell any items, but wants a platform for display purposes only.

In this project, I developed a **sitemap**, a **wireframe**, a grayscale **mockup**, and an **interactive prototype** of a simple website for Bold Crow Studios. Each of these deliverables can be viewed in more depth in the sections below.

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Sitemap

Based on the client's requirements, the sitemap was relatively simple. The website would consist of four main pages in addition to the homepage. Three of those pages encompass a specific creative outlet: music, art, and writing. The fourth is a blog that can encompass new creative endeavors, recommendations, and more. The sitemap is shown below.



Figure 1: Bold Crow Studios Sitemap

Wireframe

In the wireframe, I developed each of the above mentioned pages in more detail. The homepage consists of a hero banner, an about section, explore buttons, and a footer that would carry across every page of the website. The music page consists of information about the recording studio, music and lyric videos developed through the studio, and an album display section with sample mp3 tracks. The art page consists of information about the art studio and a gallery of both digital and traditional art pieces created through the studio. The books page displays various free novels written through the studio. Finally, the blog page includes a section for blog posts that can be refined through a series of tags. This wireframe was created in the raster graphics editor **Krita** and is displayed below.

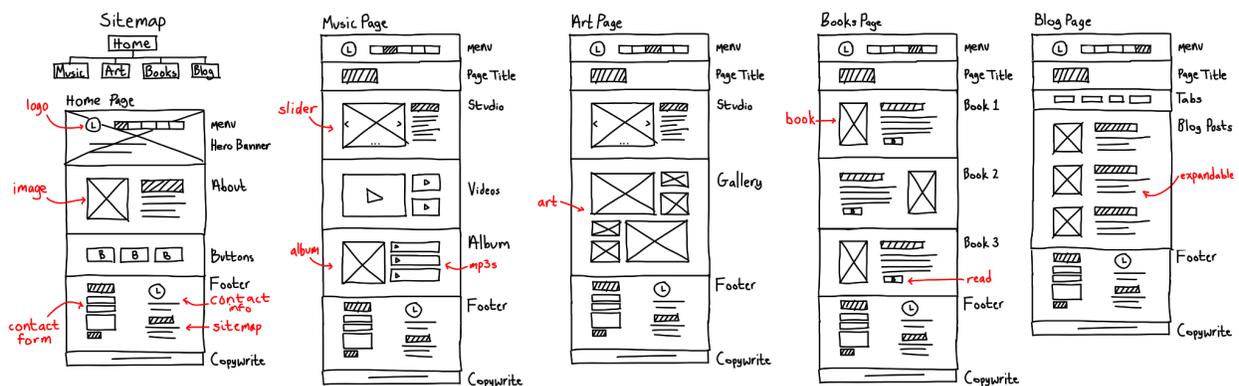


Figure 2: Bold Crow Studios Wireframe

Mockup

Using the above wireframe, I further developed each page in the vector graphics editor and prototyping tool **Figma**. This mockup is a grayscale template that will guide the interactive prototype.

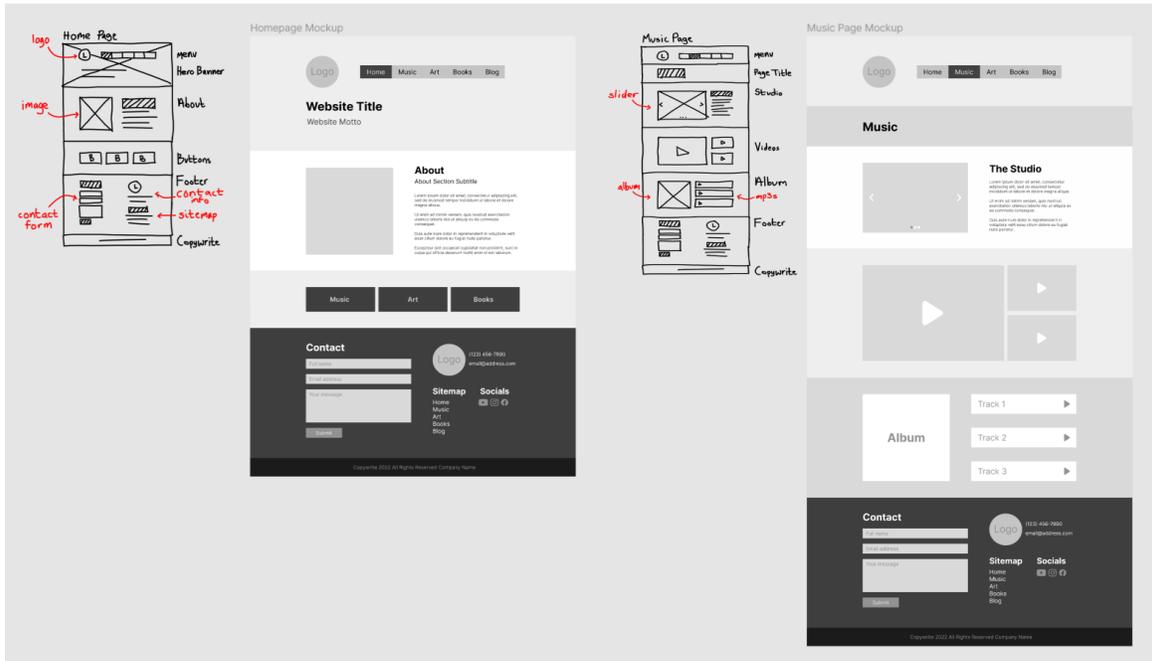


Figure 3: Homepage and Music Page Mockups

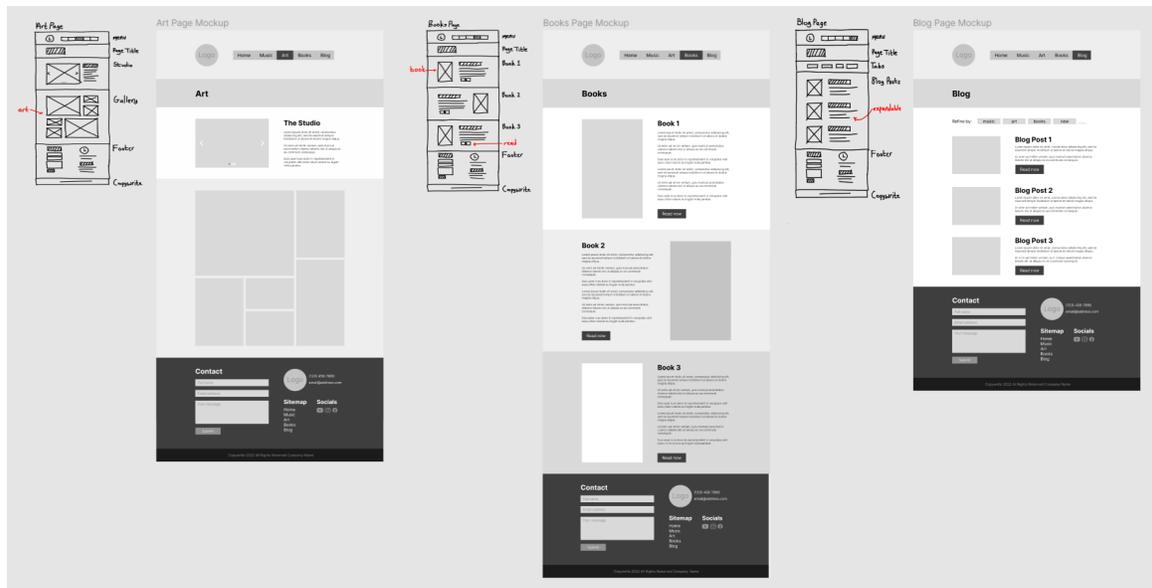


Figure 4: Art Page, Books Page, and Blog Page Mockups

Color Palette

After the grayscale mockup was complete, I consulted with Bold Crow Studios to arrange a color palette that would represent the brand well. The aim of this color palette was to be simplistic, with one main pop of color for elements that needed to stand out, such as buttons. The colors around which the prototype was built are shown below, along with their hex codes.



Figure 5: Bold Crow Studios Color Palette

Prototype

Using the color palette, the grayscale mockup, and some stock images, I developed the prototype shown below.

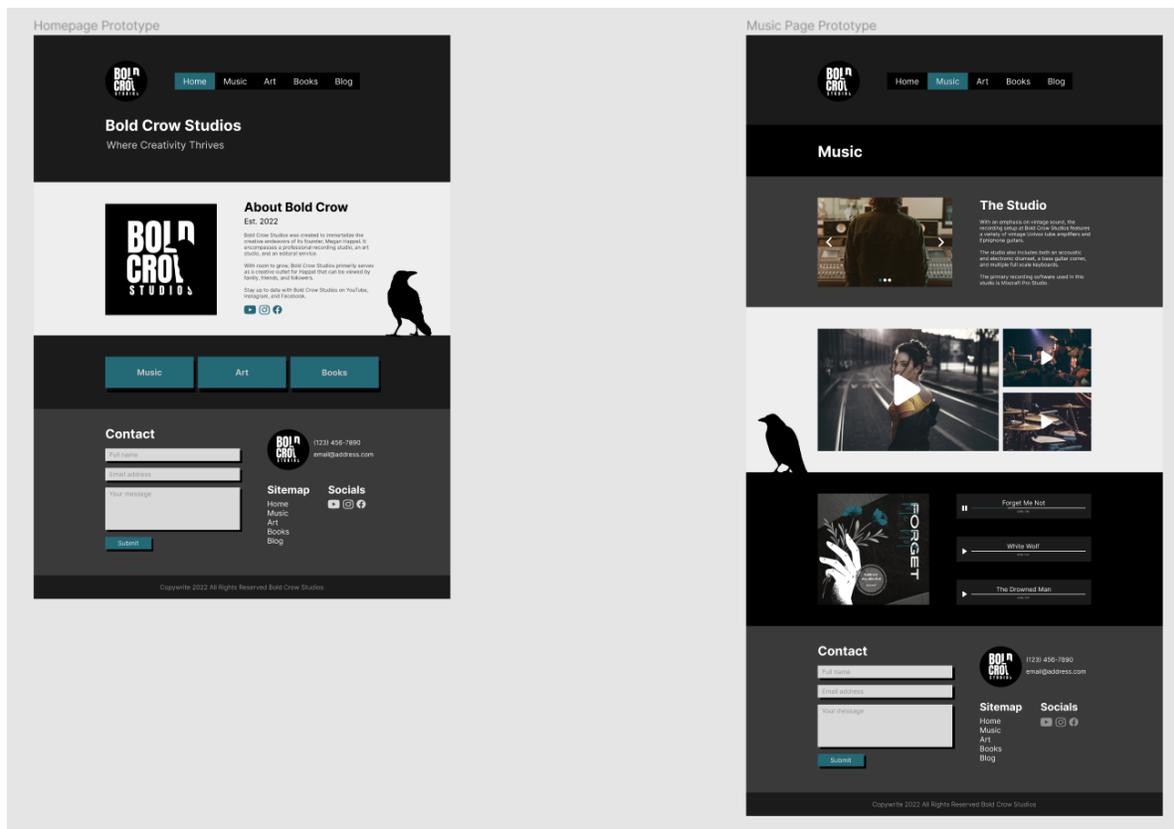


Figure 6: Homepage and Music Page Prototype

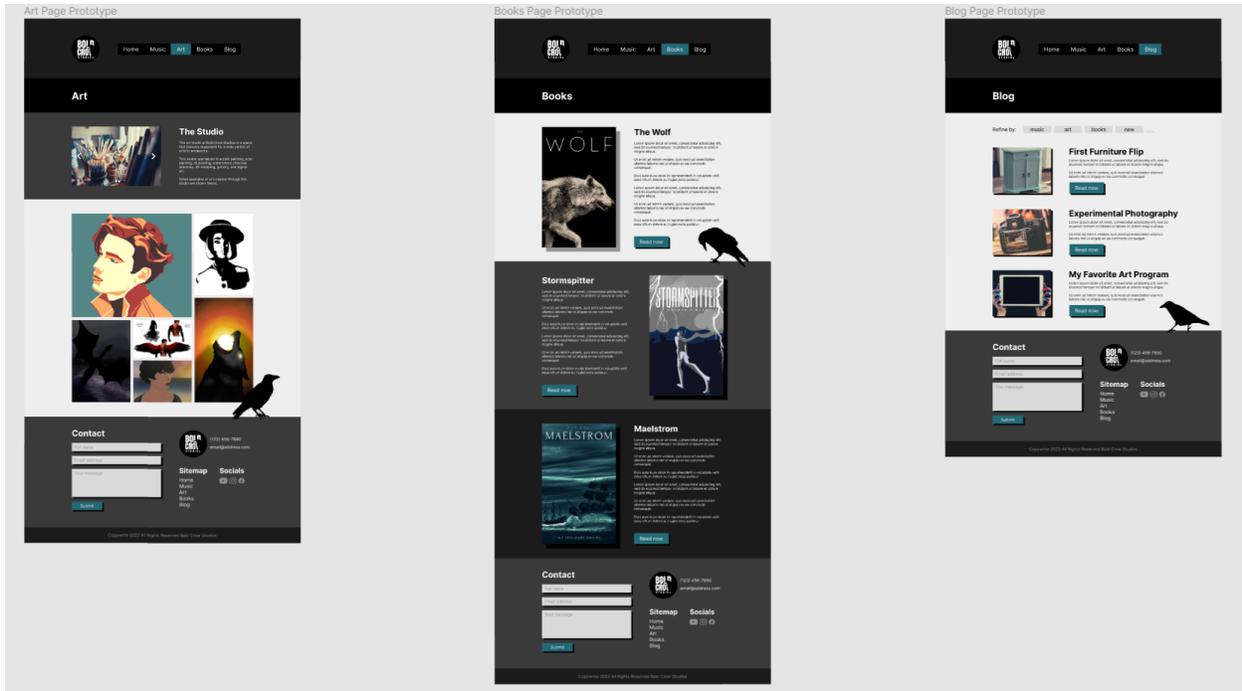


Figure 7: Art, Books, and Blog Page Prototype

To make it an interactive prototype, the following connections between pages were added.

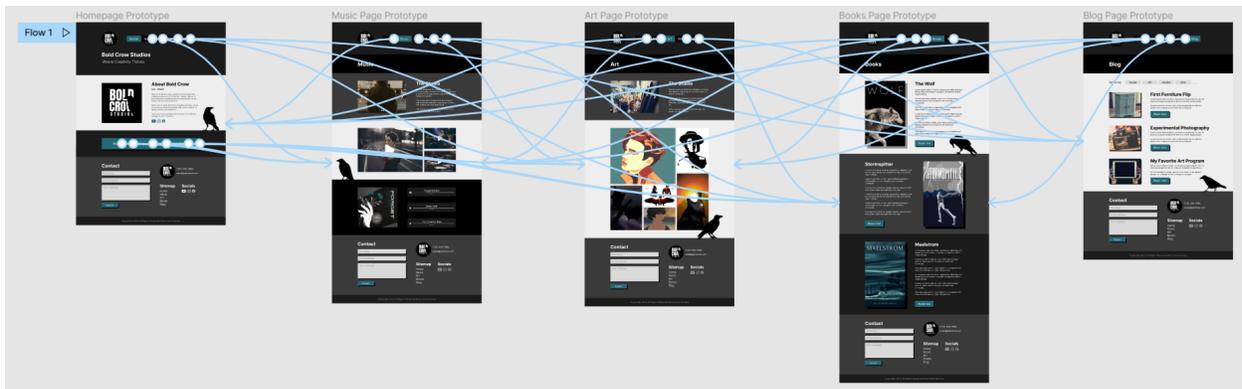


Figure 8: Prototype Connections

The Bold Crow Studios prototype can be viewed in this [Figma file](#).