Project Specification Document for Keith Attwood’s Goldsmith Website

Background statement

This project will be the new website for the Pittsburgh-based Goldsmith, Keith Attwood. I will be developing the website as per his functionality requests, and the existing official logo, font, and colors for his established business. His current website can be viewed here: http://attwoodgoldsmiths.com/

After meeting with the client, we determined that the primary goal of the website will be to put interested parties in contact with him directly, as his main business comes from custom work, repairs and refurbishment of jewelry. Being a designer himself, he requested that the site be clean, easy to read, with minimal colors and distractions.

The website will consist of an index page, extended gallery, contact, and locational information pages (and subpages). As the client usually discusses assignments with his clients in person, he believes it is most important to generate serious proposals from the website, rather than back and forth exchanges that may waste time. Because of this, he would like the website to be as serious and frill-less as possible.

The client’s chief demographics are married couples, couples celebrating anniversaries, graduation candidates, engagements, award candidates and the U of Pitt’s Philosophical Department. He does do some work with jewelry companies in order to sell more generic items on the side.

The secondary goal of the client is to be able to actually sell smaller items through the website, or link to other places on the internet where people can view and purchase original work (etsy, ebay, etc). As such, the website should be extensible in that direction, but he’s not ready to deal in that sort of volume at the moment.

Site Requirements

As an informational and promotion site, the primary features will be on the client’s previous work – in the form of a gallery – and his bio. The client would like there to be room to include a professional video on the index page, but would also like it to be optional and unobtrusive. The primary goal of the website is to get potential clients in contact with him so he can begin to draw up a request form for them, and ideally meet them in person (or if that isn’t possible, on the phone/Skype/Oovoo).

Description Users

The client’s users fall into a few major categories:

- Young people looking for engagement jewelry or commemorative items.
- Middle aged couples looking for jewelry to be repaired or refurbished as a university gift.
• Older clients that want items repaired for spouses or as gifts to their grandchildren.

All these groups are looking for unique pieces that tell their story, or use a combination of elements that are uncommon from generic retailers. Whatever the case, the client will discuss with them at length before taking on a job, so the website must allow them to easily locate the shop physically, and make it very clear that the client is willing to work with their needs.

The key is to make a website that is both very businesses-like, and very simple to understand for potentially elderly clients.

Site Map
Grid Options

Since a lot of the users will be older, and using older computers, it would be best to work with a smaller grid and layout. High contrast and larger type could also be an option, but may be too much for a gallery site.

A total width of 1000px, 8 unit grid, with 16px gutters seems to be workable on paper for a image heavy site. That way we can make good with 1024 x 726 monitors. If the client decides to aim for users with laptops, 1440 x 900 is becoming more common in entry level and media laptops. For that, 1200px, 8 unit grid and 14px gutters could possibly contain everything.

Wireframes
“Craftsmanship for the most cherished stories of our lives.”
About

Keith Attwood was born in London, England. He now resides in the United States, where he carries on the craft of his Grandfather who was the last of a line of Irish goldsmiths. Keith attended Brighton College of Art, and went on to study three dimensional design at Aston University in Birmingham.

There he received an honors degree, with a minor in silversmithing.

After graduating in 1972, he took a position as craft apprentice in gold and silversmithing in the Coswood workshops of Robert Welch, the respected silversmith/product designer. The techniques of hand forming and hammering that he now uses in his jewelry making were honed at this time under the guidance of John Limbrey, master craftsman. He then worked in the Hort workshops and taught for O.R. Ashby's Guild of Handicrafts in Chipping Campden. Attwood, with partner Martyn Pugh, opened Attwood and Pugh Silversmiths near Birmingham in 1976.

The decision to move to America was prompted by marriage to his wife Linda. He established his workshop in her home town of Pittsburgh in 1978. Very soon he found support, and a market for his work through the American Crafts Council's national shows.

In 1982, he restored an historic building in Pittsburgh, Pennsylvania, where his work continues to be created to this day.

Keith Attwood is an established creator of fine, hand-crafted jewelry. He fulfills commissions worldwide from this simple workshop on the historic South Side of Pittsburgh.
Gallery – Visual Comp (Pending Discussion, Incorporating Flat/Material Design Elements)