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Abstract

This project is a website showcasing my late friend’s artwork. The goal of this website is to raise mental health awareness, and also as a means of immortalizing a part of my friend Solveig’s artwork for loved ones to look back on. This website will be reminiscent of Solveig’s style and all of the things she loved.
About Me

Hello! my name is Isabella, and I am in my fifth year studying at Cal Poly. I am majoring in Graphic Communication with a concentration in UX/UI. I live in San Jose, California and enjoy working with printers as well as doing sculpture. I also love trying new things and going on adventures.
IRB Statement

The project is not systematic investigations. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.
The goal of this project is to commemorate my friend Solveig who passed away late last year. I want something positive to come out of this tragedy. Her death highlights an important issue in our society's youth: countless teenagers and young adults in this country suffer from depression and various other mental health problems, and these problems are not spoken about enough.
project objective

Communication
- Regularly speaking with Solevig’s other friends to get their advice on the general design and the color scheme of the website.

Project Research
- Find websites with similar designs and compile a list of techniques/design choices I want to implement within my site.
- Research various organizations to donate the website proceeds to.

Delivery
- Stay on top of my weekly goals for the website.
- Have a polished, put-together final product.
Week 1: Research & brainstorming

Week 2: Competetive landscape

Week 3: Collect art images, start coding

Week 4: Color scheme and logo

Week 5: Medium fidelity wireframes

Week 6: Come up with & purchase domain

Week 7: Research & brainstorming

Week 8: Create custom background and cursor

Week 9: Finish coding website

Week 10: Turn in book
Branding

My initial color scheme had contrasting, bright colors.

The logo is inspired by Solveig’s dog, which was an Italian Greyhound she adored.

The background of the website is mostly purple, which was Solveig’s favorite color. She had a sweatshirt with a similar pattern on it.
tools used

Illustrator
InDesign
Photoshop
Procreate
Visual Studio Code
Since this project began as a legitimate shop, my first wireframes included checkout and post-purchase pages.
As the quarter progressed, I realized I would not have time to complete the project as I had initially intended it to be. Rather than making a shop site, I decided to focus more on the idea of the website being a memorial, and still include a page talking about the importance of mental health. With this in mind, I changed my wireframes to fit the new concept.

Although I did not make a digital storefront, working on this project made me realize I do want to continue building it proceeding this class. My goal is to habitually work on the site as a side project to make it a legitimate website within a year.
These two wireframes, as well as one called "Resources" to provide links to mental health support sites, are what I designed the website off of.
Results

solveig's story

solveig's art

Resources

Mental health is intertwined with self-care. Nobody should feel ashamed to ask for help, especially when it comes to things like this. Here are some resources: a list of links to websites and contact information for various suicide prevention and self-help resources.

National Suicide Prevention Lifeline: 1-800-273-TALK

Samaritans: 1-866-273-TALK

Suicide Prevention Resources: 1-800-273-TALK

National Alliance on Mental Illness: 1-800-950-6266
thank you