

## Boston Art Blog

- What is the website about?

The website will be a blog featuring young, working creative professionals in the Boston area. Because I work in the Trustman Gallery, I already have several visual analyses on young Boston artists. I plan to use this writing in my blog as a way to show off the culmination of my work in the gallery.

- What is its purpose (can be more than one)?

To highlight creative professionals and their work, while also putting all of my work in one place as a portfolio.

- Who is the target audience?

Boston residents who may be willing to go to exhibition openings, gallery showings. Not necessarily targeting people who know/study art. I want the site to be accessible to people who have never taken a studio/art history class.

- What does the target audience want from the website?

To learn about visual analysis, artists in their area, why people create art, and how they can become more involved in artsy things.

- Are there other websites on your topic?

Yes, there are plenty of art blogs around.

- What are other sites doing?

Lots of visuals, pretty long blogs, links to galleries/museums featuring the artist, multiple writers, bios on artists, exhibition reviews as well as individual work reviews, simple backgrounds to highlight images of work

- What are they successful/unsuccessful at?

Successful: Lots of information on where people can go to see the art: how to get there, how expensive it will be, what to expect

Unsuccessful: Lots of the blogs are inaccessible to people who don't know art. Language is heady and hard to understand

- How can your site be better or different than the competitors?

I want someone to know what I am talking about even if they've never been in an artist environment. Maybe this means having a glossary of art vocabulary, or less academic writing...