



MARY KNAPTON

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DESIGN OVERVIEW

To highlight Mary Knapton's legacy as being in a family of generational tailors and having 14 female apprentices. We will create a website that will divide information about her into three segments: Tailoring Trade, Legacy, and Importance.

AUDIENCE

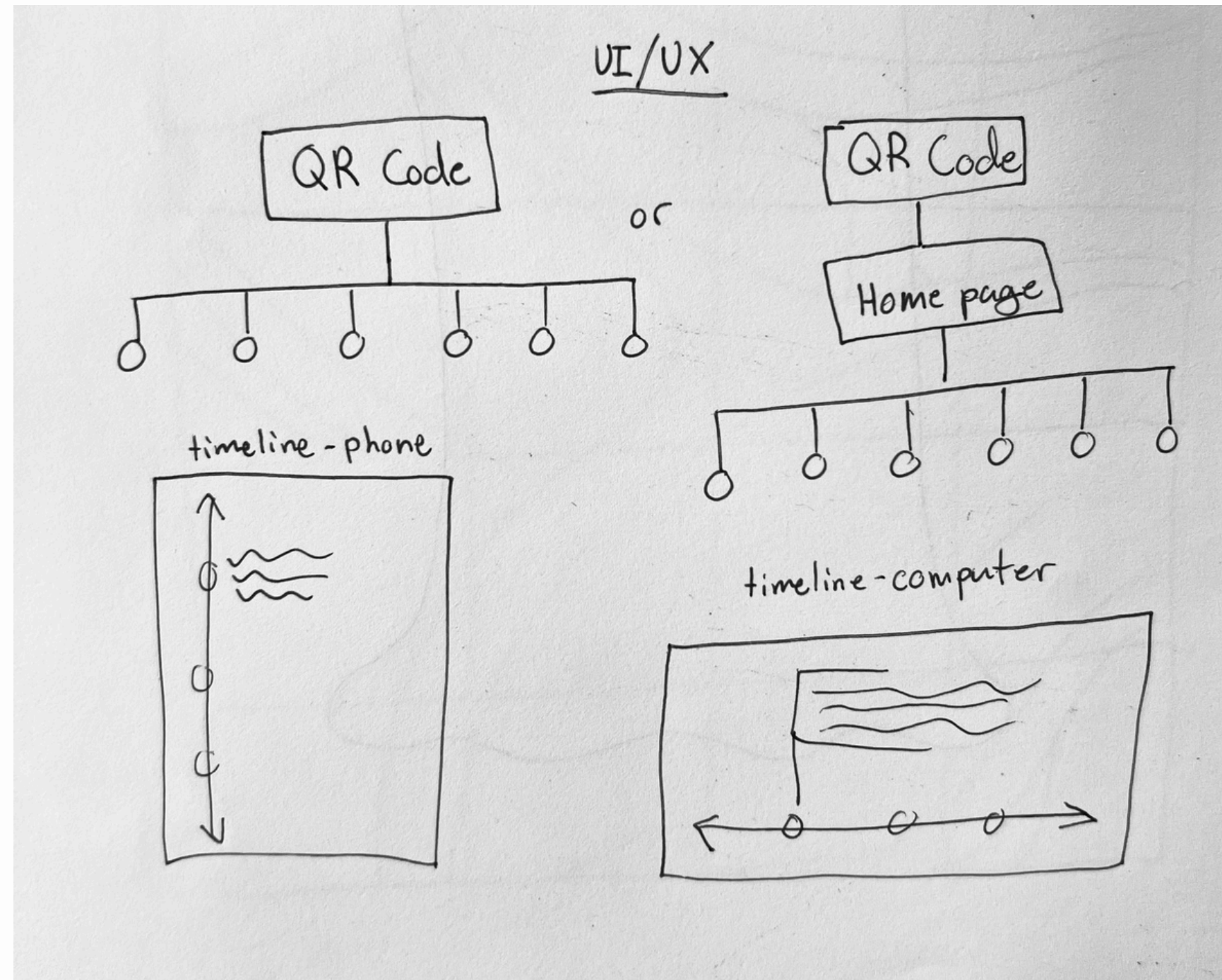
We expect our audience to be strollers or studiers who will already be engaged enough to be scanning a QR Code.

The website will feature graphics for strollers who want to quickly get visual information.

Additional text will be provided for the studiers who want to learn more about Mary.

DESIGN PROCESS

ideation, discussion, and delegation



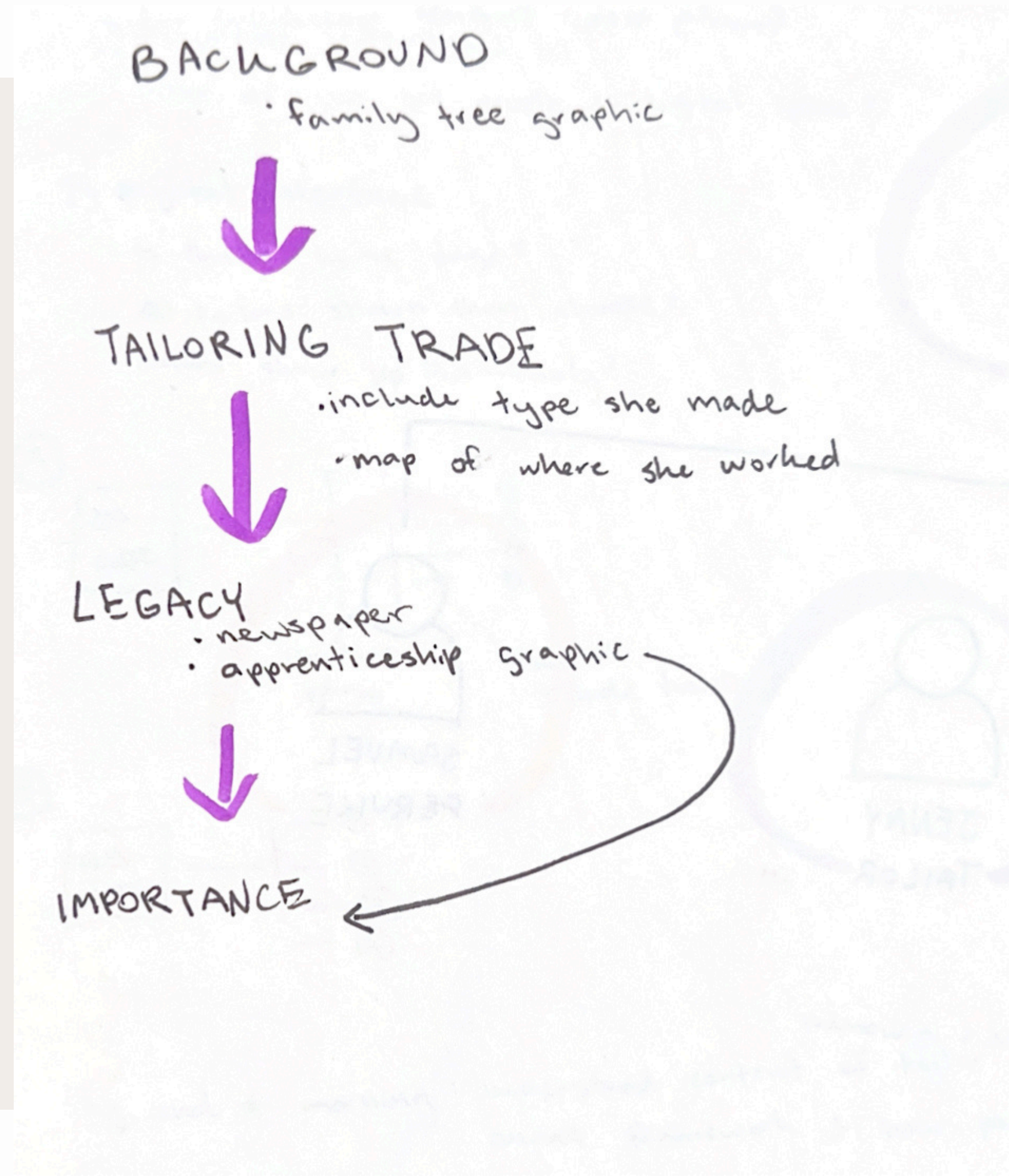
HOW TO FORMAT SITE

We first discussed how the audience should move through the website.

We decided they should scan the QR code to be taken to information about a specific tailor rather than all the tailors.

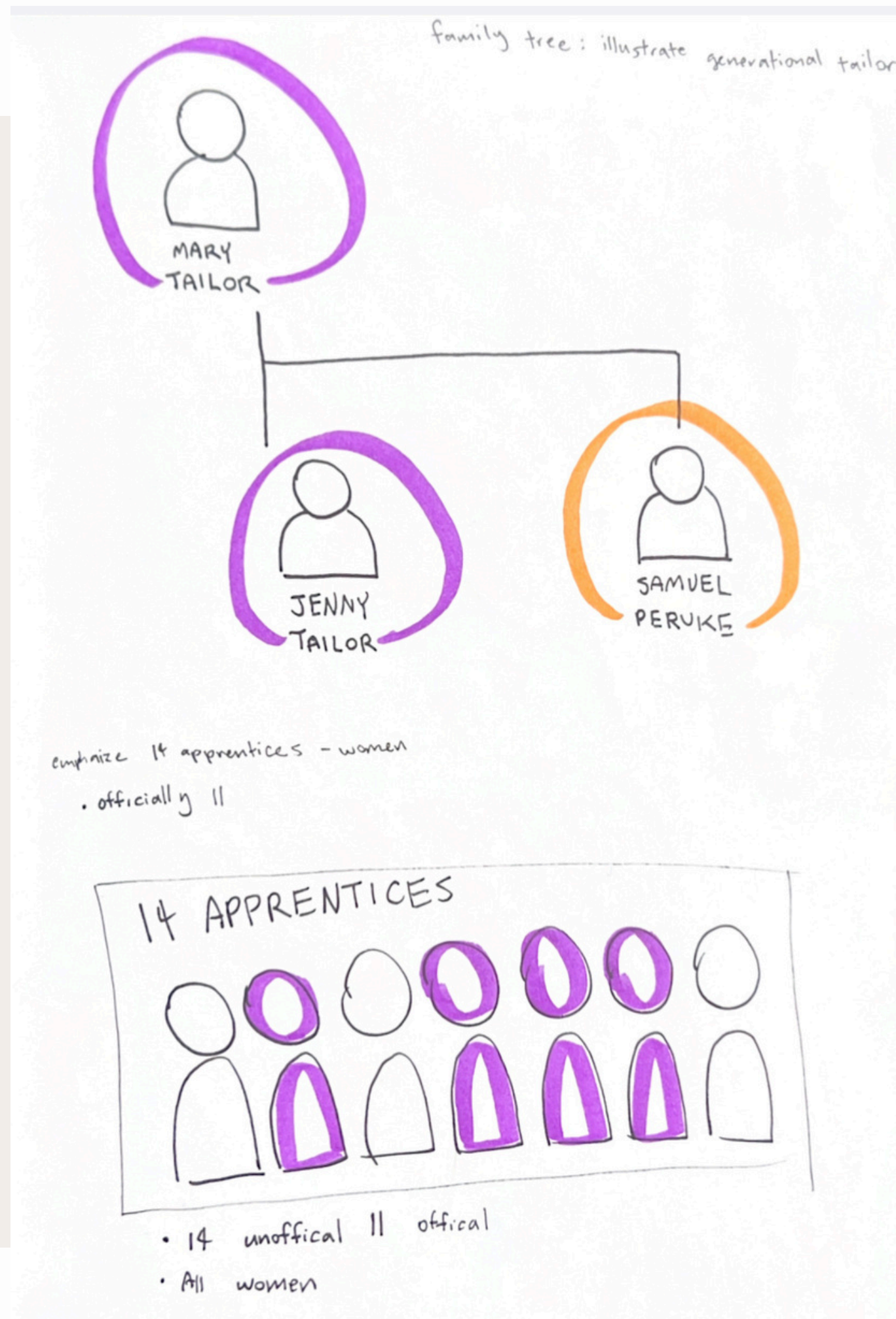
INFORMATION TO INCLUDE

We decided what information should be included and what graphics should accompany each section.



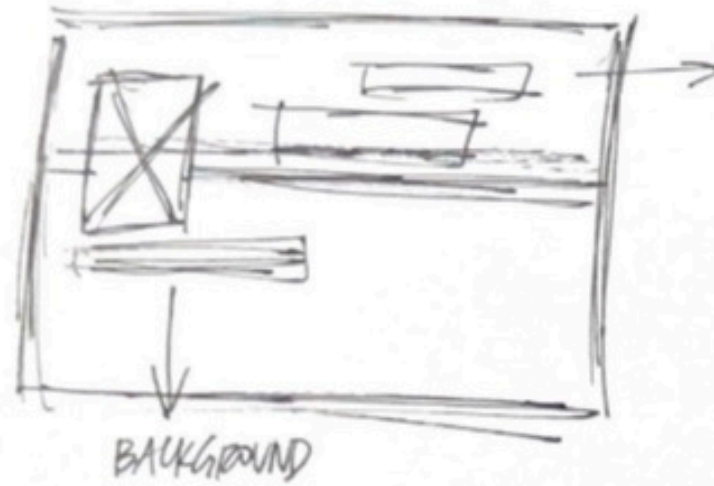
GRAPHICS ON SITE

Ideated how the graphics on each page could be formatted for quickest communication of information



LANDING PAGE DESIGN

We wanted to ensure that even a stroller who might only open the first page could still get some information from our website.



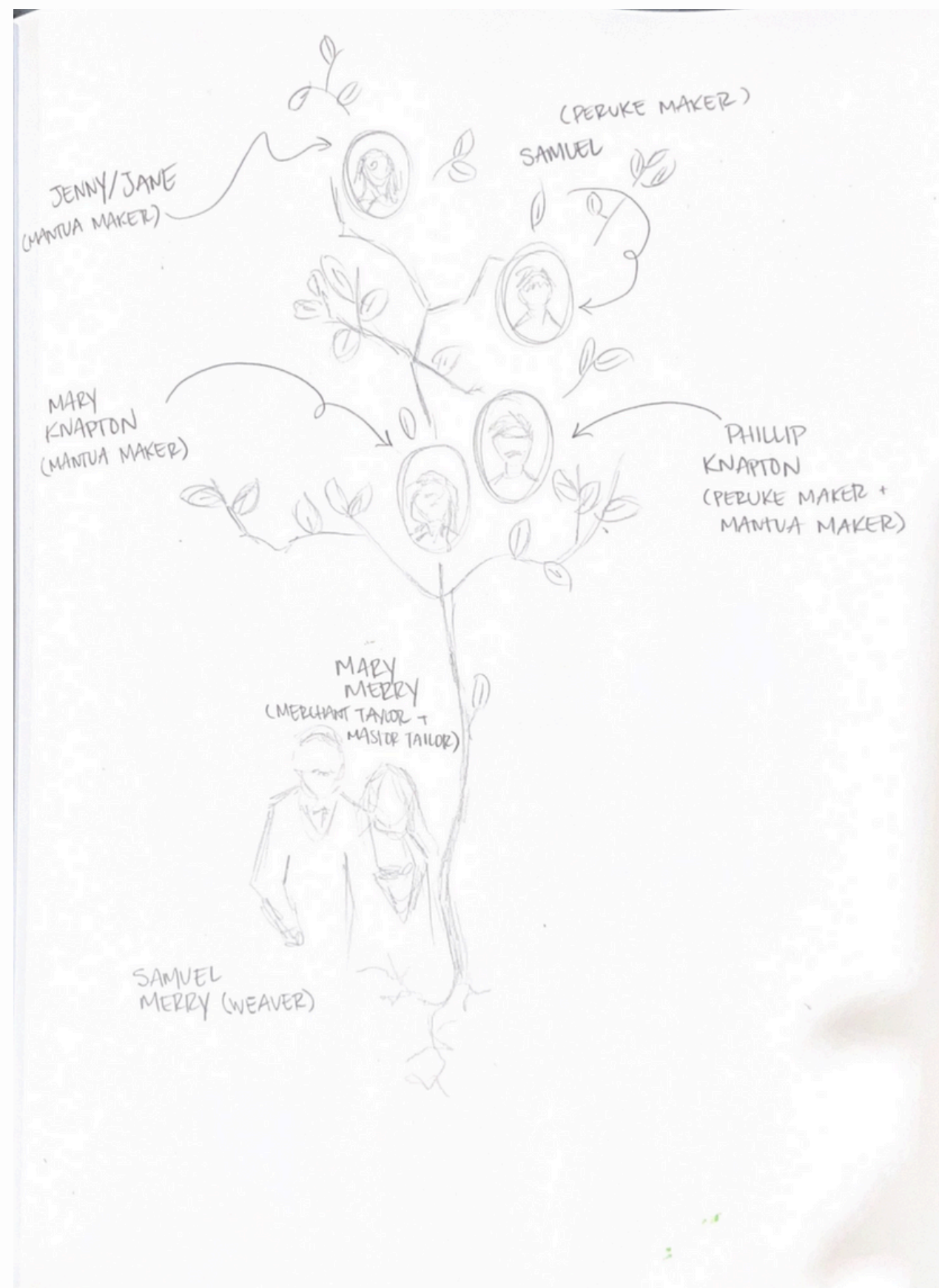
MARY
KNAPTON

MARY KNAPTON WAS A MANTUA AND SACQUE MAKER WHO WAS ADMITTED TO THE GUILD IN FEBRUARY 1753.

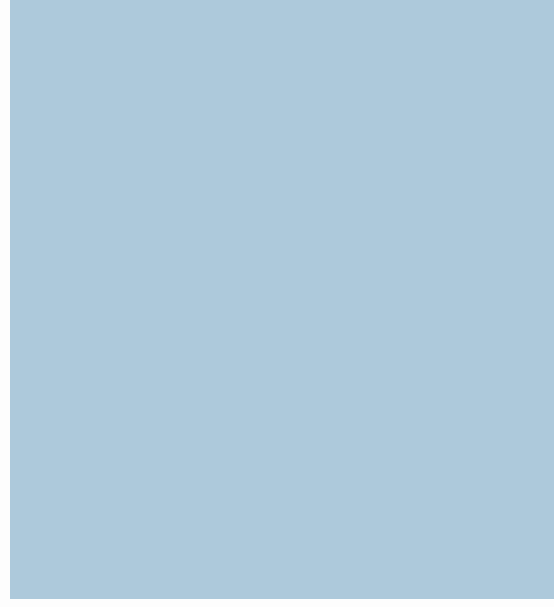
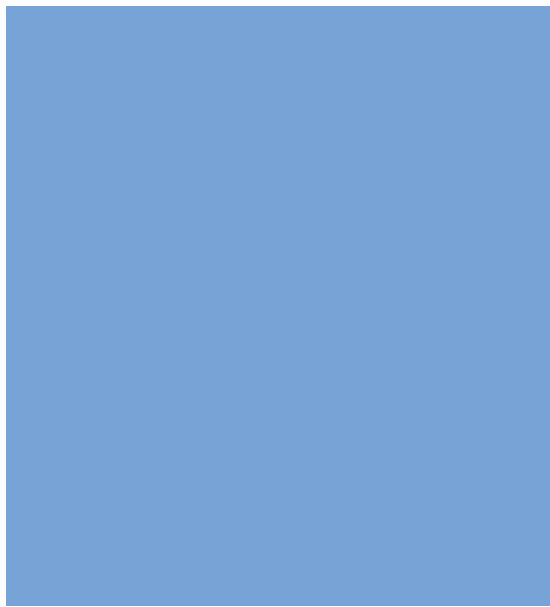
MARY HAS NO RECORD OF AN APPRENTICESHIP AND MOST LIKELY LEARNED THROUGH GROWING UP IN A FAMILY HEAVILY INVOLVED IN THE YORK TEXTILE TRADE. MARY AND HER HUSBAND, PHILIP WERE PART OF THE GUILD, WALKING THESE TOWNS TO MOST LIKELY HAVE MEETINGS. THEY WORKED ON THEIR GARMENTS IN THEIR OWN

GRAPHICS PRE-DIGITALIZATION

We first sketched out our graphics and then dropped them into Adobe Illustrator to be digitalized for the website



DESIGN PALLET FOR WEBSITE



Inter

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V X X Y Z

THE DESIGN

PLAQUE FOR QR

Plaque will be engraved into wood to better match the interior of the hall

MEET THE MERCHANTS TAYLOR

MARY KNAPTON



SCAN ME



QR CODE TO SITE



Mary Knapton