

1. Project Title: Henkob Art Official Website Design & Development

2. Client: Henkob Art

3. Project Overview: Henkob Art requires a new professional website to establish a strong online presence, showcase its artwork and artists, and engage with potential clients, collectors, and enthusiasts. The website will serve as a digital gallery and information hub, reflecting the brand's identity and artistic focus. Key features will include a portfolio/gallery section, information about the company, an embedded promotional video, and a functional contact form for inquiries.

4. Project Goals & Objectives:

- Establish a credible and professional online identity for Henkob Art.
- Showcase the range and quality of artwork represented or created by Henkob Art.
- Increase brand visibility and reach a wider audience (local and potentially international).
- Provide essential information about the company and its mission.
- Engage visitors through visual content, including an embedded promotional video.
- Generate leads and facilitate communication through a user-friendly contact method.

5. Target Audience:

- Potential Art Buyers & Collectors
- Art Enthusiasts & General Public
- Gallery Owners & Curators
- Interior Designers
- Corporate Clients seeking art installations
- Media & Press

6. Scope of Work & Key Features:

- **Website Design & Development:** Create a visually appealing, user-friendly, and responsive website.
- **Minimum Pages (5+):**
 - **Homepage:** Introduction to Henkob Art, highlights (featured art/artists), clear navigation, potentially the embedded video or a link to it.
 - **About Us:** Company story, mission, vision, values, perhaps information on the founder(s) or core team.
 - **Gallery/Portfolio:** Showcase of artwork. Needs clear categorization (e.g., by artist, style, medium). High-quality images are crucial. Each piece may need details (title, artist, medium, dimensions, year, description, availability/price if applicable).
 - **Custom orders page:** where clients can order specific artworks.
 - **Contact Us:**
 - Contact information (Address - if public, Phone Number, Email Address).

- **Working Contact Form:** Must capture Name, Email Address, Subject, and Message. Submissions must be reliably delivered to the designated Henkob Art organizational email address. Confirmation message for the user upon successful submission.
- **YouTube Video Embed:** Integrate the provided Henkob Art promotional video seamlessly into a relevant page (e.g., Homepage, About Us).
- **Responsive Design:** Ensure the website displays correctly and functions well on all major devices (desktops, tablets, smartphones).

7. Design & Branding:

- **Visual Style:** The design should be clean, sophisticated, and visually driven, allowing the artwork to be the primary focus.
- **Logo:** Utilize the official Henkob Art logo.
- **Color Palette & Typography:** Should complement the logo.
- **Imagery:** High-resolution, professionally taken photographs of the artwork are essential and will be provided by Henkob Art.

8. Technical Requirements:

- Functional across major web browsers (Chrome, Firefox, Safari, Edge).
- Optimized for reasonable loading speed.

9. Content Requirements (To be provided by Henkob Art):

- Official Logo files (vector format preferred).
- All text content for each page (About Us, descriptions, etc.).
- High-resolution images of all artwork to be featured, including relevant details (title, artist, medium, dimensions, year, etc.).
- The YouTube link for the promotional video.
- The specific organizational email address for contact form submissions.
- Any existing brand guidelines (colors, fonts).

10. Timeline: *(28th April, 2025)*

11. Budget: *(N/A)*

12. Project Stakeholders / Point of Contact:

- *(0277340669 / 0551159173)*