

print graphics

brochure design



page layout



posters and promotional flyers



logo/identity design

COURTNEY
Consulting Solutions
Bridging the gap between Business and Government

Target LOVE.com
YOUR ONLINE MATCHMAKER



At Artisticity, a logo can be created to suit the needs of a client and their business. Each logo is custom designed, working together with the client, to make sure the end result represents the business in the best possible way.

graphic design

WEB DESIGN

& SERVICES

artisticity.com

graphics
XHTML/CSS

web development

web information design

artisticity.com

brochure and print design

user interface design

corporate identity

logos

graphic design

& WEB DESIGN

SERVICES

WENDY ROTHER
www.artisticity.com
wendy@artisticity.com
904.599.2046

MEMBER U.S. CHAMBER OF COMMERCE
MEMBER CLAY COUNTY CHAMBER OF COMMERCE

web design & development



So much goes into creating a great website...

As web designers our first concern, besides **GREAT VISUAL DESIGN**, is designing for **Usability**. The user needs to be able to arrive at your site, and within seconds determine if this is the web site that he needs, or if it's time to move on. It really is that quick...and that's your web site's first and possibly last chance to communicate to the user. The goal, through proper Search Engine Optimization (SEO), is to make sure that once they have found your website they are able to easily navigate through it and stay long enough to read much of the information that the site has to offer. Then ultimately decide that your business is the one for them. It's a tall order, but through proper website design using XHTML/CSS and following **Web Standards**, this goal can be achieved.

user interface design

At Artisticity, Interface graphics are our specialty. In the ever changing web, dynamic and current UI designs are a must!



What are "Web Standards" and why does Artisticity follow them?

The *World Wide Web Consortium* developed a list of standards for designers and web site developers to follow. This list was created to ensure interoperability and cross browser consistency for the web as well as all other web platforms. Designing web sites with "Web Standards" in mind means, among other things, creating sites that are viewable in all current browsers and always look the way the designer intended.

The basic elements of Web Standards are: properly coded semantic HTML (Hypertext Markup Language) or XHTML, Use of CSS (Cascading Style Sheets) to specify page design, and the use of standard practices for helping handicapped visitors read and utilize the web site.

The benefits of Web Standards include faster loading pages, maximizing the benefits of new browser features, and easier updates.

Custom website design includes the following features:

- Three unique **custom designed** User Interfaces to choose from (including a distinct graphic "header" that remains the same on each page, for continuity.)
- Custom photo manipulation and graphics for each page
- Custom "Favicon" (found on web address and useful for bookmarking pages)
- Optimization for web for all photos provided by client
- Online Contact Us form, with data sent to your email address
- Links for email, and PDF documents
- Proper site creation, utilizing CSS/XHTML for layout and design
- Purchase of needed stock photography