Website Blueprint

OP-86355

Location: New York City, NY, USA

Business Type: Independent Media Artist and Writer Portfolio

Target Audience: Artists, editors, publishers, and creative professionals seeking innovative media art, video installations, and literary works; individuals interested in contemporary art, intergenerational narratives, and site-specific creative practices; geographically located anywhere in the U.S., Asia, and Europe.

Executive Summary

HK Park is an independent media artist and writer in New York City whose portfolio, OP-86355, stands out for its innovative blend of video poems, site-specific installations, and exploratory writing inspired by intergenerational stories. The website will showcase HK Park's unique creative vision and personal storytelling approach, making it appealing to artists, editors, publishers, and creative professionals in the U.S. and abroad. By emphasizing original, visually-forward work and flexible site editing, the site will set itself apart as a living showcase for evolving artistic practices.

Primary Goals

- Showcase portfolio of video poems, site-specific video installations, and creative writing
- Attract collaboration opportunities with other artists, editors, and publishers
- Establish a professional online presence reflecting artistic vision and legacy

Brand Values

- Artistic innovation
- Intergenerational storytelling
- Community engagement

Competitive Advantages

- Image-forward, streamlined design
- Unique blend of video art and literary practice inspired by Korean literary heritage
- Ability to create site-specific, socially engaged installations

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#222126
Secondary		#FAFAFA
Accent		#ED5C90

Rationale: A deep charcoal gray (primary) keeps the focus on the artwork and gives a modern, gallery-like look, perfect for a media portfolio. The soft white (secondary) ensures the site feels open, calm, and easy to read, while the vibrant pink accent is inspired by the artist's own uploaded images and offers a unique, creative pop that reflects individuality and draws the eye to important actions and details.

Typography

Heading Font: Playfair Display

Body Font: Inter

Google Fonts Url: https://fonts.googleapis.com/css2?family=Inter:wght@400;700&family;=Playfair+Display:wght@700&display;=swap

Imagery Style

Large, edge-to-edge photos and video stills that let artwork stand out. Abstract stock videos as backgrounds (water, fire, earth, sky, metal) create a moody, immersive feel without stealing attention from the actual work.

Overall Aesthetic

Minimal and image-driven, with lots of open space and clear sections. The site should feel like a modern art gallery—quiet, focused, and thoughtful—putting the art and writing front and center.

Theme Style

Contemporary and refined, with small touches of color and stylish text for personality. The site should feel welcoming to both art-world professionals and readers.

Layout Approach

Simple menu at the top, large banner and rotating images on the home page, and clean, easy-to-scan sections. Each work (video or writing) should have its own space, with plenty of room for images and text.

Contact details easy to find and forms simple to use.

Regional Recommended

- Simple navigation for audiences in the U.S., Asia, and Europe
- Clean, easily translated text and layouts
- Images and backgrounds that work across cultures, focusing on universal natural elements

Regional Avoid

- Avoid busy backgrounds that distract from the art
- Skip colors that are culturally sensitive (i.e., red backgrounds)
- No text in images, so translations are easier and nothing is lost

Requirements & Features

Homepage

Description: Create a homepage with a rotating banner and clear sections for bio/About, introduction, and featured services. Use abstract stock video backgrounds with themes like water, fire, earth, sky, and metal. Clearly highlight the artist's unique portfolio and creative services.

Validation: Homepage displays rotating banner, abstract stock videos, bio/About section, and featured services; all content is easy to see and understand.

Portfolio Pages

Description: Build three separate pages for Video Poems, Site-Specific Video Installation, and Writing. Embed videos on the video pages with clear descriptions. Allow prose on the Writing page to be featured in expandable text boxes.

Validation: Each portfolio page displays correct content, videos are embedded and play easily, prose text boxes expand smoothly.

Gallery Page

Description: Create a standalone gallery page using placeholder images that can be easily swapped out later. The gallery should be simple and easy to browse.

Validation: Gallery loads without errors, images are easy to see and swap, page is clear to navigate.

Contact Page

Description: Add a clear contact page that provides email and phone information. Include a simple contact form for inquiries.

Validation: Contact page shows email, phone, address, and the contact form works correctly.

Logo and Branding

Description: Use a temporary placeholder logo. Make sure branding is consistent and simple until the final logo is ready.

Validation: Placeholder logo appears on homepage and main pages, branding follows site theme.

Page Editing and Updates

Description: Set up the site so the owner can easily change video and images, update text, and manage background content as work evolves.

Validation: Owner has access to easy editing tools, changes can be made without confusion or errors.

Page Load Speed

Description: Make sure all pages load quickly, even with video backgrounds and large images. Compress images and videos where needed.

Validation: Pages load within a few seconds, videos and images don't slow down site.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Introduce HK Park's work in a compelling way and direct visitors to explore the artist's video poems, site-specific installations, and writing.

Sections

Hero

Purpose: This is the first thing visitors see. It welcomes them and shares the heart of HK Park's artistic practice.

Key Elements:

- Short, powerful welcome message with italicized 'Societe Mai'
- Rotating banner with images and short video clips (use abstract stock video of water/ocean, fire, earth, sky, and metal surfaces for now)
- Artist's name and core statement about the work
- Simple menu at the top to guide users to main pages

Strategy: Immediately showcase the uniqueness of HK Park's art to spark interest and encourage deeper exploration of the site.

Psychology: People are drawn by first impressions; engaging visuals and a meaningful message make visitors want to see more.

Tone: Use the artist's own words as provided, keep the tone poetic but easy to understand, and emphasize connection and spirit.

Cta Block

Purpose: Encourage visitors to view specific works or get in touch.

Key Elements:

- Button to view video poems
- Button to see site-specific installations
- Button to explore writing
- Button to reach the contact page

Strategy: Offer clear, inviting choices so visitors know what to do next—browse art pages or contact the artist directly.

Psychology: People like clear direction and are more likely to act when their options are laid out simply.

Tone: Be inviting and encouraging, keeping language straightforward and friendly.

Video Poems (*Gallery*)

Purpose: Showcase HK Park's collection of short video poem works and explain their meaning.

Sections

Intro

Purpose: Introduce what video poems are and why they're important in HK Park's work.

Key Elements:

- Short intro using provided artist text
- Abstract stock video background fitting the theme
- Featured media: embedded video poems

Strategy: Captivate visitors through engaging visuals and encourage them to experience the video poems directly.

Psychology: Visual storytelling and easy-to-access videos make visitors curious and keep them engaged.

Tone: Keep language lyrical but clear, and let the video content stand out.

Video Gallery

Purpose: Present videos for viewers to watch or interact with.

Key Elements:

- Embedded videos (placeholder for now, clear instructions for how to add more)
- Short descriptive text for each video

Strategy: Let visitors watch multiple videos easily, increasing their interest and time spent on the page.

Psychology: People want to sample work before investing emotion or interest; easy access builds trust.

Tone: Use the artist's words and keep descriptions short and approachable.

Site Specific Video Installation (*Content*)

Purpose: Explain and present site-specific installation work, highlighting their focus on place and community.

Sections

Intro

Purpose: Give an overview of what site-specific video installations are, and their significance in the artist's practice.

Key Elements:

- Intro paragraph with provided text
- Abstract stock video background focused on space and materiality

Strategy: Educate and inspire visitors about this unique artform and encourage them to learn more through direct examples.

Psychology: Connecting art with real places and stories builds a sense of relevance and curiosity.

Tone: Keep tone grounded and reflective, letting the work speak for itself.

Installation Examples

Purpose: Showcase specific past installations or plans for upcoming ones.

Key Elements:

- Images or placeholder for future installation photos
- Short descriptions for each example (editable later)

Strategy: Demonstrate real-world impact and invite potential collaborators from different places.

Psychology: Seeing real examples helps people imagine possibilities for collaboration or commissioning.

Tone: Use simple, clear descriptions tied to the emotional significance of each work.

Writing (*Content*)

Purpose: Share the artist's literary works, including excerpts from prose and ongoing creative projects.

Sections

Intro

Purpose: Highlight the importance of writing within the artist's practice.

Key Elements:

- Opening provided text (no changes)
- Stock background that feels literary or textual

Strategy: Create interest in exploring the text pieces through highlighted excerpts.

Psychology: Text samples encourage visitors to appreciate the artist's voice and message.

Tone: Let the writing shine, with minimal explanation and simple formatting.

Expandable Prose Boxes

Purpose: Let visitors view selected texts in sections they can expand for detail.

Key Elements:

- Expandable text sections for different prose pieces
- Titles or short lead-in for each piece

Strategy: Give visitors control over what they want to read, reducing overwhelm and inviting closer reading.

Psychology: Choice and discovery feel rewarding, especially for visitors interested in words and stories.

Tone: Neutral, letting the artist's writing set the mood.

About Bio (*Bio*)

Purpose: Introduce HK Park, the creative forces behind the work, and the backstory of Societe Mai.

Sections

Bio

Purpose: Tell the story of the artist's background and inspiration.

Key Elements:

- Artist photo (placeholder if not supplied)
- Detailed bio, including the connection to Societe Mai
- Clear, easy-to-read layout

Strategy: Build trust and emotional connection with visitors, encouraging them to explore more and reach out.

Psychology: People connect with stories—learning about the artist transforms how they view the work.

Tone: Warm, honest, and approachable; stay true to the artist's identity.

Gallery (*Gallery*)

Purpose: Present a curated collection of visuals representing the scope of HK Park's work.

Sections

Main Gallery

Purpose: Showcase art, video stills, and behind-the-scenes images.

Key Elements:

- Grid or lightbox of images (placeholders for now)
- Ability for HK Park to add or edit images easily in WordPress

Strategy: Visual storytelling draws visitors in and lets them experience the varied art styles.

Psychology: People browsing a portfolio want a sense of overall quality and creative range before choosing to connect.

Tone: Let images do most of the talking, with minimal captions.

Contact Us (*Contact*)

Purpose: Let visitors reach out to HK Park for collaborations, questions, or commissions.

Sections

Contact Form

Purpose: Make it easy for visitors to send a direct message.

Key Elements:

- Simple contact form (name, email, message)
- Clear instructions for how to get in touch
- Email address shown (hkpark@societemai.com)
- Optional: Display phone number (917-374-9209)

Strategy: Lower the barrier for reaching out by keeping things simple and friendly.

Psychology: When visitors can get in touch quickly, they are more likely to ask questions or start a professional conversation.

Tone: Direct and reassuring, invite all inquiries.

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Clarity and focus

Application: Let visitors know right away who you are, what you offer, and how to navigate.

Implementation: Keep page layouts simple with clear headings, short sections, and direct language. Use obvious navigation so people can move around easily.

Principle: Visual storytelling

Application: Use images and video to tell your creative story and build emotional connection.

Implementation: Display artwork and video backgrounds that reflect your themes. Position your bio and unique story up front, using visuals to reinforce your message.

Principle: Consistency

Application: Make sure colors, fonts, and styles stay consistent so the site feels professional.

Implementation: Keep the same style for banners, headers, and text boxes across all pages; use matching backgrounds and placeholder logo until the custom logo is ready.

Content Strategy

Area: Portfolio Presentation

Recommendation: Showcase each creative service (Video Poems, Site-Specific Video Installation, Writing) with its own page and clear descriptions.

Implementation: Use your provided text copy as-is for each page. Embed videos with an easy-to-use plugin and make prose available in clickable boxes.

Area: Bio/About

Recommendation: Present your story and inspiration clearly to connect with visitors.

Implementation: Place the Bio/About section on the homepage, using your supplied copy and making Societe Mai italicized as requested.

Area: Contact and Inquiries

Recommendation: Make it quick and easy for people to get in touch with you.

Implementation: Display your email and phone number, and include a simple form that works reliably for all visitors.

Conversion Optimization

Technique: Simple navigation

Rationale: Helps visitors find what they are looking for faster, increasing the chances they connect or explore your portfolio.

Implementation: Use straightforward menu labels for each page: Home, Video Poems, Site-Specific Video Installation, Writing, Gallery, Contact Us.

Technique: Clear contact options

Rationale: Makes it easy for potential clients or collaborators to reach out.

Implementation: Place contact details and form where everyone can find them, with no extra steps.

Technique: Fast-loading content

Rationale: People are more likely to stay if the pages and videos load quickly.

Implementation: Compress all images and videos; avoid unnecessary animations; use recommended plugins for speed.

Priority Focus

Category: Homepage experience

Description: Make homepage visually engaging and easy to understand, featuring key creative offerings and your bio.

Reason: The homepage is the first impression; it should quickly tell your story and invite further exploration.

Category: Portfolio Accessibility

Description: Ensure portfolio pages are easy to view and navigate, and videos or prose load reliably.

Reason: Clients and peers want to see your art and writing clearly without confusion.

Category: Easy Edits and Updates

Description: Give you tools for easy changes and additions as your creative work evolves.

Reason: Your content will grow and change, so you need flexibility to keep the site up-to-date.

Implementation Order

1. Build homepage with rotating banner, abstract backgrounds, and bio/About section
2. Create portfolio pages for Video Poems, Site-Specific Video Installation, and Writing, embedding videos and making prose expandable
3. Set up standalone Gallery page with placeholders
4. Add clear Contact page with form
5. Apply placeholder logo and ensure consistent branding
6. Enable easy editing tools for owner updates
7. Compress all visuals for fast loading

Risk Mitigation

Page slowdown from videos/images

Category: Performance

Suggested Action: Compress all visual files and use plugins designed for efficient loading.

Plugin compatibility

Category: Site reliability

Suggested Action: Stick to approved and well-supported plugins for banners, galleries, and video embedding.

Editing confusion

Category: Administration

Suggested Action: Provide simple instructions and select easy-to-use editing tools so updates don't break the site.

Business Impact

Impact Level: High