

Crystal Williamson

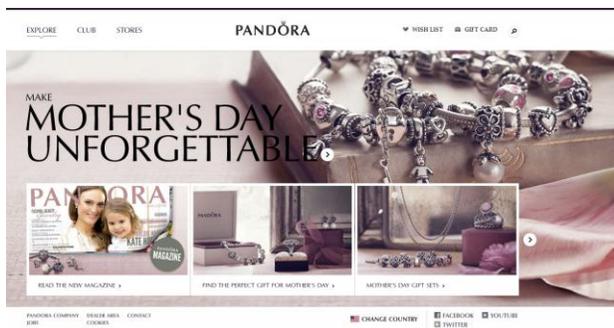
Final Project:

For my final project I want to do a website for my jewelry collections. I would be done using Word press. It is something that I have wanted to do for a long time. At one point, I thought about using EBay but for some reason I was not to fond of it. My pieces would be fashion forward and affordable. My pieces are all unique. No one is alike.

I have not found a site that I totally loved. I guess because my work is a reflection of my style. No one would have that type of style I am looking for but me. I want something modern, simple and user friendly but yet edgy. Here are some sites that are similar to what I would like to do:

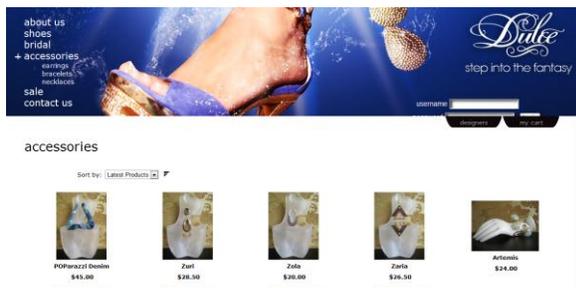
<http://www.pandora.net/en-us>

I like the beauty and simplicity of their homepage.



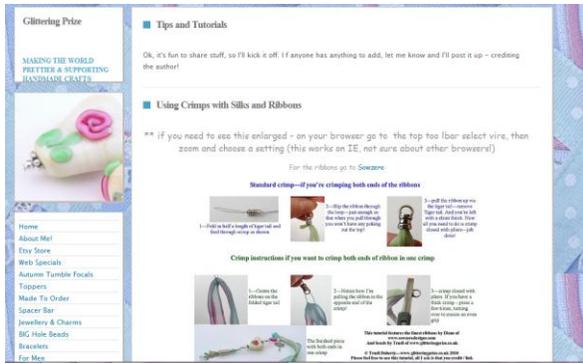
<http://www.dulceshoes.net/intro3.html>

I do like the look and feel of this site. It appeals to Also how the pieces are on display models



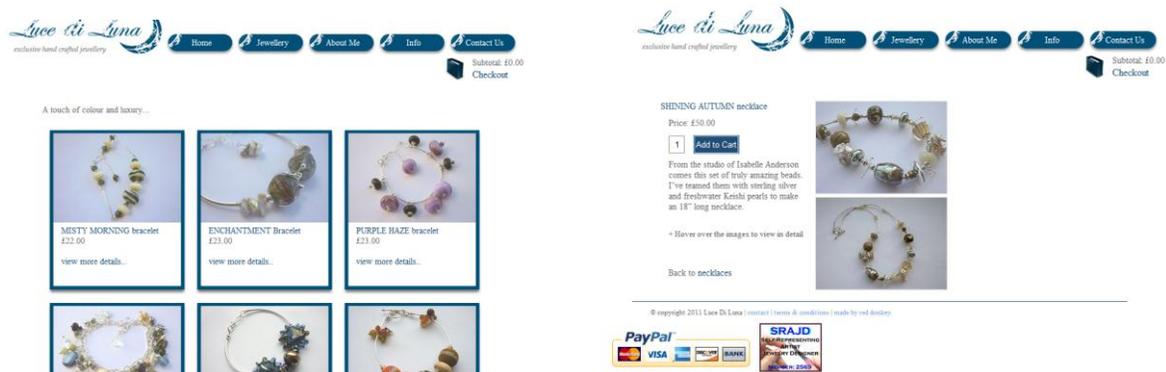
<http://www.glitteringprize.co.uk/>

I do not like the design of her site but I like that she has the tip and tutorial sections. Also her tutorials are not videos. They are picture and description. This might be an option. When you want to purchase a piece it sends you to the Etsy site. This might be another option as well. Her ideas for the site are good but the design is not. I would definitely use this site as a guide.



<http://www.lucediluna.co.uk/jewellery-necklaces/158/shining-autumn-necklace>

I think how this person has their galleries set up. Very piece are boarded off. Kind of like has its own space. Also like how it looks when you click on a picture.



<http://www.sirajjewellery.com/>

I like the feel of this site but not the entire site. Has that edgy feel to it. May it is just the picture.

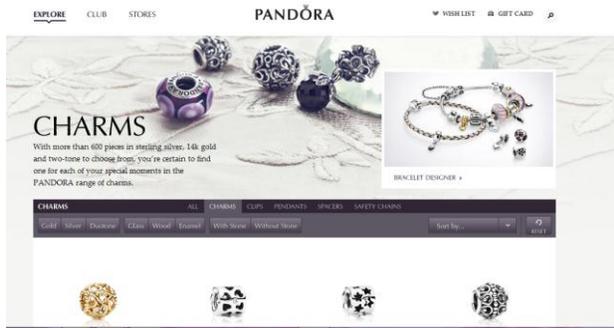


Photos:

Taking pictures of the pieces, using a photo editor to make them look more appealing. Using display models to showcase the pieces.

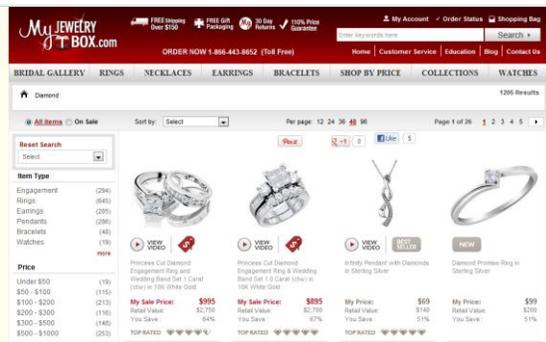
<http://www.pandora.net/en-us>

I like how Pandora showcases their work. Photos are crisp and clear.



<http://www.myjewelrybox.com/>

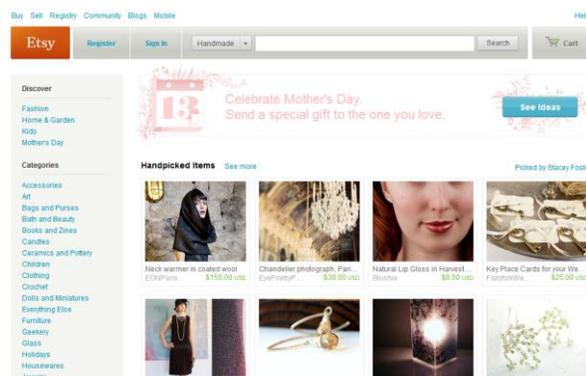
I also like how My Jewelry Box displays their work. I just think their site it too much going on in each page.



Etsy:

Might showcase and sell some of my work on there. Then find a way to link back to my website. May or may not use this site. EBay, Amazon, etc out of the question. I like the site. It is simple and clean.

<http://www.etsy.com/>



Paypal:

I have looked at numerous jewelry designers' website and small independent designers use pay pal. I would use it as well. Most people are familiar with it and they would be more comfortable purchasing items off my site. You can also set up a business account which is good. Also, have to think about if I want to use insurance options and shipping methods.

Tutorials:

I was thinking of making my own tutorials (how to make items using wire/string/bead/etc.). Also, where to purchase material, how to take objects you already have and make a piece out of it, what materials one would need. I would put others tutorials as well.

I like how this woman does her tutorials:

<http://www.youtube.com/user/jewelrymaking101>



Collections:

Display my collections with prices and descriptions. Show pieces that have already been sold.

Customer pictures with jewelry:

Allow customers to send in photos with the jewelry they purchased.

Bio:

This would be an introduction to me and my craft. Kind of like an artist statement. How I came to making jewelry, what inspired me, etc.

Inspirations:

How I come up with designing pieces. I would have a photo of something, then the jewelry piece next to it. Also, I would people who inspire pieces or anything else that inspired me (i.e.: websites, other collections, photos, etc.).

Links:

This would have links to other sites or pieces that I like. Maybe just use a pintrest feed or link.

Social networks:

Set up Facebook and Twitter accounts to get my “company’s” name out there. Probably have feeds or just links to the site.

Terms and Conditions:

Let people know about policies, i.e.; returns, shipping, private policy, etc.

Example:

<http://www.silverstormjewellery.co.uk/Pages/TermsandConditions.aspx>

Silver Storm
Jewellery Made with ♡ Especially For you

Home Shop New Additions About Me Gallery Get In Touch Testimonials **T & C's** News Links

Terms & Conditions

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Payment
We prefer payment to be immediate unless you have contacted us prior to purchase to have a place reserved. PayPal is our preferred method of

Also, I what to eventually set up sales, email subscription, mailing list, specials, gift ideas, etc.