

Major Project



Crit 5: Prototype



Zara Knox

Twitter Description

cure8

A resin-craft site for beginners offering tutorials and guidance on the tools required. It also helps inspire ideas for projects.



Business & Cultural

Context

- Anxiety is common in the UK, with women almost twice as likely to suffer with it. However, creativity can help.
- Many people feel that they do not have time for creative hobbies.
- As resin crafting is not very time-consuming, it is a great choice of craft.



Commodity

Target Audience

- **Busy women aged 35-44 (or anyone looking for a new craft)**
- **those looking for an outlet for stress**
- **crafters looking for new ideas**



Commodity Pt.2



Content

- concise video tutorials with voiceover
- written instructions, materials list
- safety page
- setup for beginners page inc. 'dos and don'ts'
- 'About' page

Firmness

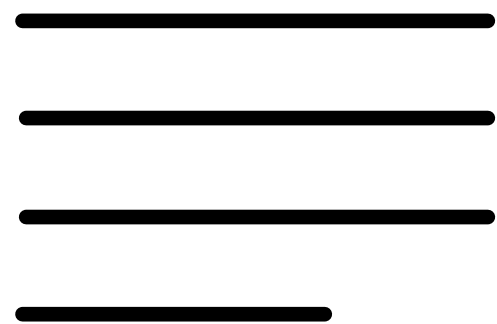
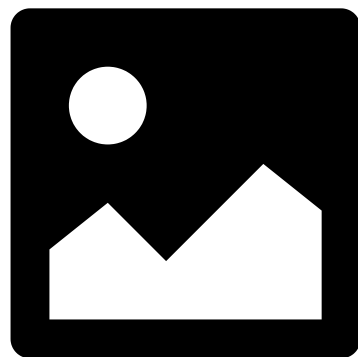


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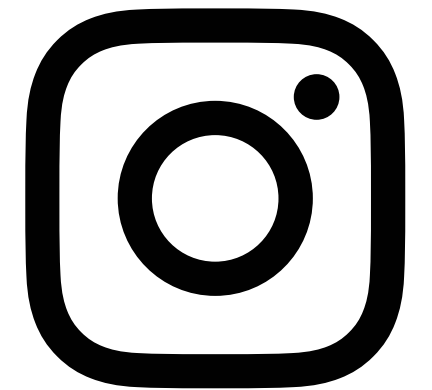
We  Carl



Plugins & Extras: Yoast, Sucuri, search function



Content



Promotion

Delight

Colour



#159096



#2db3c1



#f17a2a



#f19e2a



#1b905

Logo

**Thanks,
Prisca!**



Delight Typography



Hammersmith One
Nicole Fally

Headings

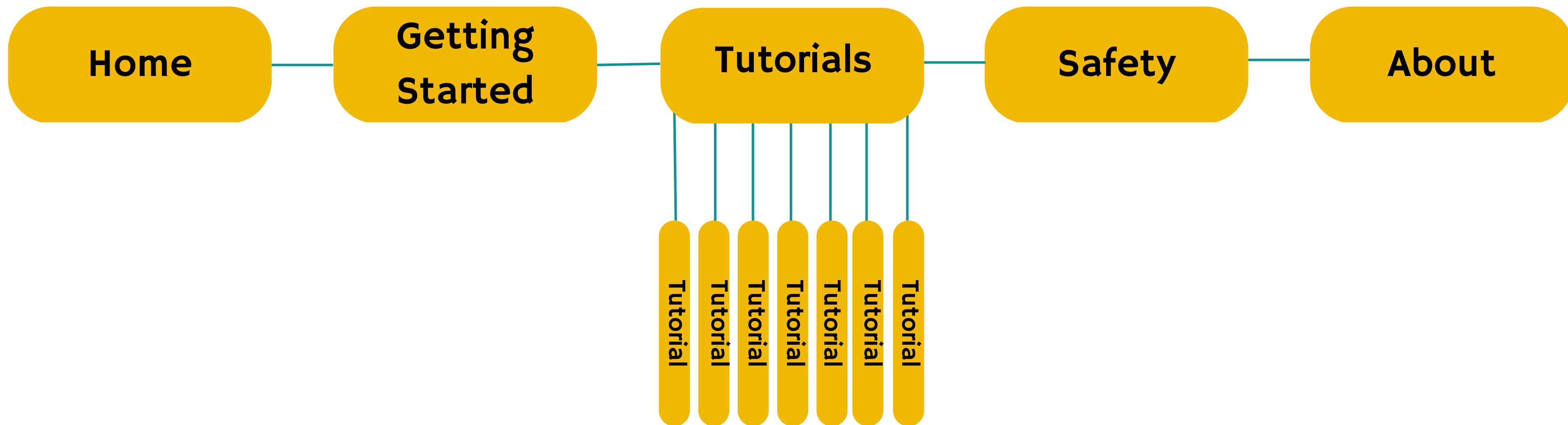
Palanquin
Pria Ravichandran

Body Text



Delight

Information Architecture



Other pages to include: .htaccess, 404, Sitemap, Accessibility

Delight

Tone of content:

**"Let's have a nice sit down and
make some lovely things
together."**

Prototype



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Prototype Mobile



Fixed sliding nav

Clickable logo

Masked intro
image

Prototype Mobile

Using simple moulds that often come with starter sets, you can begin making pretty jewellery items right away.



What You'll Need

For complete beginners, I recommend buying a starter kit that includes resin, moulds, colourants, and mixing cups. JDiction's kit currently costs £22.09 on Amazon.

- 2 part epoxy resin (resin and hardener) – 16oz set £13.59, Amazon
- Silicone moulds of your choice – GoGou set £7.19, Amazon
- 3 mixing cups and stirring sticks – LEOBRO set £9.99, Amazon
- Glitter – Fandamei pot set £4.99, Amazon
- Mica powder colour pigment – RolioPigmentsUK 24 set £10.30, Etsy
- Toothpick
- **Safety gear**

Steps

1. Pour equal amounts of resin and hardener into separate mixing cups.
2. Pour both into your third mixing cup. Use a stirring stick to slowly mix the resin for 5 minutes. It is important to do this slowly to avoid too many bubbles forming. Squish any bubbles that form.
3. Add any extras, such as glitter or colour to your resin and continue stirring.
4. Pour carefully into the moulds until it reaches the rim. Do not overfill.
5. Wait about 10 minutes, then pop any bubbles that

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5. Wait about 10 minutes, then pop any bubbles that may have risen to the surface with a toothpick.
6. Cover and leave to cure for 24 hours.



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[Accessibility Statement](#)

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Prototype Desktop



Traditional nav pattern

Prototype Desktop



Let's start with the basics. Using simple moulds that often come with starter sets, you can begin making pretty jewellery items right away.



Side-by-side figure layout

Prototype Desktop

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Prototype Desktop

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Search

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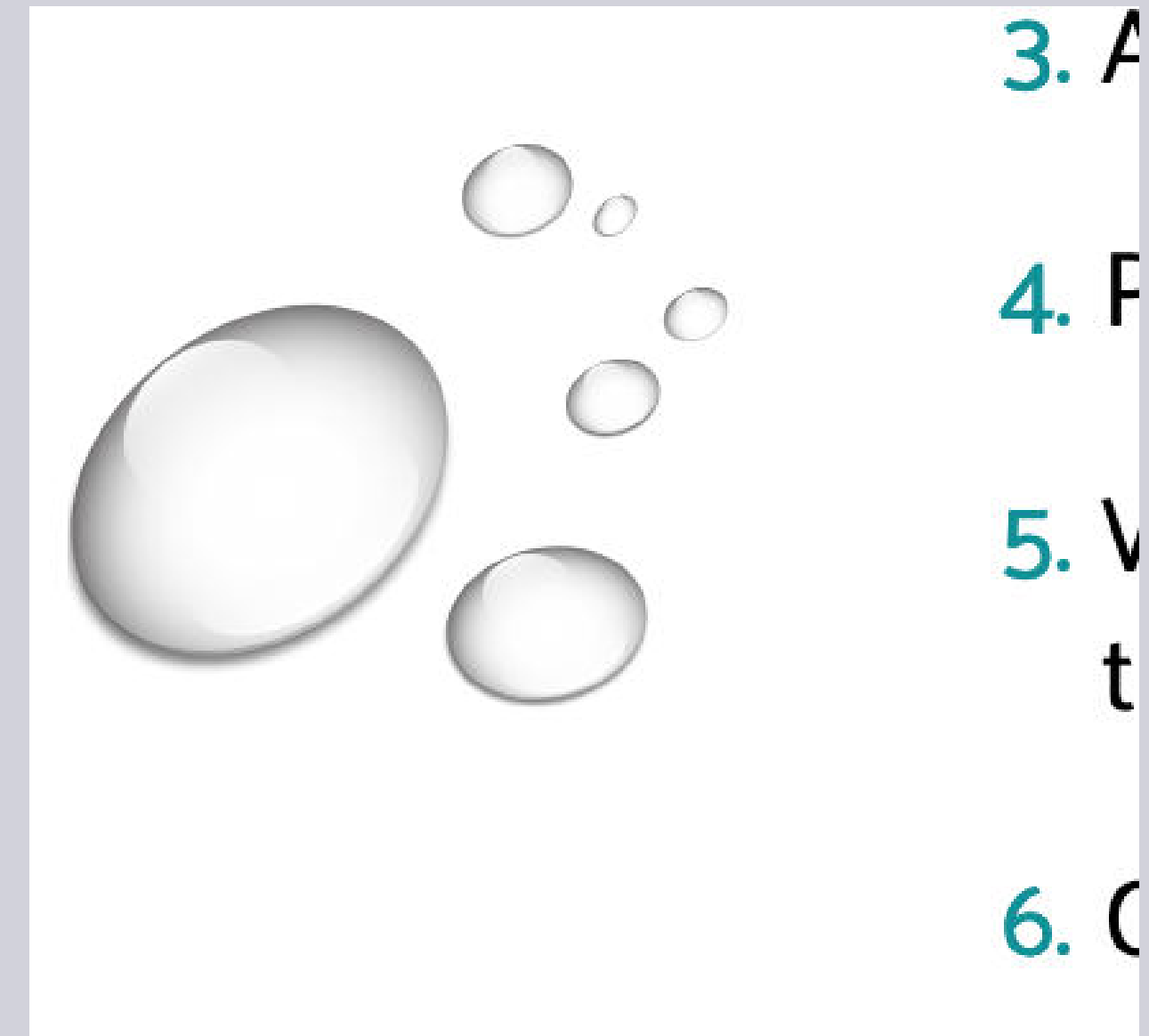
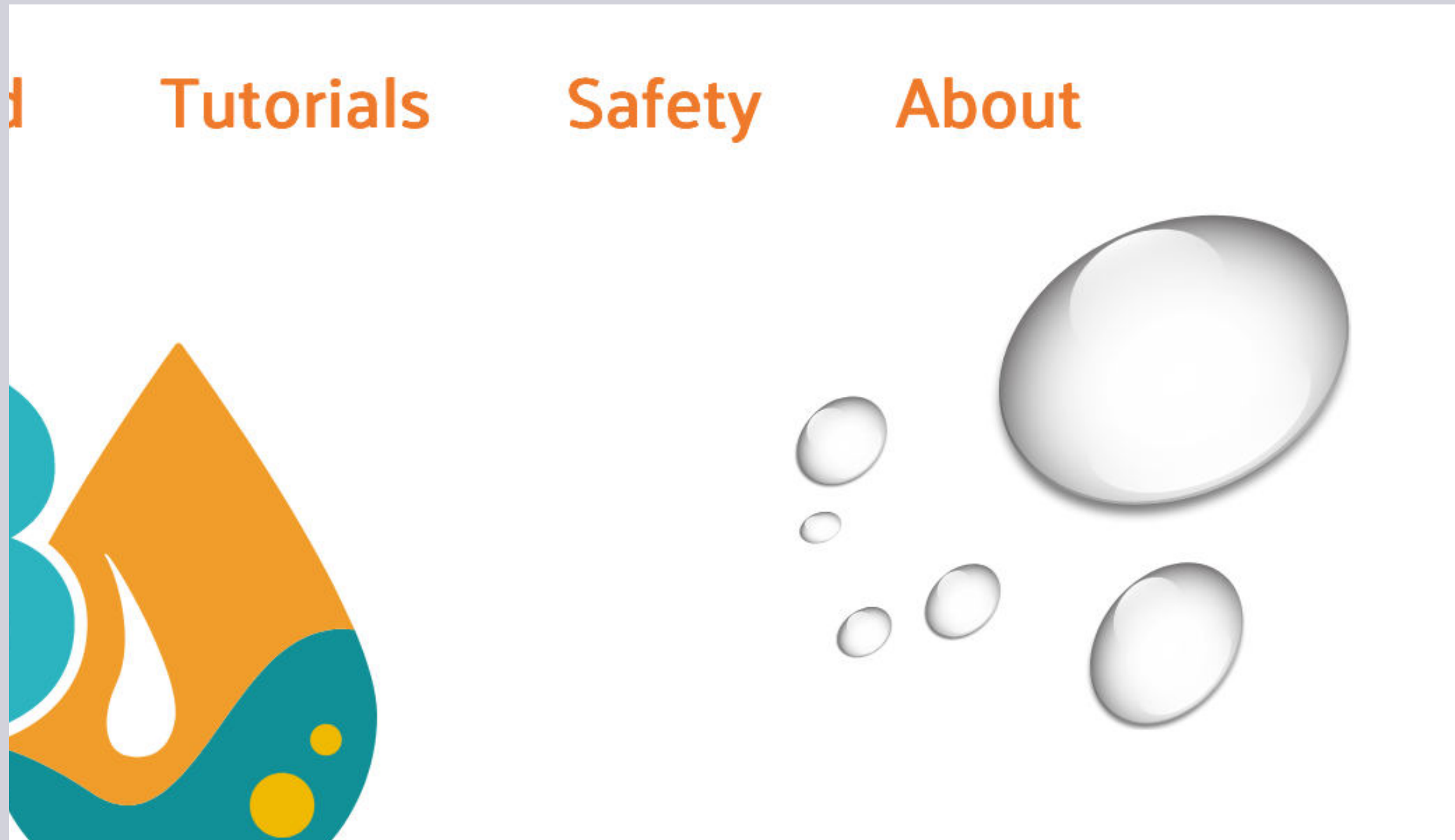
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Flex footer layout

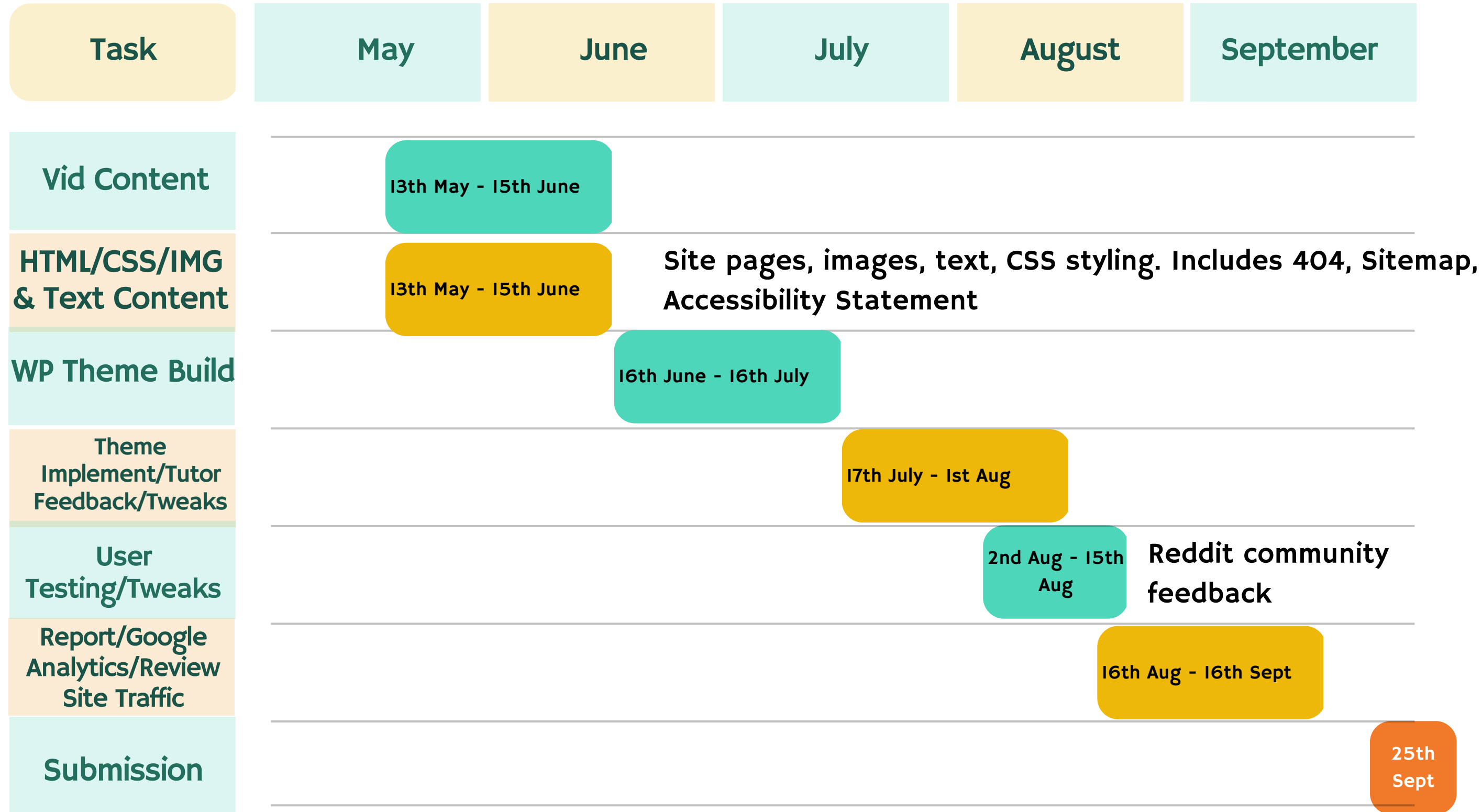
Prototype Desktop



Blobs!



Major Project Schedule



Social Media production and publishing constant throughout process.



Thank you :)