


All-in-one content brief: Lost in Artspace main page

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About the templates: Copied from [source](#). This is a demo filled-out A1 brief.

PROJECT MANAGEMENT	
Ticket <i>Paste URL</i>	KT1005 - KevTom's simple ticketing solution using Sheets .
Related briefs <i>Paste URLs</i>	None
Calendar <i>Optional</i>	Jan 15, 2025 - This box can be used to indicate the desired timing, or link to campaign, prioritization or publishing calendars. Note that, depending on the defined process, setting a date here may not guarantee the indicated date.
Purpose <i>Optional; what is this page for, briefly?</i>	Kevin's experiences working for NASA as part of a self-promotional website.
Design <i>Fill in when ready</i>	Layout sketch - Main Page format with navigation sidebar and standard footer.
Draft/staging <i>Fill in when ready</i>	https://www.kevtom.com/lost-in-artspace/
To-dos <i>Optional</i>	<input checked="" type="checkbox"/> Work out SEO details and add to this A1 brief <input checked="" type="checkbox"/> Draft copy and share with team for review <input checked="" type="checkbox"/> Publish, browser test

SEO & META DATA	
Focus Keyword <i>Replace text</i>	NASA art project
SEO title <i>65 char. max</i>	Lost in ArtSpace and NASA's first responsive web design- KevTom
SEO description <i>150-160 char.</i>	See Kevin Boyd's NASA projects, from rebranding ArtSpace to building NASA's first mobile-responsive quantum technologies conference site
SEO URL slug <i>Replace text</i>	https://www.kevtom.com/lost-in-artspace/
Social image <i>Paste URL(s)</i>	 https://www.kevtom.com/wp-content/uploads/2017/07/artspace-logo.jpg

Social title <i>Replace text</i>	<i>Lost in ArtSpace and NASA's first responsive web design KevTom Consulting</i>
Social text <i>Optional; what is this page for, briefly?</i>	<i>See Kevin Boyd's NASA projects, from rebranding ArtSpace to building NASA's first mobile-responsive quantum technologies conference site</i>

HERO CONTENT	
Instructions <i>Replace text</i>	<i>Hero consists of main ArtSpace logo artwork as feature art, and a short introduction to the article.</i>
Style reference <i>Optional</i>	<i>Use AP Style; headings are sentence case (capitalize first word and proper names)</i>
Featured image <i>Paste URL(s)</i>	 <p><i>artspace-logo.jpg</i></p> <p><i>Include file or link references with images inline in content, below.</i></p>

~~OPTIONAL ALL CAPS KICKER HEADING (NO KICKER)~~

Lost in ArtSpace

Originally called "NASA Cultural Convergence," Kevin's first contribution to this contract website project for NASA art was to suggest a re-brand resulting in NASA ArtSpace.

~~HERO CTA BUTTON TEXT (NO BUTTON)~~

BODY CONTENT	
Instructions <i>Replace text</i>	<i>Use the standard, navigational page type, with right sidebar.</i>



NASA ArtSpace

Design problems addressed: The project presented many interesting challenges, including branding to make the concept accessible, infrastructure issues in the hosting and method of production of web pages, development and maintainability after publication. Governmental requirements were also a concern.

Measuring success: Production of a publishable web site and hand-off of development and maintenance were the key objectives of this short-term contract consulting project.



The ArtSpace home page, as deployed. (click to view larger)
[artspace-home-landing.jpg](#)



This is an example of a category page for ArtSpace. (click to view larger)
[artspace-nasa-landing.jpg](#)




In addition to the initial CMS work, Kevin created the ArtSpace logo. (click to view larger)
[artspace-about-artwork.jpg](#)



This is an ArtSpace detail page about NASA artist Tim Gagnon. (click to view larger)
[artspace-nasa-gagnon.jpg](#)

SIDEBAR CONTENT

Instructions *Place video embed below navigation.*
Replace text

 Welcome to NASA ArtSpace

Process: As mentioned above, Kevin began by discussing the project requirements with the customer NASA scientist and helping re-brand the proposed site. The initial intent was to build a WordPress site hosted on the new Nebula web server, outside the primary NASA web infrastructure. He designed the main feature art, using NASA-related artworks and developed the site's proposed page structure.



Midway through the project, the customer decided to switch to the primary NASA custom content management system, so Kevin learned how to use this CMS in two days and proceeded to build a proof of concept in a NASA training space. He then overcame organizational inertia to secure a proper mount point for the proposed site, then proceeded to build a publishable prototype, including the first 20 pages, then taught members of the New Media Innovation Team how to produce additional pages after the end of the project contract.

Results: The finished prototype was shipped on the NASA public web infrastructure in August 2011 and was viewable to those who had the URL. Unfortunately, ArtSpace was deleted in an upgrade to Drupal and the [archived version of NASA ArtSpace](#) is all that remains.

NASA Quantum Technologies Conference mobile-responsive web site

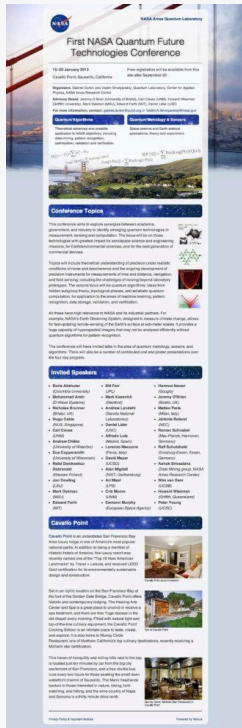
Design problems addressed: The purpose of the site was to encourage and facilitate enrollment and attendance at a NASA conference about quantum technologies, and the customer wanted to use the then new mobile-responsive approach.

Process: Kevin met with the NASA customer for the site and discussed the project parameters, hosting, and approach. After initial wireframing and approvals, he built the small number of needed web pages in HTML5 and CSS3, making them mobile-responsive. The site was uploaded, tested and approved.

Results: The customer reported great satisfaction with the design of the site, and the conference was reported as fully successful, with compliments made about the quality of the web site. This was likely the first NASA mobile-responsive web site ever deployed. This site is still available.

<https://quantum.nasa.gov/>





Although this was a quick add-on project, for a NASA quantum technologies conference, it was one of Kevin's (and NASA's) first mobile-responsive designs. (click to view larger) [quantum-wide.jpg](#)



Mobile view. (click to view larger) [quantum-narrow.jpg](#)

OPTIONAL CTA	
Instructions <i>Replace text</i>	<i>Use only one primary CTA per page (hero or footer).</i>
CTA type <i>Choose one</i>	<i>Link at Top Link at Bottom Form in Hero Form in Modal Form at Bottom</i>
CTA link <i>Paste URL</i>	https://www.kevtom.com/campaign-page/
CTA heading <i>Optional text</i>	<i>From shared vision to shared plan</i>
CTA offer <i>Optional text</i>	<i>While designing ArtSpace, Kevin worked to make a shared vision visible. The all-in-one content brief builds on that approach as a concise, one-page project brief and documentation tool that organizes ideas, content, and design before the work begins.</i>
Button text <i>Replace text</i>	<i>Explore the All-in-one Content Brief</i>



[COPY THE ALL-IN-ONE CONTENT BRIEF TEMPLATES HERE](#)

Brand colors

Yellow

Orange

Red

Purple

Blue

Green

Teal

Link1

Link2



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