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02/20/2024

ITWP-2600

Prof. Wanner

Ch.3 Exercise #16

Detroit Institute of Arts

The first art museum I researched for membership is the Detroit Institute of Arts (DIA). Initially looking at the website page for the membership, the DIA, I noticed that there is a lot of information and images about the DIA and the membership. In the first small paragraph on the page, they have a link to set up a new membership right there, or to renew an existing membership. This makes it very easy and accessible to set up a new membership.

The DIA website is very well put together. It gives you all the advantages and benefits of becoming a member, and also the levels of membership you are offered by the DIA. The website gives very relevant information and a good set of visuals to go with it.

The only thing I would recommend improving the DIA website is to improve the website's visual presentation. Some sections like the membership benefits section, are just a headline section underlined with a list under them. I would recommend making these sections more visually appealing to really sell the benefits of joining their membership.

Museum of Contemporary Art Detroit

The second art museum I researched for membership was the Museum of Contemporary Art Detroit (MOCAD). The first thing I noticed when looking at the website for MOCAD was there's no color or imagery. This approach may work for promoting other business layouts, but when promoting an art museum, I found it to be kind of ironic and dull. The website consists of headlines with lists under them, with no imagery or visual representation of what we can expect when visiting or acquiring membership of the museum.

In the website, MOCAD does a good job outlining the benefits, levels of membership, and gives a brief description of the benefits when you sign up for their membership. While the website does all of these things, the website can improve on a lot.

The biggest recommendation I can give to MOCAD for their website is imagery. Trying to sell memberships for an art museum with no imagery or color on the website can really hurt their chances of selling memberships. Having visual representation of art in the museum can

really improve the chances of a visitor or member being intrigued by what they see and wanting to check it out for themselves. Stuff like the museum itself, pieces of art, or even cool facts with a picture to go with the information can go a long way to convince someone to purchase membership.