

About the site:

Draw it Forward is a site about making art and giving it to strangers as a random act of kindness. Each drawing will also be an invitation to join the site, and create your own art to pass on to more strangers. There is a strong social aspect to the site, on top of the artistic aspect.

The site's front and backend will be custom developed, and so I only need HTML/CSS – I will not use a CMS or blogging application. I can work with the HTML/CSS for the landing page and apply it across the other pages which need to be developed, so for this project only one comprehensive set of code will be required for the single landing page.

The landing page must have:

1. The logo displayed prominently or worked into the overall page design.
2. An area for the following sample descriptive text: "We believe that the gift of hand-made art – a simple drawing with a nice message for a stranger – can brighten someone's day and make the world just a little bit better. We also believe everyone is an artist, whether or not you've had any training or think you have any artistic talent. We created Draw it Forward to join people together through art, creating an artistic chain of smiling people linked together through the simple act of drawing."
3. An area for a gallery of recently submitted art (5-10 thumbnails, a carousel gallery, or something similar). The content of this gallery isn't important now, samples won't be provided so any placeholder images will be OK.
4. Links to the following pages (not necessarily in any order):
 - a. Sign in (or, a sign-in widget directly on the page)
 - b. Find a Drawing
 - c. About
 - d. FAQ
 - e. Contact
 - f. Report
 - g. Our Policies

The landing page may also have:

1. An area for statistics and figures about the site (Total number of users, total number of drawings submitted, a map of the world with locations of users, etc.)

General requirements:

- An artistic but professional feel: colourful (particularly colours which match the logo), relaxed, and cheerful. Touches that look hand-drawn or painted would be appropriate, but shouldn't be overused.

- A focus on the social aspect: this is a social site, not a commercial one.
- Simple and clear code: I'm a programmer, not a designer, so I'll appreciate clean and easy-to-understand HTML and CSS which can readily be edited and applied to multiple pages.