

# Online Art Gallery and Selling Platform (ARTOGRAM)

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**Abstract:** *In the past, artists faced significant limitations in terms of how, when, and where they could sell their artwork. The absence of online platforms meant that artists had to physically reach potential buyers, often through art galleries, exhibitions, or spontaneous street sales. However, the advent of the internet has transformed this landscape, offering artists unprecedented opportunities to share and sell their creations to a global audience, thereby supporting their artistic endeavors. The artogram project capitalizes on the full array of applications and portals available on the internet. It takes the form of a dynamic web application, serving as a premier online platform for the discovery and display of creative work, fostering artist collaborations, and facilitating the purchase of art products. At its core, artogram offers a highly interactive and user-friendly interface, catering to art enthusiasts of all backgrounds. The website serves a multifaceted role, functioning as an artist's portfolio, a marketplace for the sale of artistic creations, and a hub for talent acquisition.*

**Keywords:** Art Gallery

## I. INTRODUCTION

[2] In a world brimming with diverse artistic options, the abundance of choices can often prove overwhelming. While independent artists have successfully leveraged social media platforms like Facebook and Instagram to market their creations and entice buyers, there may be a desire for additional support or a reluctance to fully embark on the independent route. Thankfully, a multitude of online platforms cater to these needs, offering avenues to showcase art to potential buyers while extending varying degrees of technical and marketing assistance.

My aim is to simplify this landscape, providing a comprehensive guide to the optimal channels for selling art online. By offering insights into the nuances of each platform, my goal is to empower artists to focus on crafting exceptional websites and promoting their art to a global audience. The advent of the internet promised a shift away from artists relying solely on gallery owners for sales; however, it's essential to avoid excessive dependence on third-party platforms. [3] The crux of the matter is this: to truly be in control, artists must own and manage their own online stores. This ownership not only signifies authority but also facilitates email collection and establishes a firm foundation for the art business.

Within this context, .artOgram emerges as a highly interactive and user-friendly platform, catering to art enthusiasts from all walks of life. Functioning as both an artist's portfolio and an e-commerce hub, artOgram presents a dynamic space for artists to showcase and sell their creations. Moreover, the platform extends its reach to encompass a talent-hiring domain, catering to employers seeking creative minds.

The central objective of .artOgram is to unite artists and art lovers within an online environment, fostering a mutually beneficial relationship. Whether one assumes the role of an artist, admin, or general user, the platform invites registration and profile creation. Through a host of tools and features, individuals can seamlessly interact with art products and fellow artists on a global scale. In essence, .artOgram seeks to redefine the artistic landscape, connecting creators and enthusiasts while offering a holistic platform to engage, promote, and appreciate the world of art.

There are mainly 4 modules in this web application:

- Users
- Admin
- Employer
- Artist

In this project there are logins for each modules and with each unique functionalities.

## II. METHODOLOGY

After analyzing the requirements of the task to be performed, the next step is to analyze the problem and understand its context. The first activity in the phase is studying the existing system and other is to understand the requirements and domain of the new system. Both the activities are equally important, but the first activity serves as a basis of giving the functional specifications and then successful design of the proposed system. Understanding the properties and requirements of a new system is more difficult and requires creative thinking and understanding of existing running system is also difficult, improper understanding of present system can lead diversion from solution.

## III. EXISTING AND PROPOSED SYSTEM

The proposed system, on the other hand, refers to a web application built using the MERN (MongoDB, Express, React, Node.js) stack, which provides a centralized platform for users to manage and showcase their resume and work portfolio. This system offers several advantages over the existing manual processes, including:

Centralized and organized data storage: All resume information and work portfolio details are stored in a central database, making it easy for users to access and update their data from any device. Efficient and streamlined processes: The application provides a user-friendly interface for creating and updating resume information and showcasing work portfolio, streamlining the process compared to manual methods.

Easy sharing and previewing: The application provides a way for users to share their portfolio and resume with potential employers or clients and preview how it would look to others.

Improved security: With proper authentication and authorization in place, the proposed system ensures the security of user data and the privacy of their information.

Improved accessibility: The application can be accessed from any device with an internet connection, making it easy for users to manage their portfolio and resume from anywhere.

[5] The existing system for an online platform for buying and selling of art products refers to manual processes like: creating and updating a resume on word processor

## IV. BACKGROUND

### Technologies used in this project:

[4] MongoDB is a source-available cross-platform document-oriented database program. Classified as a NoSQL database program, MongoDB uses JSON-like documents with optional schemas. MongoDB is developed by MongoDB Inc. and licensed under the Server Side Public License (SSPL) which is deemed non-free by several distributions. MongoDB is a member of the MACH Alliance.

Main features

1. Ad-hoc queries
2. Indexing
3. Replication
4. Load balancing
5. File storage
6. Aggregation
7. Capped collections

[1] ReactJS tutorial provides basic and advanced concepts of ReactJS. Currently, ReactJS is one of the most popular JavaScript front-end libraries which has a strong foundation and a large community. ReactJS is a declarative, efficient, and flexible JavaScript library for building reusable UI components.

It is an open-source, component-based front end library which is responsible only for the view layer of the application. It was initially developed and maintained by Facebook and later used in its products like WhatsApp & Instagram.

Our ReactJS tutorial includes all the topics which help to learn ReactJS. These are ReactJS Introduction, ReactJS Features, ReactJS Installation, Pros and Cons of ReactJS, ReactJS JSX, ReactJS Components, ReactJS State, ReactJS Props, ReactJS Forms, ReactJS Events, ReactJS Animation and many more.

ReactJS tutorial provides basic and advanced concepts of ReactJS. Currently, ReactJS is one of the most popular JavaScript front-end libraries which has a strong foundation and a large community. React provides a few built-in hooks like useState, useContext, useReducer, useMemo and useEffect. Others are documented in the Hooks API Reference. useState and useEffect, which are the most commonly used, are for controlling state and side effects respectively.

Node.js is a cross-platform runtime environment and library for running JavaScript applications outside the browser. It is used for creating server-side and networking web applications. It is open source and free to use.

Many of the basic modules of Node.js are written in JavaScript. Node.js is mostly used to run real-time server applications.

The definition given by its official documentation is as follows:

Node.js is a platform built on Chrome's JavaScript runtime for easily building fast and scalable network applications.

ExpressJS is a fast, assertive, essential and moderate web framework of Node.js. You can assume express as a layer built on the top of the Node.js that helps manage a server and routes. It provides a robust set of features to develop web and mobile applications.

Let's see some of the core features of Express framework:

- It can be used to design single-page, multi-page and hybrid web applications.
- It allows to setup middlewares to respond to HTTP Requests.
- It defines a routing table which is used to perform different actions based on HTTP method and URL.
- It allows to dynamically render HTML Pages based on passing arguments to templates.

## VII. RESULTS AND DISCUSSIONS

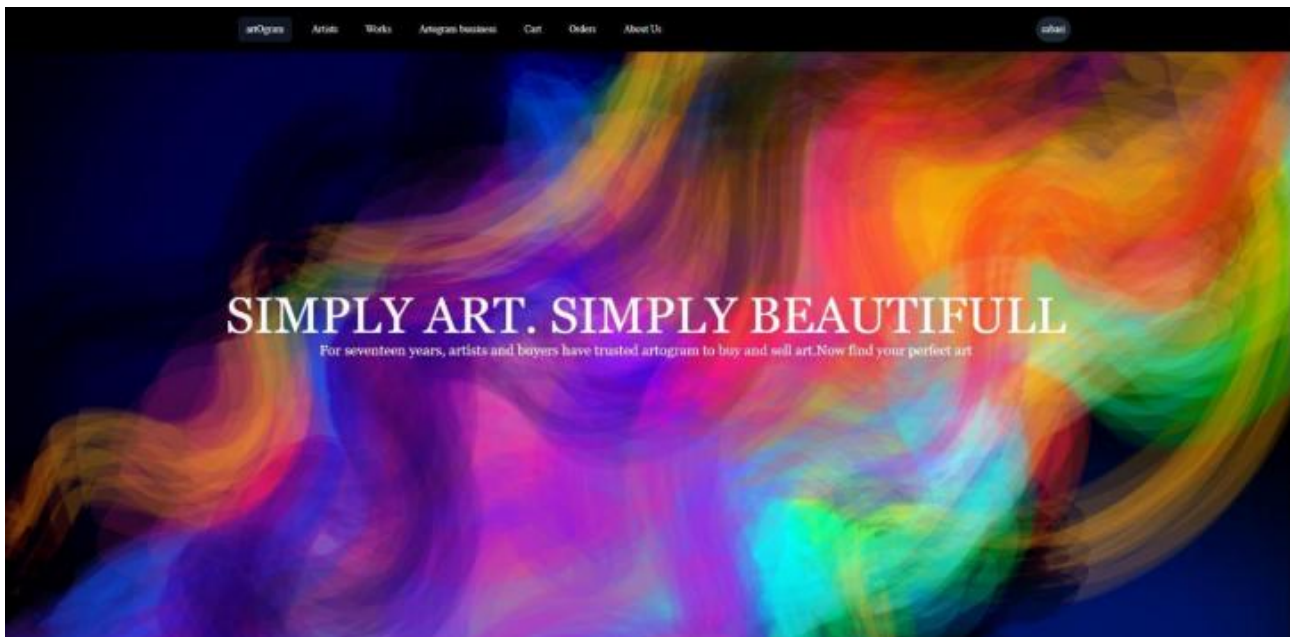


Fig 1: Home Page

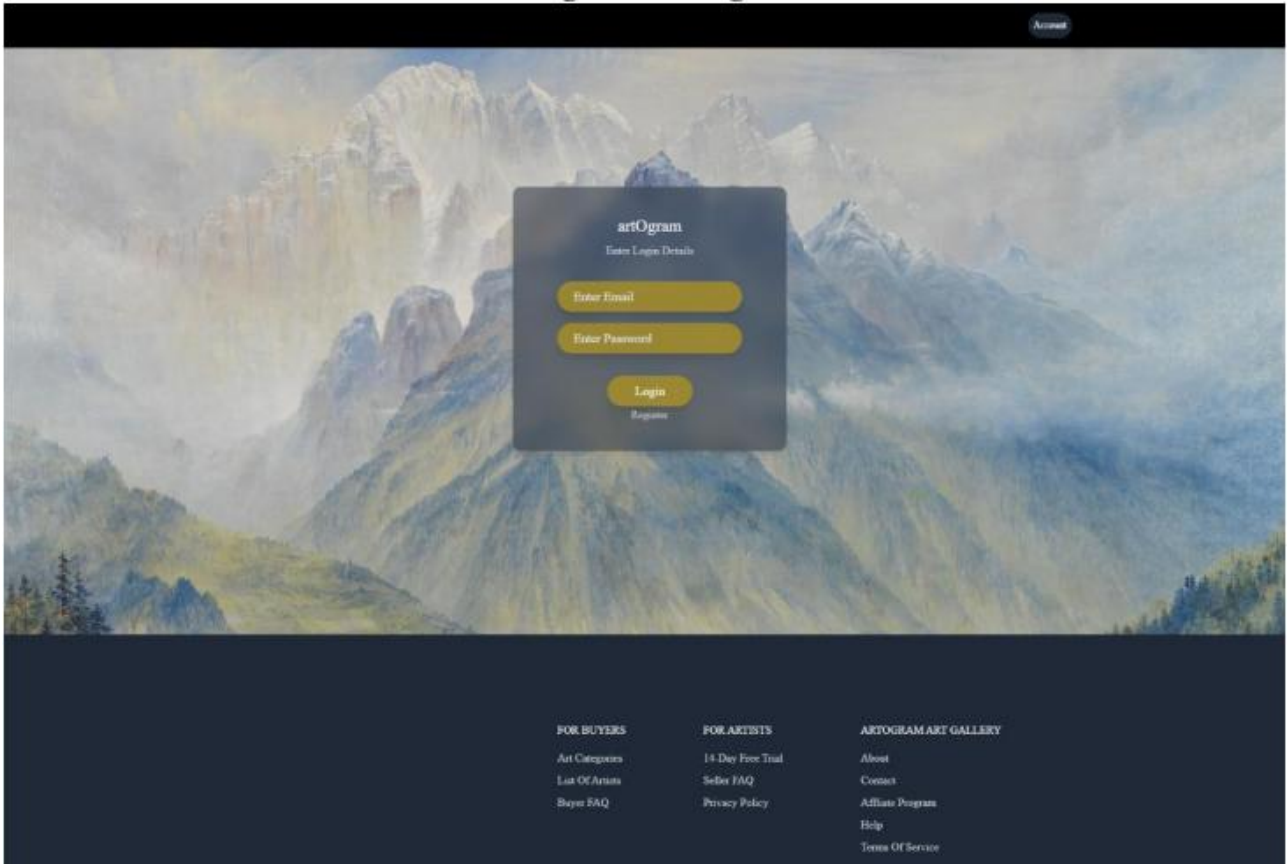


Fig 2: Login Page

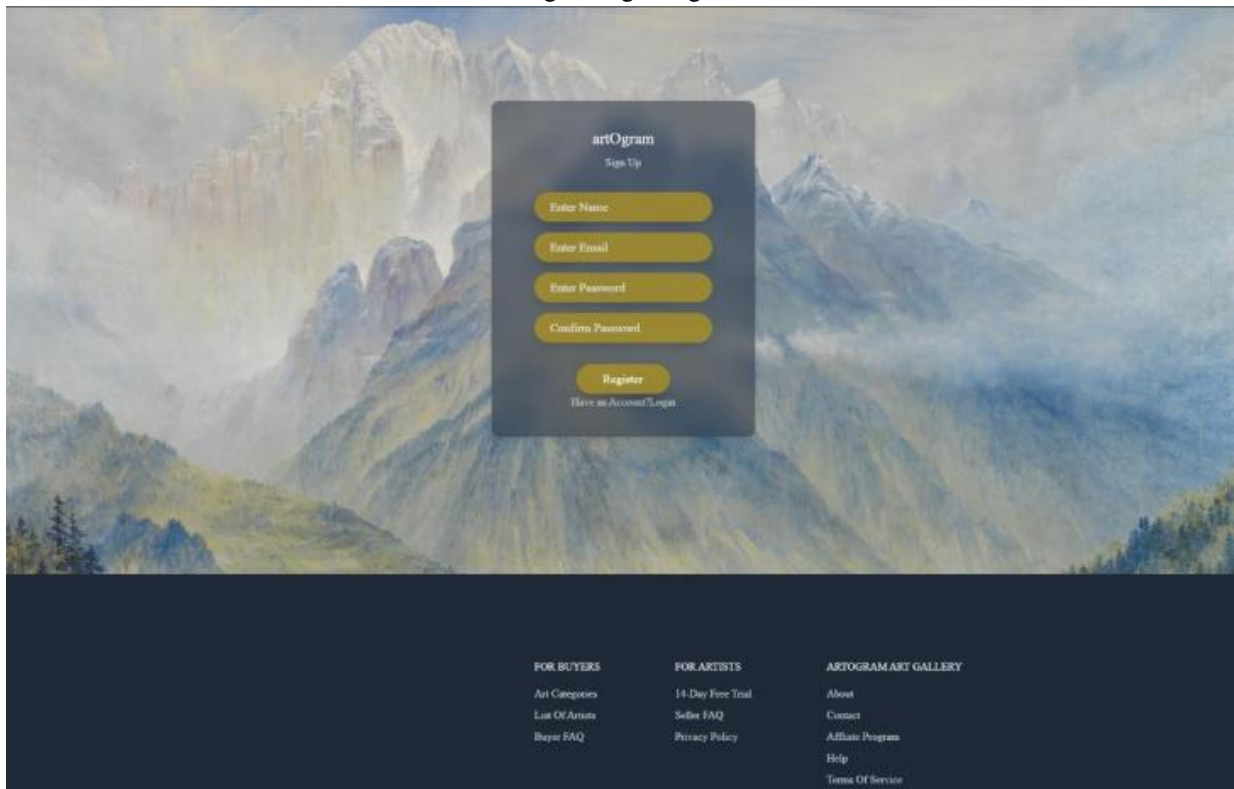


Fig 3 register

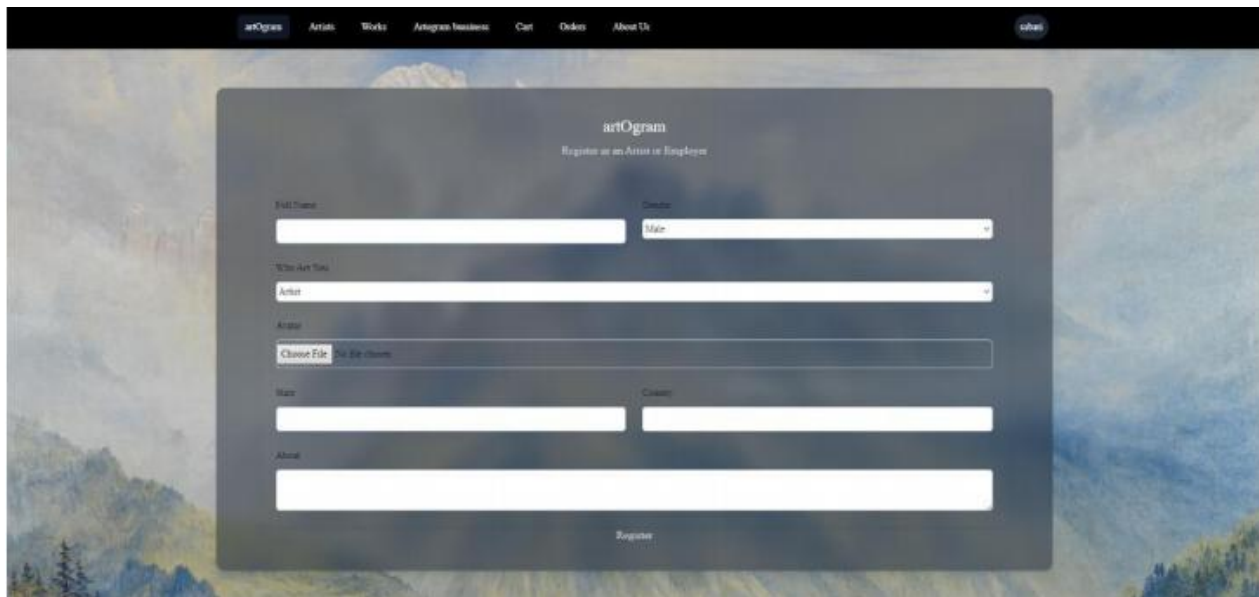


Fig 4: user / register as artist

## V. CONCLUSION

Based on the setup process and its usability aspect, I found .artOgram a good alternative for makers who want to launch their business in a quick and effortless manner, yet maintain individuality for their brand. It was easy to follow the steps on setting up the store and the integrated payment gateway of Paypal and Stripe. Customising the readymade template was fairly simple and it has the necessities of a good shopping cart system and a secure checkout process. artogram is an application software and it is very helpful for the art lovers and others who wants to view and buy art without physically going to where they are being sold. This application helps the end users to search their arts and paintings and they can place order for the selected pieces. The end user can also get the information about the artist and view their previous works. artogram is updated daily, so the user can view and buy the latest collection of contemporary art online from anywhere in the world. And if you are a budding artist who have no foothold in the art industry, artogram acts as a platform where you can exhibit and sell your products or works and also acts as a job seeking websites where you can get hired by employers.

## REFERENCES

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