

# Final Design Choices Explanation

## *Evolution of Design*

The design of my portfolio remained somewhat consistent according to the plan as I had it on my mind from the beginning. The changes have been made at the block levels based on review of the designated faculty who evaluated the Lo-Fi sketch.

- **Visual Hierarchy:** I incorporated multi level headings, consistent font sizes and family, and using contrast to divide the vertical hierarchy to guide the viewer's eye.
- **Navigation:** To make it more intuitive and ensuring that each section is easily accessible, the initial navigation with logo in the middle and in-between navigation menu items is revised. Now middle logo is moved toward the left and navigation items toward the right.
- **Aesthetics:** I adopted a minimalist design with a consistent color palette that aligns with the overall theme of professionalism and creativity.

## *Feedback Integration*

Feedback played a crucial role in shaping the final design:

- **Instructor's Feedback:** The instructor emphasized the importance of aligning the design with the portfolio's goals. This led to the inclusion of a dedicated section for showcasing detailed project processes and outcomes.

## *Supporting Portfolio Goals*

The primary goal of my portfolio is to showcase my skills and projects to potential employers and clients. The target audience for my portfolio includes potential employers, clients, and collaborators in the design and tech industries.