

Alexandra Johnson-Hughes

PROJECT TITLE

Alex's Portfolio

CLIENT NAME

Alexandra Johnson-Hughes

PRODUCT

Portfolio Website

CONTACT INFO

POINT OF CONTACT NAME

Alex

EMAIL ADDRESS

Aale191@mywhitecliffe.com

PROJECT OVERVIEW

PURPOSE:

To showcase and highlight skills, experiences, and achievements in a digital format. It serves as a professional tool that allows them to present their work, projects, or talents to potential employers, clients, or collaborators.

OPPORTUNITY:

Opportunities arise from having an online portfolio as it enables individuals to reach a wider audience beyond their immediate network.

OBJECTIVE:

Showcasing work, Building credibility, Networking and connections

CREATIVE / DESIGN ELEMENTS

The client wants the colour palette for homepage and text to be predominantly black and white, this will allow the works to have the most impact.

The client also wants a fun interactive home page – something that will draw the target audience in.

The client doesn't want visitors of the website to be able to save her images – so will disable this.

Lastly, the client would like a contact form instead of displaying her contact details.

TARGET AUDIENCE

PROJECT TARGET:

We are trying to reach potential employers and other artists.

ATTITUDE

PROJECT TONE:

We are trying to convey Alex's abilities in a professional yet visually aesthetic way.

COMPETITIVE ANALYSIS

REFERENCES research, inspiration, and styles

Photography page reference:

Antoine Lecharny

Works Books Info



From (<https://antoinelecharny.com/Works>)

I showed this reference to my client, and they agreed that the three panel structure for photographs would work best. The client will decide what photos she would like to include and what order she would want them in.

Design page reference:

CHRISTOPHER VAN GINHOVEN REY

Head of Orpheus
Valery Museum
Ferrum
Ughar
The Men of J.-A.-D. Ingres
Patmos
California Winter Garden
お雪

Opera Omnia
The Solitude of Signs

Info



From (<https://vanginhovenrey.info/Ferrum>)

This was the chosen reference for the design and cv pages. The client wanted a simplistic side menu bar to navigate between her different design projects.