# Alexandra Johnson-Hughes

#### PROJECT TITLE

Alex's Portfolio

#### CLIENT NAME

Alexandra Johnson-Hughes

#### **PRODUCT**

Portfolio Website

### **CONTACT INFO**

POINT OF CONTACT NAME EMAIL ADDRESS

Alex 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 pallete 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



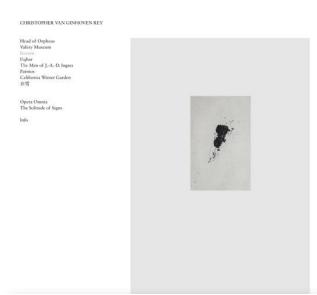




From (https://antoinelecharny.com/Works)

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:



From (<a href="https://vanginhovenrey.info/Ferrum">https://vanginhovenrey.info/Ferrum</a>)

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