Personal Portfolio Website Plan

# Your Name: Victoria Swank

# Ideas for your website

Determine how you will use your personal portfolio website to showcase your skills.

**Idea 1: Share the Story Behind My Work**

I’ll use each project page to share a bit about the process and the thought behind my designs. I want to highlight what inspired me, what challenges I overcame, and what I learned. This will give visitors insight into how I approach design and how I grow with each project.

**Idea 2: Keep the Homepage Clean and Welcoming**

The homepage will be simple and friendly, starting with a short introduction like, “Hi, I’m Tori! I’m a graphic design student passionate about creating thoughtful and meaningful designs.” The focus will be on me and my creative journey, with a clean layout that encourages visitors to explore the rest of the site to learn more about my work and process. It will include a professional photo of me, a brief introduction, and clear navigation to other sections like my portfolio, about me page, and contact information.

**Idea 3: Write a Relatable ‘About Me’ Section**

In the “About Me” section, I’ll share a little about my journey into design—why I love it and how I’ve grown along the way. I’ll keep it light but still professional, adding a personal touch with a fun fact or something I enjoy outside of design. It’s a great way to connect with people who visit my site.

**Idea 4: Use a Clean and Organized Project Gallery**

I’ll create a well-organized gallery that divides my work into clear categories, like university marketing, digital design, and print (yearbook) spreads. Each project will include high-quality images and a short description, keeping it easy to browse while showcasing the variety of what I can do.

**Idea 5: Show Creativity Through Side Projects**

I’d like to include a section for personal projects I’ve done on my own time (t-shirt design, etc.) This will be a fun way to show that I’m always working on something creative, even when it’s not for class or work, and it will give my portfolio a bit more personality.

# Website Plan

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| Topic | Questions | Answers |
| Purpose of Website | What is the purpose and goal of the website? | The purpose of my website is to showcase my graphic design skills and personal style in a way that is professional yet approachable. It will serve as a digital portfolio to highlight my work, demonstrate my creative process, and make it easy for potential employers, collaborators, or professors to view my projects. The ultimate goal is to connect with opportunities like internships, freelance projects, or collaborations while reflecting my personality as a student designer. |
| Target Audience | Describe the target audience (age, gender, demographics) | The target audience includes potential employers, peers and professors who want to learn more about my work and creative process, and creative collaborators who are interested in working with me on design projects or brainstorming ideas.  The target audience will likely range from mid-20s to late-40s, with a mix of professionals in marketing, communication, and creative industries. My site should also appeal to a broader audience of both men and women, and anyone interested in clean, thoughtful design. |
| Graphics | What graphics will you use on the website? | The website will feature high-quality images of my design projects, including mockups, flat-lay designs, and final products. I’ll use clean and minimalistic graphics, like icons or dividers, to keep the site organized. Additionally, I may include hand-drawn elements or subtle textures to reflect my creative personality without overwhelming the page. |
| Color | What colors will you use within the site to enhance the purpose and brand? | I’ll use a clean, neutral base (like white or light gray) to keep the focus on my work. Accent colors will be drawn from my personal brand style, such as soft pastels or bold, harmonious tones, depending on the overall feel I want to convey. The color palette will be consistent with the purpose of the site—professional yet creative and welcoming. |
| Accessibility | How will the website accommodate people with disabilities? | To make the website accessible to people with disabilities, I will use high-contrast colors for text and backgrounds to improve readability, provide clear alt text for all images so screen readers can describe them, ensure that font sizes are large enough to read comfortably and use a sans-serif font for body text for better readability, and make sure the site can be navigated with a keyboard alone, so it’s accessible to users with mobility challenges. |
| Project Timeline | Identify the project timeline | Week 1: Define the purpose, audience, and structure; gather project files and content.  Week 2: Plan the layout and finalize branding (colors, fonts, and style).  Week 3: Start building the site, focusing on the homepage and one project page.  Week 4: Upload all projects, write descriptions, and complete remaining pages.  Week 5: Test for functionality, usability, and accessibility; make adjustments.  Week 6: Review for feedback, finalize, publish, and share the website. |

# Wireframe

Sketch the wireframe for your home page below.

A screenshot of a computer

Description automatically generated

# Site Map

Create a site map for the website below.

A diagram of a website

Description automatically generated