



FINAL MAJOR PROJECT

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INTRODUCTION

The main goal for my Major Project is to create and produce my very own personal-professional portfolio which showcases my best work and projects that I have created throughout my time in my institute, as well as exhibiting my personal projects.

This report will explore the different aspects of the research process, demonstrating the ideation of my portfolio and explaining the in-depth information behind each design outcome.

As a professional and creative goal, I set out to create work that identifies me as an individual designer, through the demonstration of my best work and my own personal projects. I will showcase this by showing my ability to strategically design projects incorporating my thought processes into my final designs. As well as this I will perform a self analysis to identify my own niche as a professional designer.

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THE PROCESS



RESEARCH
EXPLORATION

DESIGN
IDEATION

FINALE

The procedure I used to structure my Final Major revolved around three systems: Exploration, Ideation and Finale. These three systems are to be followed by Project management and finally a Self assessment of the project.

Firstly, the Exploration stage. This displays the research stage of the project, which consisted a self analysis of myself, distinguishing my values as an individual as well as my values as a professional designer. Undertaking this research determines my own niche as a professional creative. The other half of the exploration stage defines; Who and what are my inspirations from undertaking this project, and who my clients are, by discussing who specifically they are through exploring their values as a creative company. From the objective of the research, this stage will determine the perfect style for my portfolio by capturing inspirations through their specific style of work and values.

Secondly, the Ideation stage. This segment of the process illustrates the developmental growth of the design phase. First off by demonstrating the very first design developments from sketches, wireframes, initial compositions and the final outcome of the design evolution. This section will thoroughly explain each and every process of each design stage.

Thirdly the Finale. This part executes the final stage of the design process, by exhibiting the final outcomes of the portfolio. In addition to this is the interpretation of the colours and the typography used within the final idea.

After the three major structures of the project, the report will conclude with summarising my own self reflection that explains the project process of how I have managed the entire project and finally by summarising my own self reflection of the project, explaining what went well and what could have been done better in the portfolio.

WHO AM I?

My first investigation for my major project is self analysing myself. The reason why I have undertaken this research process is to find out who I am as a creative and to find out who I am as an individual. From this It means I will be able to pinpoint my values and my niche as a designer.

I started the research by questioning myself 'What is my purpose as a person?' I listed a few bullet points about what I believed to be my own purpose as a person-I believe that my purpose as a person is to make people happy by creating significant design that stands out and merely let my work speak for itself, by creating an impression of myself through my work. Summarising this, I create my designs to give a brief impression of my personality through my creative work that also give's an insight to my type of work.

Another part of self analysing myself is listing ten words that I consider my own values. From doing so I decided upon five very important values that I truly follow while I work on every project I produce.



"It is when you lose sight of yourself, that you lose your way. To keep your truth in sight you must keep yourself in sight and the world to you should be a mirror to reflect to you your image; the world should be a mirror that you reflect upon."

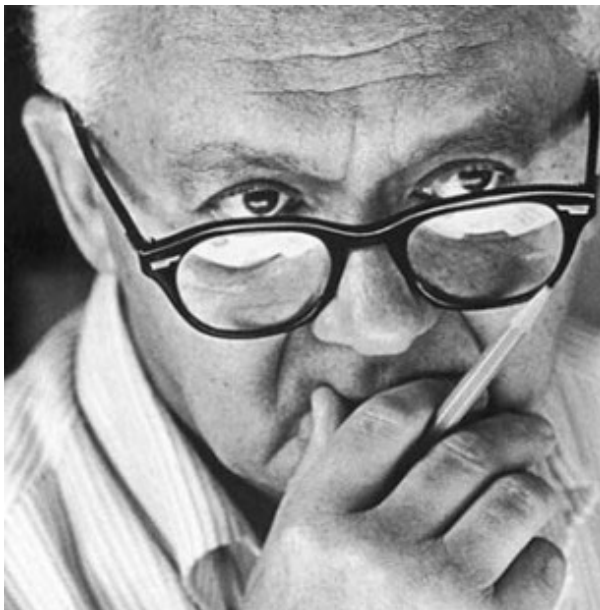
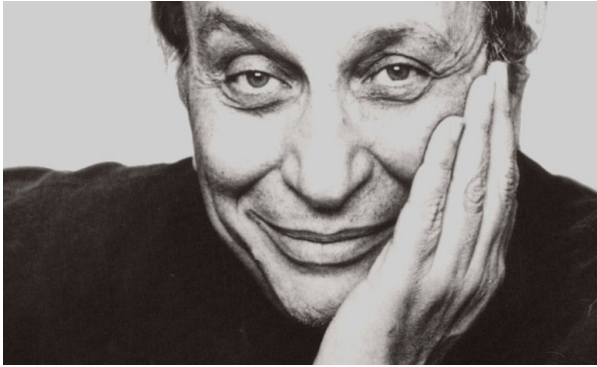


FUN- I believe that work shouldn't be boring. A fun working environment means **POSITIVE** energy and outcome to one's creation.

ENTHUSIASM, plays a great outcome to creating my projects. The more enthusiastic I am about tackling a project the more **DEDICATED** I am to creating an amazing piece of work.

Having a **CHARISMATIC** work ethic not only affects your work process it also affects your social life. As I believe networking with a charismatic personality can take you a long way. Being able to communicate with a prospective client creates a friendship which leads you to learning new skills and experiences.

EXPLORATION



ARTIST INSPIRATIONS

For this second part of the exploration stage, I looked into my artists inspirations. Being able to recognise my favourite artists of all time has given me inspirations on creating my own sense of style through their designs. Exploring different types of concepts and methods from my favourite artists has allowed me to generate my personal sense of style as an individual creative.

COMPETITORS

Another segment of my research is identifying who my competitors are. Pinpointing who my potential competitors are has made me aware of the what content to apply to my own portfolio by looking through their own portfolios and identifying their own unique selling point. After carefully identifying each and every competitor that I have chosen, I then reflected on my own unique selling point as a graphic designer.

Being able to identify my own unique selling point through the investigation on other competitors and on myself as a creative, It was helped apply these information to my portfolio by implementing it through my work.

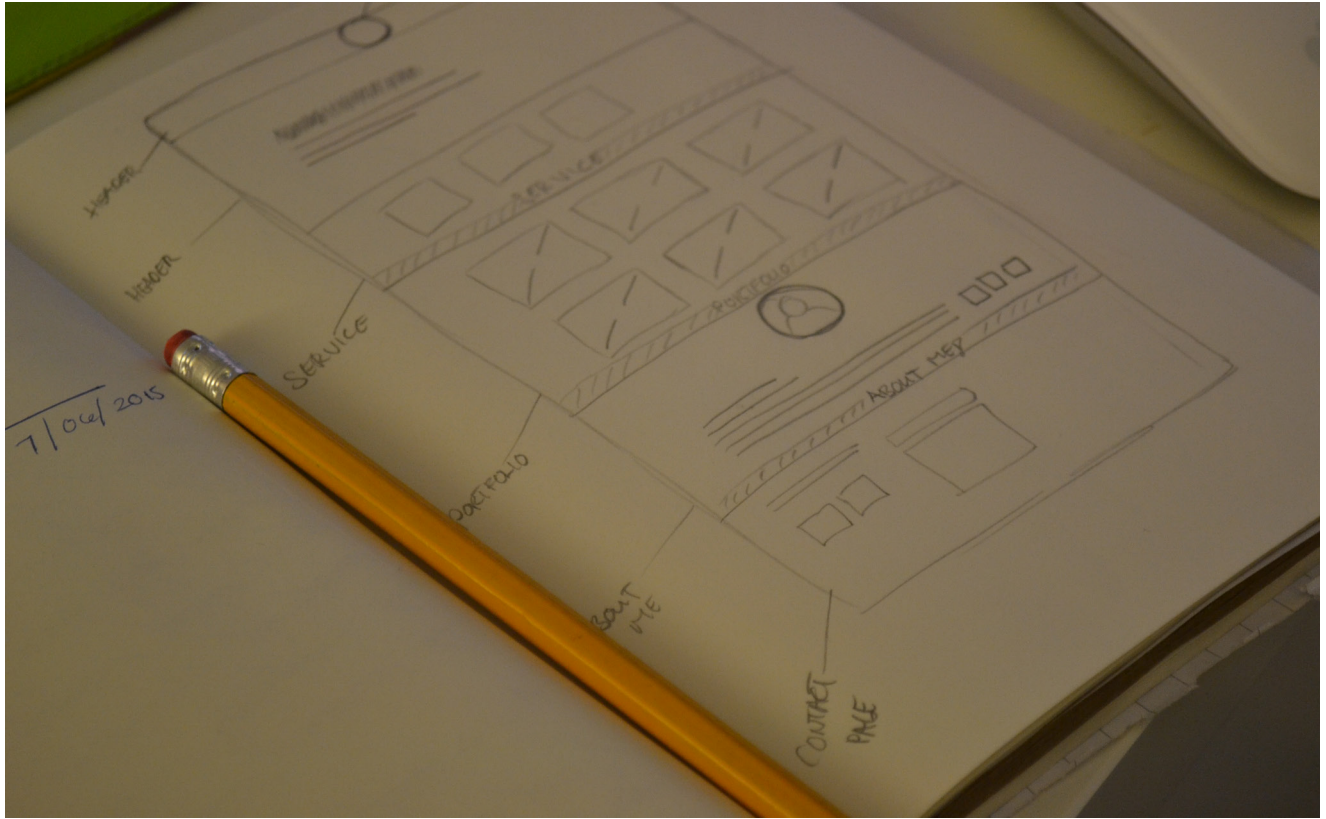
CLIENTS & 'DREAM' COMPANIES

A portion of this research stage also explored the future clients I would like to work for. Distinguishing the clients I would like to work for has slightly made me reshape the way I created my designs. Having my personal type of design has also given me a way of identifying what kind of clients and companies my specific design work would qualify for. As I began this research stage, I initially had a good idea of who I wanted to work for. Making sure these are the specific companies I wanted, I visited their websites and analyzed their values as a company. And I noticed that all three companies that I preferred have similar values, which was mainly having great-positive working environment by incorporating fun in their work either it be problem solving or just general atmosphere of their work place. I definitely would like work with people that have the same values as me-Being able to have fun and work twice as hard.

MOODBOARDS & INSPIRATIONS

The last section of this research stage is the general research of other design portfolios, from portfolio layout, colour theme and content. This is the first step to developing my portfolio. I started the research by looking through different flat design portfolios (My preferred style, which will be explained further in the report) I started off by creating some moodboards to get a good idea of what style and overall look I prefer. From doing this I gathered great ideas for my own portfolio. Gaining inspirations through different styles and colours of portfolios gave me some definite design ideas I would like to implement in my very own portfolio.

IDEATION

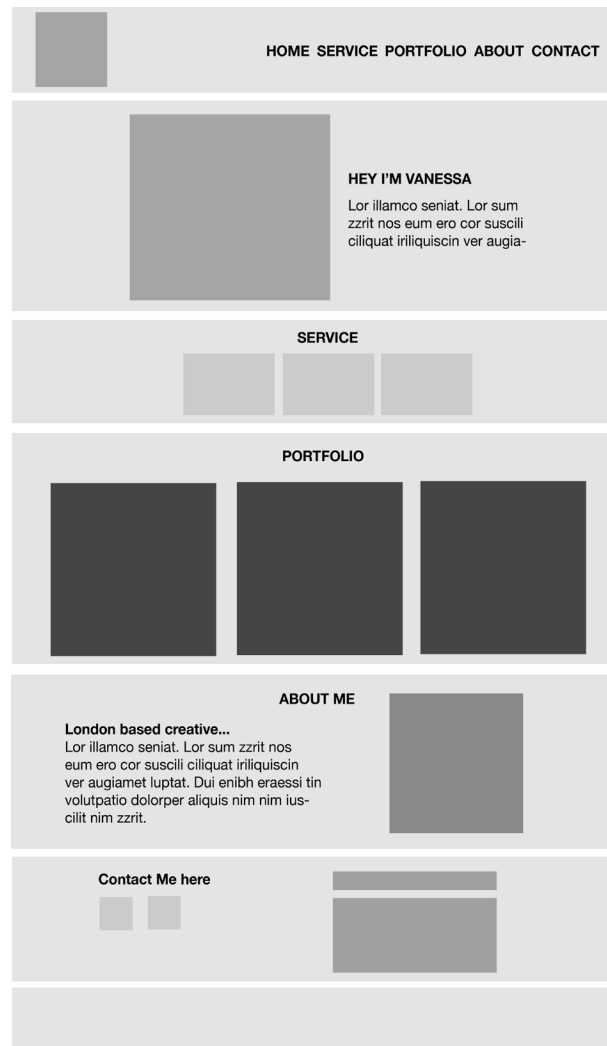


The next and most important phase of creating my portfolio was the design stage. During this phase I started my very first initial portfolio designs. As a good designer should do, I started off by sketching a few wireframes for my portfolio. Taking into consideration the real purpose of a portfolio from the previous research stage, I slowly developed a better understanding of each design component of the portfolio and made sure to implement a good user experience throughout my designs. On any occasion of creating an idea, it is very important for me to sketch my ideas as well as developing each and every designs in different styles and designs to ensure there are many to choose from.

After selecting a number of my preferred layout designs to develop further, I took these sketches into Adobe Illustrator and created a series of different designs based around each concept. Once these had been completed and I was happy with the results, I usually finish off with a series of black and white designs. By using no colour to display the layout, it is much easier to gain a better understanding of the designs concept.

After creating wireframes of my portfolio, I then moved on to selecting the final layout that I wanted to create and refine. I chose a very clean and very well structured layout for my portfolio to portray my minimalistic preference. After deciding the preferred layout, I looked at similar HTML templates online to have the basic structure of the code. I did not choose to manually build the whole portfolio from scratch as my coding skills are not sufficient enough to warrant going down this route. I only knew the basics of coding which is why I chose a pre-made template so that I could carry on developing it further to my taste. As I had the basic structure of the portfolio, I began to modify the codes to fabricate my own preferred design.

Subsequently, I finalised my portfolio's design, ensuring that my initial choice was translated into my final design. In addition to this, I also had to make sure all of my codes were perfect to prevent any issues that could ruin or break my portfolio website.



CREATING CONTENT

For my portfolio I ensured I had my best work and my personal projects to implement in my online portfolio. One of the main reasons why I created a personal portfolio as my final major project is to provide tangible proof of my skills and abilities that are demonstrated through my best work and my personal projects.

Some of the portfolio content I placed in my portfolio are my 'best' work throughout the three years in University. The majority of the other projects are my personal project that I tackled and challenged myself to accomplish. These are mainly based and inspired by the things I love about life and art trends.

A good example of this are my 'geometric' animals that I created. My first effort on creating one took me 8 hours to make. After researching for a much time saving way of creating the graphic I managed to find out a better and faster way of creating it, which enabled me to create three other geometric animals in my portfolio.

Creating my personal projects for the content was one of my favourite moments in making this project. It really made me think that I was really made to be creative. To have design in my blood.





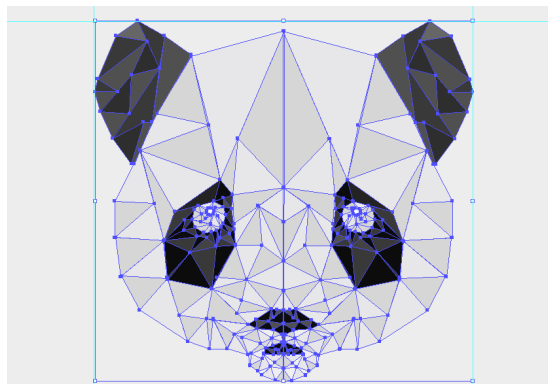
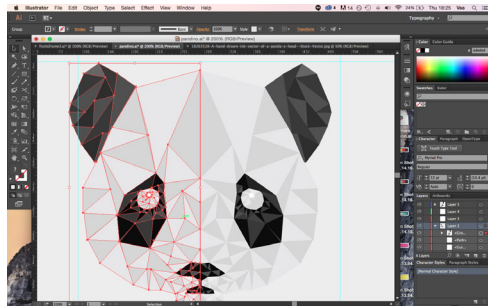
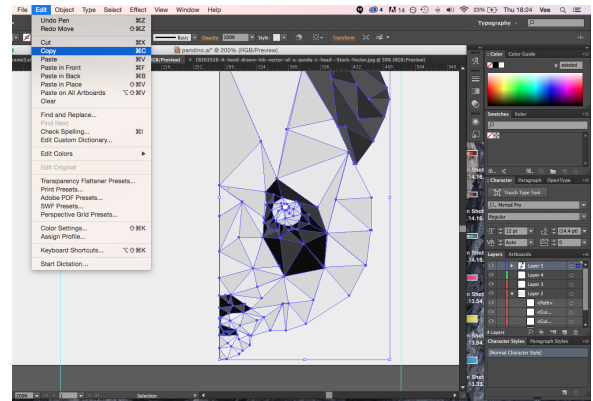
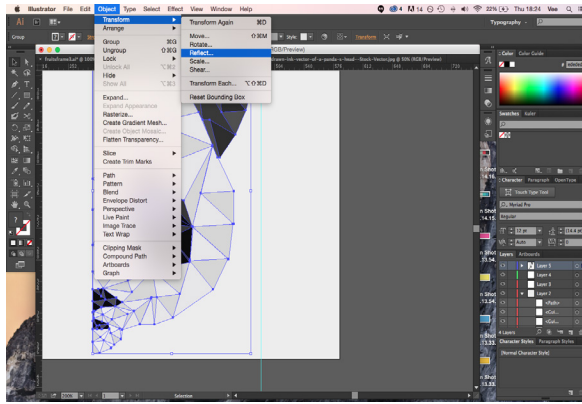
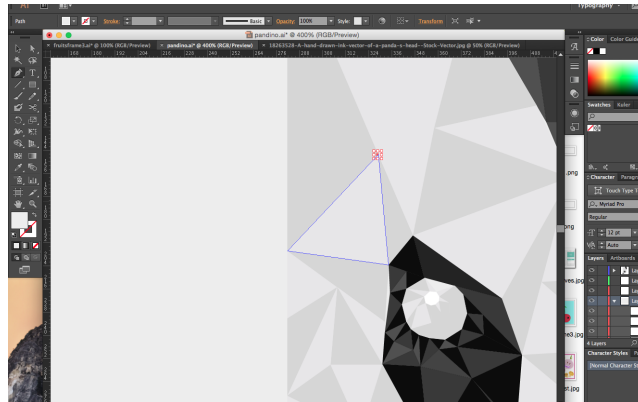
DENOTE



PAPER WAVES



A quick demonstration of how I created my geometric panda graphic.



FINALE

What has been presented is the culmination of the Process and Design Development stages and altogether is my final idea.

PORTFOLIO FEATURES

- Flat Design
- Filterable Portfolio
- Eye-catching Bright & Bold Colours
- One, Two or Three column portfolio
- 100% Responsive layout design
- Smooth Scrolling
- Google Fonts
- Detailed projects on different pages.

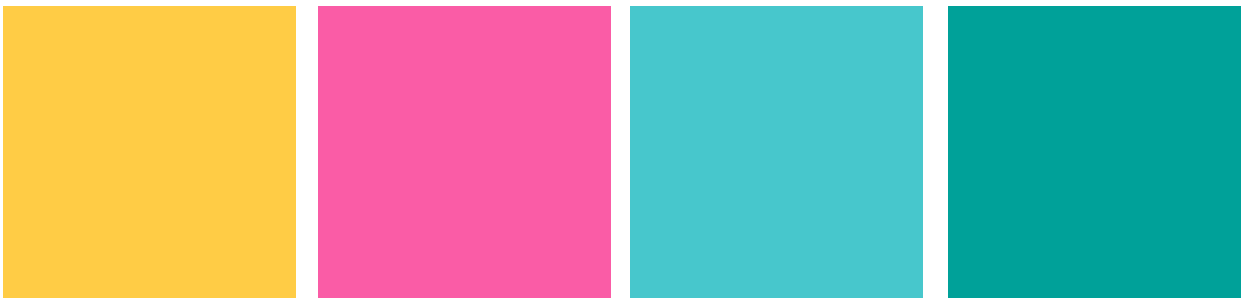
WHY FLAT DESIGN?

I chose to apply flat design for my overall theme because I wanted to show my speciality of design style. As a graphic designer I admire the flat design style, as it is prominent on all my graphic designs. Other technical reasons are the fact that flat websites are faster to load than websites with skeuomorphic designs. Making it lighter and easier to resize into different screen sizes.

Also Flat design concentrates on the functionality than the aesthetics which is a lot more effective when it displaying user interface and user functionality. Flat design is also a perfect combination with typography. As flat design is minimalistic and it is the perfect match together.

Finally flat design matches perfectly into my overall colour scheme.

COLOUR SCHEME



The selection of colour palette I chose represents my personality. As a bold, fun and adventurous individual, I wanted to ensure that anyone who visits my portfolio gets an idea of who I am directly just by looking at my portfolio.



HEY! I'M VANESSA

A Junior Graphic Designer that has great eye for form, colour and love fonts a little more than is natural.



PORTFOLIO

ALL

LOGO DESIGN

ILLUSTRATIONS

TYPOGRAPHY

UI DESIGNS



ABOUT ME

London based creative whos passionate at Graphic Design by finding the harmonious balance between functionality and aesthetics.

As a creative my niche is creating the harmonious balance between aesthetic and functional flat designs. I put my heart and soul into everything I do and I take great pride in all my projects. As a lover of minimalism I believe flat design falls right into place into my favour. Even if flat design is not your taste I will make sure I can create something for you or your company.

I am Part-time food aficionado, a lover of all cute things, wanderlust fiend, optimistic and a dreamer.

If you would like to work with me or just say Hi. Please feel free to drop me a message or we can connect through social media.

LET'S CONNECT



GET IN TOUCH

Email Me
MaVanessa07@gmail.com



Your Name *

Your E-mail *

Your Message *

SEND MESSAGE

SELF REFLECTION

As I came to the end of this project I have come to the conclusion that the whole development process of my final major project has taught me a lot about myself. Being able to share my peers and my tutors my final project has brought me great pride into the way I look at myself as an individual. And as a Graphic Designer.

Creating, developing and nurturing my final project has had its fair share of complications. I mostly struggled at analysing myself. Trying to find out who I was as an individual and a creative was one of my problematic experiences while accomplishing this project. For this I have learnt that I had to stop myself from stopping myself. Throughout this project I have had many moments when I just self doubted myself and my abilities and then one day it hit me that I noticed I was the reason why these problems occurred to me. Creating this project has tested me as a person and as a creative. Learning to be persevering and positive while doing the work makes a lot more difference than being so self doubtful. I slowly managed to retract my actions and without a doubt executed a great project.

Accomplishing this final major project has made me appreciate myself and my skills as a creative individual. This project was filled with self reflectiveness and self reassurance that Graphic design is my 'calling'. Completing the project has definitely showed me how much I have improved throughout the years I have spent learning and improving myself as a creative. Being able to reflect from what I used to produce in my first year to what I have produced now showed great difference & growth in the way I construct and presented my work, gives a great gratifying feeling that I could not explain.

Overall this project has been such a great experience and It has been so fulfilling seeing myself grow throughout the years, as well showing everyone my skills and abilities as a Graphic designer.

