Alexandra Hopfenberg

Final Project

Eliot Rodriquez

December 8, 2019

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

INSPIRATIONS:

5 portfolios/websites that are inspirations

1. <https://www.daniellecarolan.com/>
2. <https://www.maggiemacdonald.com/blog>
3. <https://margotlee.com/>
4. <https://weworewhat.com/>
5. <https://somethingnavy.com/>

TALKING POINTS

1. **What is your site about and what was the motivation to create it?**

My website is about myself simply enough. It is a place for all of my creative designs and outlets to come together in one place.

1. **How is your site structured/ what are the different pages?**

My site structured in a simple linear fashion. The site itself includes a navigation bar including pages such as Home, About, Resume, Media, Travel, Recipes, and Contact.

1. **What Javascript/Jquery libraries are being used here and would you recommend using it for future projects?**

For my javascript page, I used an If / else Statement (for loop & functions), a click, mouseover , and 1 mouseleave event, a show/hide event, added an html(), a method that changes the style of an element (color-changing), as well as an additional JS Library.

1. **Show site responsiveness**

I will show my site responsiveness by showing the audience my site at various web screens, if possible, as well as by showing my Javascript page labeled “*Recipes*.”

1. **What are your future project plans/next steps to take for your web project if any?**

I am unsure how I want to further work on my website or if I ever will. A direct next step might include adding more photos to my travel page and maybe change it to a portfolio page. By changing my travel page to a portfolio page I can possibly include photos I took during my AP photo days throughout highschool. I also might transfer my website onto another platform and take it more seriously from there as a more frequent thing even though making my own was a good starting point.

CREATIVE BRIEF

**1. Background Summary: Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities, and threats (or SWOTs) involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?**

For my blog and the portfolio, the clients are anyone interested in learning more about me and seeing what I am up to. As well as this, the clients are anyone interested in seeing some, what I think are, unique photos that I have taken over the years.

**2. Overview: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?**

For me, this project is a place where I can put all of my doings and outlets into one place. I feel that the purpose of the design is that it is simple but appealing. In addition to the simplicity of my website design, it comes off as simplistic and uncluttered. People need this project because it is a place where people can hopefully learn about some new things in addition to seeing unique and creative images. The opportunity is to make some sort of business or brand from this site.

**3. Drivers: What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?**

My goal was to organize and place everything I make or do into one place. Through this outlet, I tried to achieve a concise, creative, and useful blog for myself and a potential audience in the future. However, in the scheme of this project as a whole, I believe that the overall goal was for us as students to learn and improve upon the skill of learning beginner’s code. My top three objectives when making my site were to possibly attract an audience, show of my photography, and earn potential amplification.

**4. Audience: Who are we talking to? What do they think of us? Why should they care?**

My audience for this site is simply anyone who is interested in learning more about me. If I had to put a stereotype to my [potential] audience it would probably be females in middle school, high school, and college.

**5. Competitors: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?**

The competition is every other photographer and influencer on social media today. They are telling their audience to possible buy x,y, and z and that as the influence they believe or promote x,y,z because of …,u,v,w. Their strengths include building a unique and creative outlet with a following in the meantime. A strength is that since the world of influencing is so new and unique it provides those working within it to have a lot of control over their work and flexibility. The weaknesses include constantly having to evolve while coming up with consistent well-received content. Also, another weakness is possibly receiving negative feedback from one’s audience and overall immense pressure. Social media and influencing is a career and outlet that provides too many opportunities to list that are both life-changing for the better or worse, too many for me to even write down. Threats can include threats from one’s audience and other businesses or competitors.

**6. Tone: How should we be communicating? What adjectives describe the feeling or approach?**

When communicating in general and more importantly to a wide-spread audience, I believe the tone should be positive and respectful. For my account I wanted my tone to be these things but also read as relatable between myself and my audience. The adjectives that describe the feeling or approach to my website are user-friendly, professional, stylish, and unique.

**7. Message: What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?**

With this piece, I am saying support me and my creative works/ideas. The words please support me are not actually on my website but I hope that my audience leaves my website with that implied and having learned or seen something new.

**8. Visuals: Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?**

All the images on my website are ones that I have either taken or made myself, which I am very proud of. For photographs, I am either photographing myself, what I am doing, or where I have gone because that is myself and what my website reflects.

**9. Details: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?**

Any information that must be included on my website is already on my website. If I want to further enhance my website at a later date I might change the formatting and style, but other than that it is fine how it is currently.

**10. People: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?**

This website is made, at the root, for my CIM 111 class. The person who is directly approving my work and has been or needs to be informed about my progress is my professor: Eliot Rodriguez.