



Brand Introduction

For my Portfolio I wanted to display the best artwork I had created in my year of being in Interactive Media Design.

This meant displaying what I find I do best, Graphic Design!

My goal was to not design a typical website, but instead design a scroll based experience.





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Characteristics



Cute: When viewed I wanted my portfolio to provide users with a feeling of happiness which meant incorporating adorable graphics.



Creative: Without a navigation and relying on the temptation my site hopefully gives users, makes my portfolio risky in case users click off but more creative so people take more time to appreciate



Clean: I strived to make my site as de-cluttered as possible, leaving users with a more pleasant experience and making the navigation process easier.



Straightforward: I wanted to make it known this was a personal portfolio, so my site is very straightforward and simple for people to understand.



Polished: Although the main approach was a cute aesthetic, I didn't want this to take away from the polished seriousness that is a personal portfolio. Elements in my site are chosen carefully to avoid a clash / unpolished look.



Classic: I didn't want my portfolio to become visually unappealing so I went with a less unusual design, leaving it timeless.



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White Space



The clear space used to keep the logo at its peak design is as shown. To ensure the logo is at its full optimization, keep font-size small enough to not distract from the website. Keeping in mind, font may not be too small or it will be illegible.



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Color Codes



#ce9bae



#ccb6dd



#a64951



#f2bde7



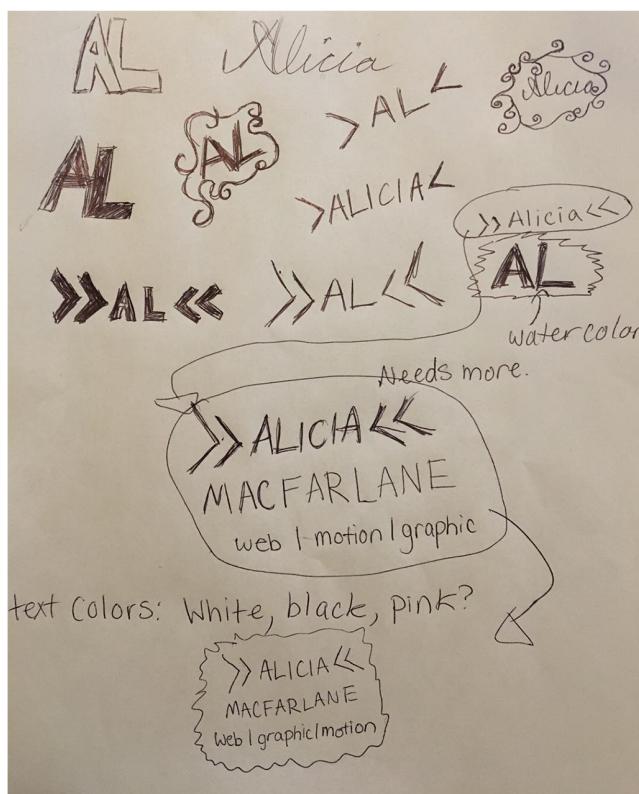
#c886ae

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Logo Development

The logo had to reflect the modern aspect of what I wanted but I also wanted the logo to be obvious as to what it was branding, which is myself!





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Brand Summary

My Portfolio is doing one thing right, and that is branding myself in the way I see fit. Even though I have a particular style going on with my website.. I am hoping clients can view my work the same as they would view a basic portfolio. and View the website apart from what I can create/ who I am as a person.