

1. create the identity for your website (as done in a previous assignment)
 - a description of the website
 - who is the audience, why are you creating your website, how are you going to present yourself, what is the content
 - what archetype/color/font combinations you are going to use
 - similar websites or inspirations
 - what is the **detailed hierarchy** of the website

My website focuses on my areas of study. I split it into my major and my minor. I explained with both of them how they relate to my career aspirations. I also included links to the NKU courses and links about 3D VFX and Criminalistics. That's the main focus of the website. A user can navigate using the menu at the top of the website.

The audience is other NKU students who might be interested in different career paths that some courses can lead to. Many people have never heard of a forensic animator before. I want the website to be presented as educational and creative. Since I have included information that educates on the courses here and what 3D VFX artists and Criminalists do, I think it should pass as educational.

I wanted to convey a creator archetype. I used Georgia and Verdana for my fonts. I used shades of purple and blue. I would have used different color choices and made different layout decisions had this assignment allowed for CSS.

I was inspired by this website:

<https://www.prospects.ac.uk/job-profiles/vfx-artist#:~:text=VFX%20artists%20create%20photoreal%2C%20digitally,crowds%20and%20other%20digital%20assets>.

I like the image at the top of the website under the navigation menu with the words overlay.

I also like this website:

<https://www.aafs.org/careers-criminalistics#:~:text=Criminalists%20analyze%2C%20compare%2C%20identify%2C,sciences%20to%20examine%20physical%20evidence>.

I like the color scheme of this website. It flows well and it echos the colors used in the logo. I would like to do this with my website in the future.

Detailed Hierarchy on the following page.

My Studies

Home

Major

Minor

About Me

Why I chose NKU

3D VFX

Criminalistics

Contact Info

NKU's 3D VFX
Course

NKU's Criminalistics
Course

My Background

What a 3D VFX artist
does

What a Criminologist
does

Purpose of website