

Site Definition

For my final project, I intend to create a graphic design portfolio website that showcases my work across a variety of mediums, including illustrations, sketches, digital and traditional art, posters, iconography, typography, photography, and collage. This website will serve both as a professional portfolio and as a digital archive of my personal work and creative development over the years. The design will be visually engaging, with a clean layout that highlights my projects while ensuring ease of navigation. The portfolio will include high-quality (easily downloadable) images and detailed descriptions for each project, allowing visitors to understand both the creative process and the final outcomes. The website will also be optimized for mobile and desktop users.

The overall aesthetic of the site will be minimalistic yet dynamic, with each page focusing on a specific aspect of my work. The portfolio will be organized in a way that makes it easy for potential employers, clients, peers, and friends to navigate, explore my work, and contact me. The goal of this project is not only to present my design work professionally but also to demonstrate my ability to create a functional, user-friendly website that showcases creativity. This website will serve as both a practical tool for networking and a personal archive for my work.

Intended Audience

The primary audience for this website consists of potential employers, clients, design firms, peers, professors, and friends. These individuals will visit the site to view my portfolio, gain insight into my creative process, and potentially reach out for professional opportunities or collaborations. The site will cater to both industry professionals looking for skilled graphic designers and others interested in understanding my artistic style. Additionally, it will serve as a platform for anyone who wants to explore my work and stay connected with my ongoing creative endeavors, from classmates to mentors in the design field.

Website Pages

1. Home Page:

The homepage will serve as the introduction to my portfolio. It will feature a clean, visually appealing layout that highlights my best and most complete work. Each project will be displayed with an image and a brief description, allowing visitors to easily browse through my top pieces. The homepage will also include a navigation menu for easy access to other sections of the site.

2. Sketch Page:

This page will feature a collection of sketches and illustrations, mainly traditional mediums. The focus will be on showcasing my drawing skills. It will eventually grow to include separate sketchbooks, each filled with drawings and designs.

3. About Page:

The about page will provide a personal introduction, including a small bio, my goals as a designer, and my creative ideals and dreams. It will also feature a professional headshot to add a personal touch to the site. This page will help visitors understand who I am as both an artist and an individual.

4. Contact Page:

The contact page will include a simple contact form where visitors can easily reach out to me for inquiries, collaboration opportunities, or feedback. It will also include links to my social media profiles and a professional email address. This page will provide a direct and convenient way for people to get in touch with me.

Page Sketches:

