Module 2 – Analyzing the CRAP out of a portfolio

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Analysis done on: http://rltdesign.net/, the portfolio of Rebecca Tegtmeyer

1. C - The element of contrast is used on this portfolio throughout the different types of projects and works displayed. For example, pages featuring design projects are structured much differently than pages featuring written works in terms of spacing, image size, and content. R - One example of repetition that I notice in this portfolio is the array of typography, and their consistency throughout the site. All title fonts match, and all body fonts match as well. This helps keep a polished look throughout the site. A – Alignment is used very well on this portfolio. For example, the different designs displayed on the homepage of the site are all spaced apart evenly, creating a nice grid. P – An example of proximity used on this site is how graphics and then their respective descriptions are spaced close together. This way a reader is able to look over the graphics and then quickly read what they are displaying in their descriptions.

2. My favorite part of the portfolio is its navigation sidebar. Contrast plays a role there, as it separates the different types of projects into appropriate categories. Additionally, repetition is used well, as category title typography all matches, as does their respective projects and fonts inside. Alignment is also well done in this portfolio. The titles are all well right aligned and spaced. They display this way universally, at any page within the site. Also, another key factor of the sidebar is its relative proximity. I believe that the sidebar is an appropriate size, allowing for easy navigation, but not taking up too much of the screen.

3. Unfortunately, my least favorite part of Rebecca's portfolio is her biography page. I assure you it is not out of personal vendetta, as Rebecca was my favorite professor last semester, I just don't like its design aesthetic. I do not like that there is little to no contrast among her biography between her schooling and work details. It appears to be one large chunk of green text, and it's slightly visually unappealing. In terms of repetition, I wish Rebecca had repeated the precedent from many of her other pages, and had the typography be black, or a more neutral color. Alignment, however, is my main issue with this page. Though I understand that this site is mostly left aligned, to me, personally, it seems that this page is drastically so. I also wish that her picture was centered within the page, for a more clean look. In terms of proximity, I wish her picture was also an appropriate size and space away from the text. Because the picture is so big, it is overpowering the text on the page.

4. If I were to replicate one item off of Rebecca's site, it would be the navigation sidebar. I think that it looks very professional, and allows for easy navigation and flow through a site. This is very important when a possible employer looks at your portfolio, as it allows them to quickly look through your array of skills and assess your talent.