

Part One

REFERENCES - or inspiration for your own website

- <https://locomotive.co/en/projects/home-societe>

I like the clean and modern aesthetic of this portfolio and also how it is very bare bones about words or descriptions. Also, there is a comprehensive movement to the scroll orienting the website user through a particular flow of information. This movement adds to the modern feel of the site, so that it does not feel like the same flat modern look that has been popular since the end of the Y2K era, but rather it feels like it belongs to 2020. Also I like how these designers accept and include posthumanist principals into their work.

- <https://buzzworthstudio.com/>

I like the introduction before the homepage is displayed. Also, the hover function on the landing page is an interesting idea. It incorporates a scroll, but I like how the opacity is really low, so that it doesn't distract from the visuals behind it.

- <http://ellensriley.com/>

This portfolio website is great, which can be seen based off of the landing page, due to the graphic. I believe this is a self portrait. The website not only has a great cohesive color palette throughout each page, but this color palette plays into the different illustrations she chose to highlight. She is a graphic designer, and I feel like she showed a cohesive artistic aesthetic.

- <https://www.devonstank.com/>

I like how this portfolio website plays into modern trends of visual aesthetics - in this way, however, it is a bit basic. I do like how the developer makes the space feel personal, and like he is opening up himself to the website users. He does this by including photos of himself and his workspace in the headers of the website. Also, he adds his instagram and more personal information to the website, which is a clever tool. I also like the flow between each of the pages, from his work, to more information about himself, and how he introduces his resume. I think, although it is basic in aesthetic, it is both personal and professional.

CONTENT - things that I think intrigued me during the references exploration

- Scroll function - there is an almost Adobe After Effects feel to the scroll
- There is a flow between projects - the user has the option to just go the next project instead of returning to the landing page with connections to all of the different projects
- Using mouse hover to introduce interactivity for the user
- Using movement as a form of interest for the user
- A strong, cohesive color palette - may or may not play into the art shown on other pages
- Separation of mediums/ projects

Part Two

CONCEPT (1-2 paragraphs)

My personal website will be oriented for an employer or a random digital passerby to understand not only what work I have done, or aesthetics that I like, but also who I am as a person. I'm hoping this can be portrayed with visuals and a neat and orderly flow, or breakdown of information. It seems as if simple navigation from page to page creates a narrative of work, and a hierarchy in information. It shows that the website creator or owner of the portfolio site is adept in html and interface design. The navigation bar or landing platform almost seems like a clunky standard instrument that many people try to bypass in their flow between pages. Using a cohesive aesthetic and well-planned navigation on the website, I hope to communicate that I am professional, and that I have a strong understanding of cohesive aesthetic.

- Who is your target audience?
 - Employers
 - General viewer/ like a subject of art in a gallery space
- What do you hope to convey about yourself and/or your work with this site?
 - Professionality
 - Strong understanding of theme or cohesive visual aesthetic
- What will be the key elements and concepts behind the experience of your site?
 - Natural feel to scroll, which will divide up space and information
 - Pages being linked to each other, basically a flow from page to page so that the user does not have to go back to the landing page constantly
 - On the landing page, I would love there to be an introduction before it goes to the landing page (i.e. <https://buzzworthystudio.com/>)
 - Scroll function like landing page of <https://buzzworthystudio.com/> but instead on the highlighted work pages
- How will you leverage the medium of the web?

- I hope to use the medium of vectors to the maximum of its potential, in the fact that it looks clean in well designed websites
- Can create a flow within the interface
- Can use movement as a way to capture audience and keep them engaged

SITEMAP – A diagram of the pages of your site and the links between them.

