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Creative Brief for WebLab CIM111 Final Project

Prof. Rodriguez

**What is this project?**

This is my portfolio website.

**Who is it for?**

To showcase my work and experience.

**Why are we doing it?**

Most recruiters ask for a portfolio or portfolio website while applying to jobs/internships.

**What needs to be done? By whom? By when?**

A section that talks about me and the website. Design, Photography and Resume has to be in the website. It has to be done by me, so I can say I designed & coded while presenting it to a recruiter. Has to be done by before summer.

**Where and how will it be used?**

It will be used to get info about me during recruitment process.

**1. Background Summary:** The client is me. The strengths are the fact that I coded and not used 3rd party websites. Weaknesses: It is lacking interaction or animation. Opportunities: Could look good to the eye of the recruiter. Threads: Because of the weaknesses, it may not stand out.

**2. Overview:** This is a portfolio website that showcases my work and experience. Many recruiters ask for it during the application process, thus it is important to have one.

**3. Drivers:** The goal is to present a project that everyone in the industry requires and to be able to do it by my skillset. My objectives are to (1) have a portfolio (2) show that I can design in this medium (3) showcase my understanding of web design.

**4. Audience:** Target is the recruiters or people who are looking for a person who has my skillset.

**5. Competitors:** Other students or graduates in creative fields, especially fields that require portfolios.

**6. Tone:** The communication must be clear and on point. Though it has to be sincere.

**7. Message:** Words are already developed by the layout of the design. The main takeaway from the website should indicate that I know or some sort of understanding of coding for web & design.

**8. Visuals:** All the images used on the website belong to me. They are copyrighted and pieces of my portfolio. They are design and photography pieces.

**9. Details:** Limitation on the website is that I added all rights reserved to the footer to make the viewer be aware of the copyright situation.

**10. People:** Professor Rodriguez and people with understanding/knowledge of design.

**Inspirational Websites:**

Adobe Portfolio’s examples

Wix.com

Google images/search/Advertisingstudentportfolios

Pinterest.com for design choices

Behance.com

**ONLINE MARKETING AND SEO PLAN**

I would advertise my website on Google by using google AdWords, I would run the ad for two months before summer starts to get exposure by people who are looking for someone like me and have a potential offer by the beginning of summer. This plan could also work during summer for Fall recruitment. Keywords would be: Designer, Graphic Designer, Advertising Student, Marketing, Advertising, Internship job seekers.

Below is the screenshot of the Google AdWords…

