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Module 5 Reflection

WRA 210 002

Professor Daniels

Due to lost time, I was unable to truly brainstorm and sketch out my wireframes before transferring those ideas into a high-fidelity wireframe. Moreover, much of my inspiration for each design page was to keep it concise and simple, yet I still wanted it to contain all the information I thought deemed necessary. Using the CRAP principles, my wireframes accurately depict what I *would like* my website to look like. However, instead of writing one large paragraph, I think it would be more effective to explain each page's specific design through an outline. So, as follows, well start with the first.

The Landing Page:

Creating the landing page as one of the last pages was definitely a smart decision. After reading into what a successful home page entails and looking at several examples images on Google, I began to formulate how I wanted my own home page looks like. Using both references as inspiration, I decided that my landing page shouldn't have the simple navigation bar that can be seen on my other pages. Instead, seeing as it is the first page that all viewers will come to, I wanted to make it easy for returning viewers to find and access information that they'd previously seen. By adding a side navigation bar, which will include my four navigation links, and then sub-links below those, I am able to give my viewers direct access to what they're looking for. One thing I changed with overall design, which now incorporates the landing page, is combining the *About Me* page with my home page. After some thoughtful advice from my professor I realized my home page should be the face of my website. Just as a boss is the face of a company, my home page should adequately encompass all that the website is. Therefore, by adding an image of myself, a brief biography, and a brief description of what I'm working for I am able to give my viewers a better understanding of the purpose of this website.

The Portfolio Page:

My portfolio page was definitely the most thought out, and because of this is the page that has the most information and design to it. I worked the most on this page because I know in the future as employers and companies utilize my website to better understand me, the design of the website says as much as the content within it. Therefore, using CRAP principles on this page was essential! Seeing as there way so much content being placed on this page, I started with contrast and proximity. With proximity in mind, I decided to individually box each type of work

that I've done. Separating things in this way allows the viewer to zone in on each box and focus on what's inside. As you can see in the design I kept the design within each box the same, creating a sense of neatness and structure, and utilizing the principles of contrast and repetition. And lastly the use of boxing creates alignment across the page – everything is straight, neat, and has a purpose for being there. One difference you'll notice from my home page and my other pages (including this one) is that I have moved the navigation into a bar format that sits right below the header. I designed the page this way for two reasons: the first being that by moving it from the side to the top frees up more space in the actual design for content. The other reason is that because the viewer is already on a certain page, they do not need all the sub-links posted that go along with the page. Therefore, I have scaled down the navigation to what is necessary.

The Resume Page:

My resume page is short and sweet. Just as a resume should be. Overall, designing this page was the easiest because it serves one purpose – to show my resume. Therefore I kept the page neat and simple by only incorporating a title bar and a content box which will hold my resume. Since the page serves no other purpose, I think it's important not to give the viewer anything else to look at. That way the purpose of the specific page is understood.

The Academic History Page:

I decided to add this page because I thought it was important to highlight my academic successes in another way other than my portfolio. Unlike my portfolio, which will showcase specific examples, my academic history page serves to highlight on the courses and major areas of study I have taken, and thus am interested in. Also this page will be used to showcase any academic achievements I've received in my life. One item that I decided to take off this page though was a link to my transcript. After some advice from my professor, and a careful reconsideration of what I'm putting on the web, I decided it would be best to leave pertinent information such as that off the web; leaving it inaccessible to everyone. By doing this I was able to better contrast the two different contents found on the page. To the left will be text content where I showcase my class and such, and to the right will be a series of pictures of the university and etc. This does two things for the reader. Because people read left to right, I decided the best design was to incorporate that. Moreover, by leaving a noticeable space between text and image shows contrast which is important to utilize on a webpage. Beyond that, the motivation for this design was to keep it neat, organized, but to still have a personal touch to the design.

The Contact Me Page:

I was inspired by a specific example found on feedcastle.com. The page was designed extremely well and incorporate the little content I wanted to incorporate in a big way. By that I mean the design spreads out the content while keep it close

in proximity very well. Thus I wanted to design my contact page just the same, and for the most part I did. Again, starting with the most important content on the left, I designed this page to contain useful information in an organized way. My design choices were made in order to split this page in half. With a brief description of why someone should contact me on the left, the viewer is able to read the purpose of the page before getting into the logistics of it. Moving your eyes to the right of the page, there are three broken up sections where the viewer can actually reach out and contact me. Aligning the three sections with a title above tells the viewer exactly what is needed in the space below – specifically for my design I chose to use those spaces for *Name, E-mail, and Message*. Breaking up the content in this way gives the viewer a sense of flow from top to bottom; from most important to least important.

A few other design choices I made to be consistent with each page are adding a home button, placed in the top right corner, and adding both a Twitter and Facebook icon. I believe all three of these items are essential to have on every page. The home button is self-explanatory, but overall it gives the user the ability to return to the homepage regardless of where they are in the site. To me, that is important, because as I said the landing page is the face of a website. The Facebook and Twitter icons are useful in the sense that they will directly link the user to my profile on each social media site. This accessibility and consistency sends a message to the user – the message that one, I am immersed in technological world we now live in, and two, that I am okay with others viewing my personal opinions and posts which creates a sense of trustworthiness (especially for an employer). Overall, I believe I have used the CRAP principles and my eye for design to create a blueprint that is neat, organized, and shows a purpose.