Andrew Joseph Alexander – Messaging and Web Site Goals

The primary goal of this site is to introduce Andrew Joseph Alexander's freelance filmmaking, cinematography, and screenwriting portfolio. The site will showcase content in the form of music videos, short films, VFX, highlight films, commercials, photography, and multimedia videos created by Andrew Joseph Alexander. Potential end users who access the site may be other artists, potential collaborators, or even individuals who enjoy music videos, NBA mixes, cinematography, photography, blogs about screenwriting, or filmmaking. Users will be able to easily identify who Andrew is, and access content on Andrew's site and through his social media platforms.

Andrew's site will be a casual platform to view and access creative content. We'll create a consistent user interface with the use of designing with popular media queries (smartphones, tablets, and desktops resolutions) in mind. The site has been designed for a mobile first responsive design. Andrew Joseph Alexander started making films at the age of 12 and hasn't stopped since. As a graduate of the University of Oregon that is where he discovered his true passion for video editing and cinematography. His portfolio of projects has since evolved into music videos, short films, VFX, highlight films, commercials, photography, and multimedia videos.