

Process & Design

This website has a main navigation with 3 links commonly found on basic portfolio websites - portfolio, about, and contact.

I wasn't sure of the topic of this website - what I wanted to advertise myself as. I was thinking graphic designer and/or programmer, but I felt like I had to divide them somehow. If I did do that, I would have created another navigation for each category in portfolio.html.

I chose graphic designer and digital artist to be able to design the site with more images – a visual portfolio rather than explaining code and writing. This purpose of the website is to have a centralized portfolio for my projects/artwork. This can also help keep track of work posted on other social media sites – a collection of links.

While researching examples of portfolio websites, I found that many of them, especially digital art/design portfolios, advertise the work/project examples right on the homepage, in an Instagram or grid-like layout or a slideshow. This makes sense because their artwork is the focus and their pieces benefit being featured on the front page.

The video was embedded for featured artwork on the portfolio page.

For the homepage, I was thinking of a filling it with a picture (maybe a quote or a brief description of who I am). I was looking at homepages with single color themes. The homepage navigation was in the middle - ex. circular buttons surrounding an img, 3 buttons under a title (usually the name and the logo) all centered on the page, etc.

I had already planned the footer to be taller, compared to the footer design of A1, which had all the footer links in one line. The new footer would have some links listed under each other and include the site logo to make the page appear longer and worth scrolling down to the footer.

The header and footer are consistent throughout the website pages, so the user always knows where to click for navigating important links - so that the users know they are still on the same site. Each page has a different wireframe for its main content- Instagram feed style for portfolio, single blog post style for the about page, and a basic form sheet for contact.

For the color scheme and theme, I first thought of a very minimalistic design – blacks, whites, greys, lots of white space between elements, sans serif fonts - I think that would've been good so I could focus more on functionality and features.

Instead, I chose a color scheme of purples - something I saw from a landscape sunset painting. For graphic design, it would be better to show that you can work with colors. A way to express the brand and the work is through the website design, which is why I use a sketch on the homepage. I include 3 project examples.

I created the logos and other images in illustrator. The logo/brand name is my first name - Jheyzelle.

Fonts I used include Calibri Light and Arial (body font), French Script MT (Header Logo), because they are clean and readable. The script font looks artistic, so it matches the brand.

Usability and Accessibility

Some elements use the title attribute to show text when hovered. This is useful for things like the logo in the header to let the user know the image is clickable.

Navigation is simple. The architecture hierarchy doesn't have many levels and it's easy to get from one content page to another.

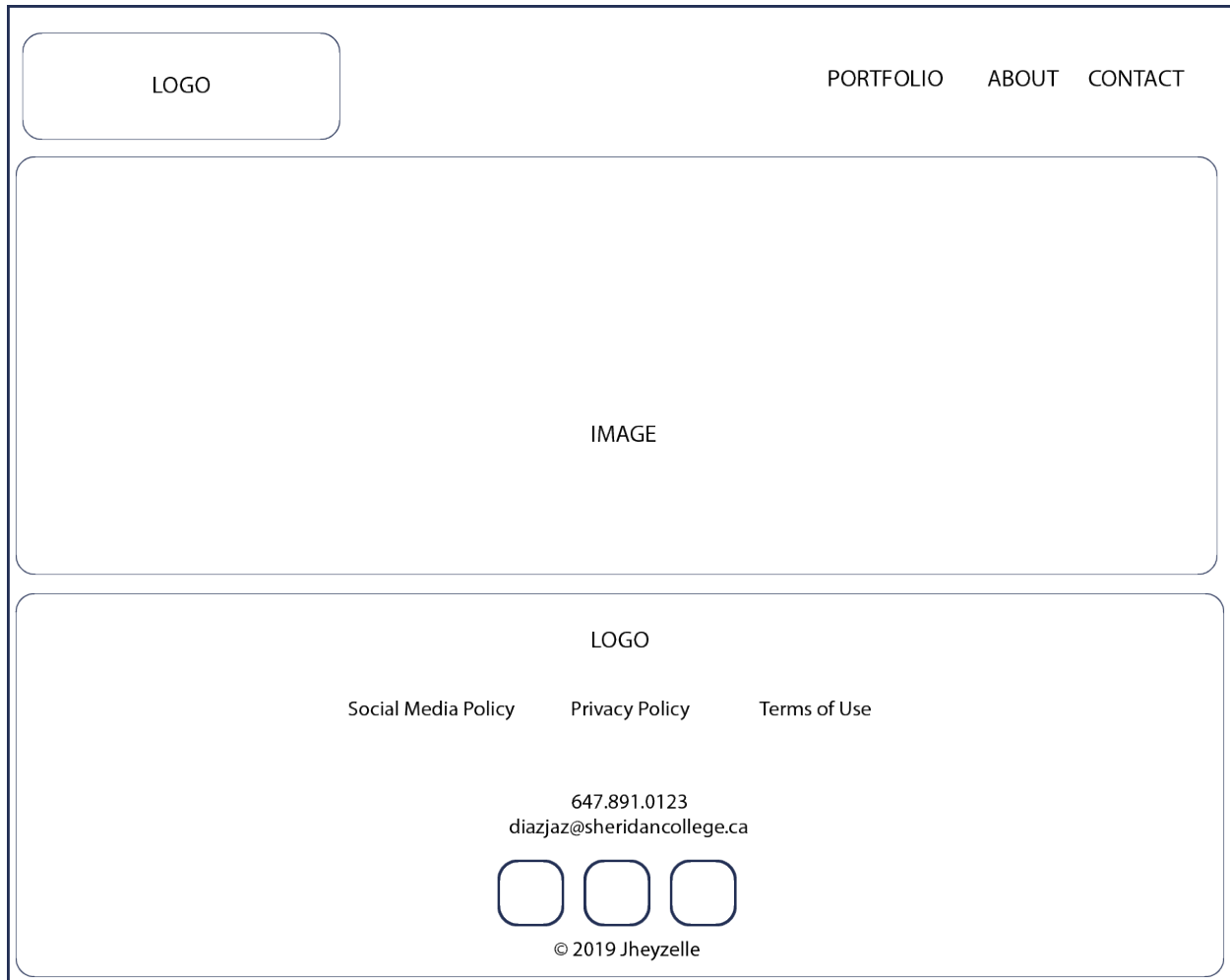
Hyperlinks send user to relevant internal and external pages, working/redirecting links for number and email in footer.

The contrast of font and background makes the text easy to read.

The website is mobile friendly so it can be accessible on multiple devices.

Wireframes

Homepage with header and footer



Portfolio

LOGO

PORTFOLIOABOUTCONTACT

My Portfolio

VIDEO

SEARCH

PIECE

PIECE

PIECE

About

LOGO	PORTFOLIO ABOUT CONTACT
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About

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Contact

LOGO	PORTFOLIO ABOUT CONTACT
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Contact

Name

Email

Design Mockups (Illustrator) Header and footer

Jheyzelle

[PORTFOLIO](#) [ABOUT](#) [CONTACT](#)



[Social Media Policy](#) [Privacy Policy](#) [Terms of Use](#)

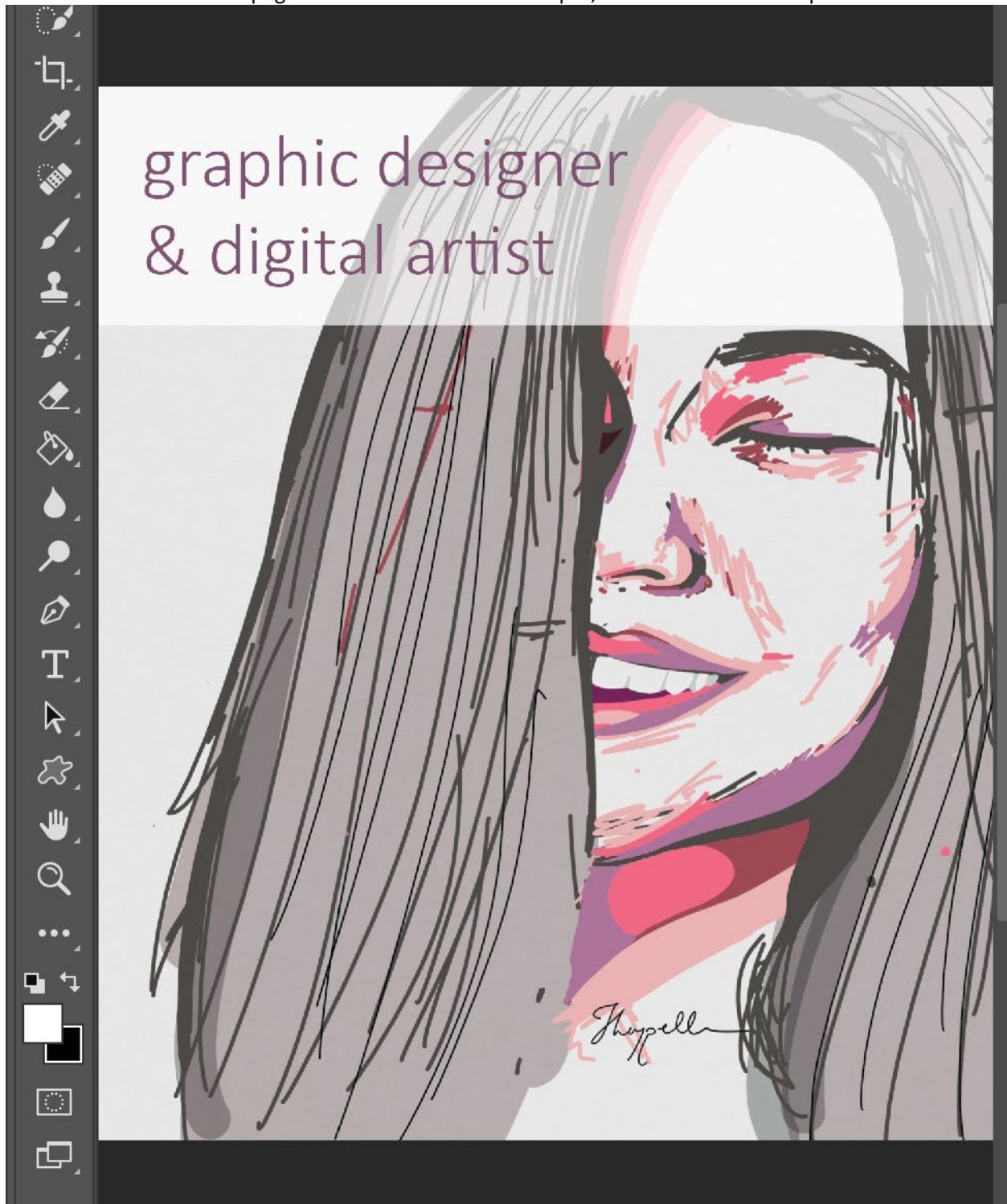
Call: 416.967.1111

diazjaz@sheridancollege.ca



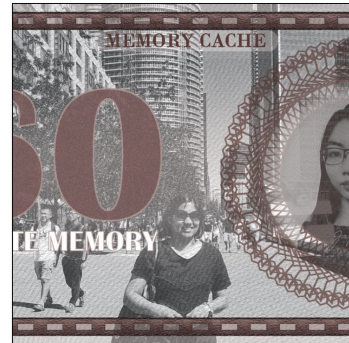
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Homepage art drawn with Bamboo Paper, edited with Photoshop



Portfolio (single row, 3 columns)

Search



Simple Contact Page

Contact

Name

Email

Leave me a message.

Color Palettes



#522888

#66369D

#967BB6

#CDC7D9

#BF9553

#B97F24

Purple With Gold Color Scheme - by SchemeColor.com

References

Social Media Icons

<http://iconsetc.com/icon/social-media/instagram/shape/flat-rounded-square-white-on-black/>

Color Palette

<https://colorpalettes.net/wp-content/uploads/2015/09/color-palette-2324.png>

Featured Video

https://www.youtube.com/watch?v=D_ftZkNbWto