INTRODUCTION TO WEB DESIGN

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Contents

Executive Summary…….. 3

Goals…….. 3

Audience……. 3

Content Outline & Structure……. 5

Visual Design…… 10

Design Rationale……. 18

Executive Summary:

This website is a personal resume website in order to attract more employers who are looking for a graphic designer to hire me. Most of the users may be recruiters who their company or organization need a graphic designer. The employers, they can be general companies, social institutions and government. In this website, it not only shows general personal information and why I am the right man for this job, but also personal desire and enthusiasm for the job. The most important thing is to leave a good first impression to the user.

Goals:

This website shows some information to users about me including my personal information, education, special skills, some individual works and work experience. The purposes of this website are:

1. Through the website to better sell myself to employers.
2. Make employers know who I am, what skills I have and what kind of person I am.
3. Make me stand out in a number of competitors.
4. To prove that I am the best person for this job.
5. To enable employers interested in me, and provide me a chance to interview.

Audience:

The audiences are employers who are looking for a graphic designer. They can individuals, company, governments and social organizations. So these employers want to find someone is suitable for their job. Therefore, I need to know what they expect from my website. After some research, I think the employers may want to know:

1. The level of graphic design skills and what graphic design skills I have.
2. The working experience and some individual works.
3. Some interests relevant to graphic design.
4. Personal information and contacts.
5. Education level and graduation school.

Persona:

Name: Simon Lee
Occupation: Hiring Manager

Personal Profile:

Simon was born on Brisbane and he moved Sydney when he graduated. He married his first girlfriend and has 2 children now. He is an introverted man, but he also is a enthusiastic, diligence and optimism man. So his friends and colleagues love to make friend with him.

Simon's first job was as a graphic designer, but he thought this job was too boring for him. Five years later, he came to ABC Company to be a trainer. He felt this job was not suitable for him at the beginning, but he loved this job later, because he thought he can help other people in his working. And he became a hiring manager after 6 years, and his duty was hiring new people into his company. Now he was one of the best employees in his company, and his boss told him he has chance to become director of human resources as long as he continues to work hard.

In the past few years of his work, he learned how to hire people. Firstly, he will collect a lot of information on the internet and analyze the information. Secondly, he will combine the need of his company, making a recruitment plan with his team. Then, he needs to find a few of people to interview in large number of job-seekers. After interview, he will determine who will be hired. In these years, Simon has hired lots of good guys into this company.

Simon likes to travel with his wife when he has a holiday. In addition, he is also a very good photographer and he likes to share his photos to his friends. He once said, these photos are his most precious memories.

Background:

- 35 years old
- Australian
- Married, 2 children
- Living in Sydney
- Male

Attributes:

- Enthusiastic, diligence and optimism
- Young
- Ability to work independently, serious
- Like to help others
- Like to travel and photography

Goals:

- Earn more money
- Become director of human resources in 5 years
- At least once a year to travel

Frustrations & Pain Points:

- Too busy so only have little time with family
- Spends too much money on travel
- Working efficiency is not high, often work overtime

Scenario:

1) He wants to hire a good graphic designer, and his company has not too much money to employ a designer who required a high wage, so he is looking for a recently graduated designers.

2) He want to learn how to how to pick the right stocks, because he wants to earn more money to travel.

Content Outline & Structure:

Inventory of pages:

1. ABOUT ME PAGE
   i. CONTENT
      - Describe why I am why the most suitable for the job
      - Show some basic information about me (e.g. interests, goals)
   ii. Image
      - Show my personal image

2. WORK EXPERIENCE PAGE
   i. CONTENT
      - Show my work experience ordered by time

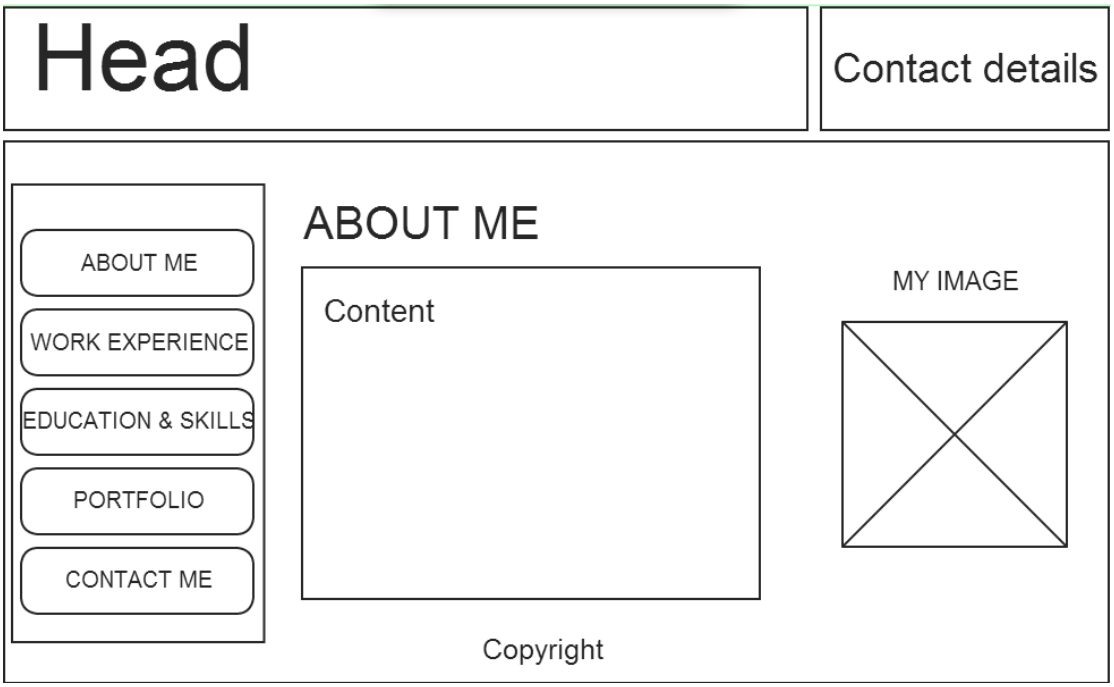
3. EDUCATION & SKILLS PAGE
   i. CONTENT
      - Show my education experience ordered by time
      - List some work skills what I am good at

4. PORTFOLIO PAGE
   i. IAMGE
      - Show some personal works by images
   ii. CONTENT
      - Describe for each image

5. CONTACT ME PAGE
   i. CONTENT
      - Users can send message to me
      - Users need to write down their name, email, subject and message

This website has 5 pages:

1. ABOUT ME

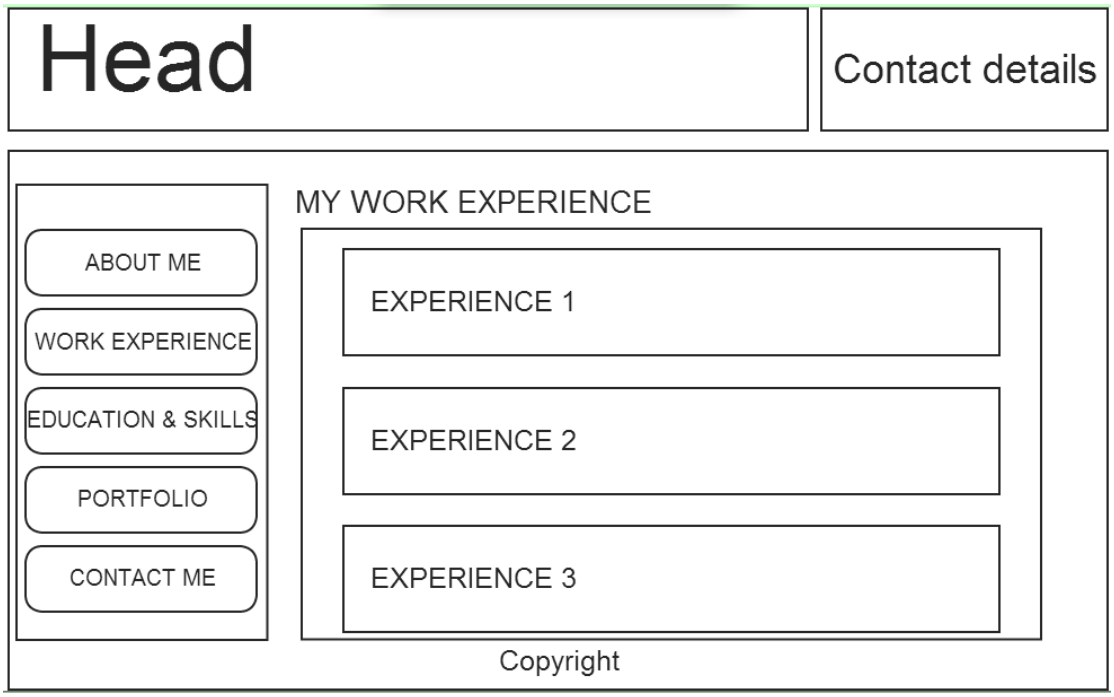


This page has Head and Contact Details at top, the Contact Details contain my phone number, email, address.

At left is the navigation bar including ABOUT ME, WORK EXPERIENCE, EDUCATION & SKILLS, PORTFOLIO and CONTACT ME.

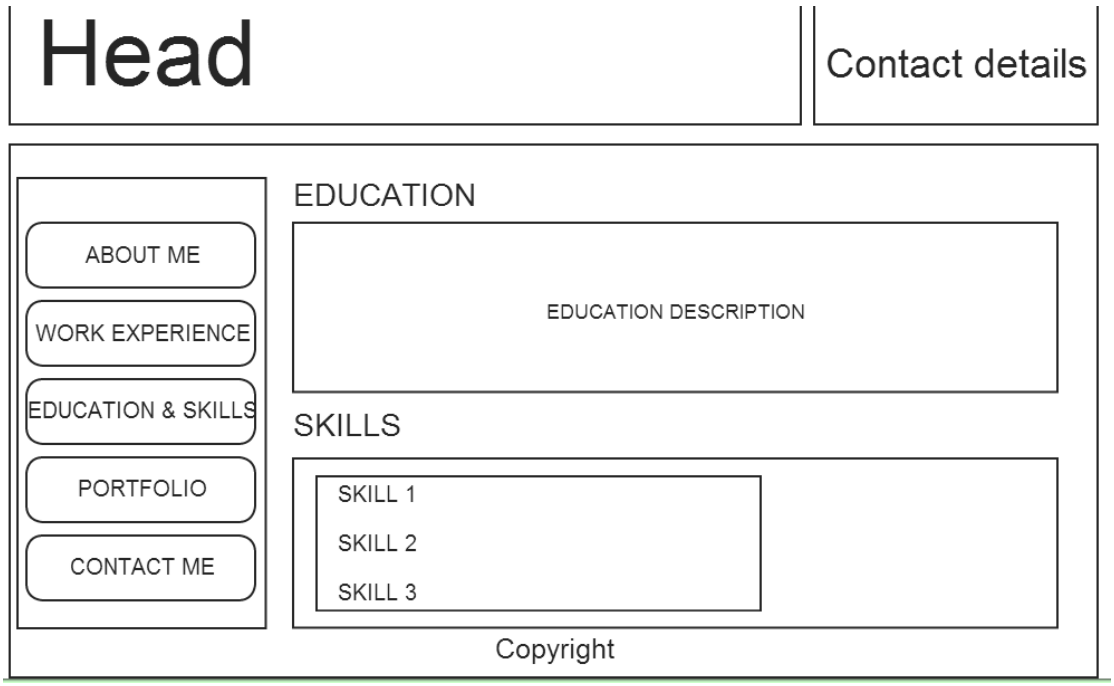
At the middle is a content, it shows some personal information about me and describes why I am the best man for this job.

2. WORK EXPERIENCE



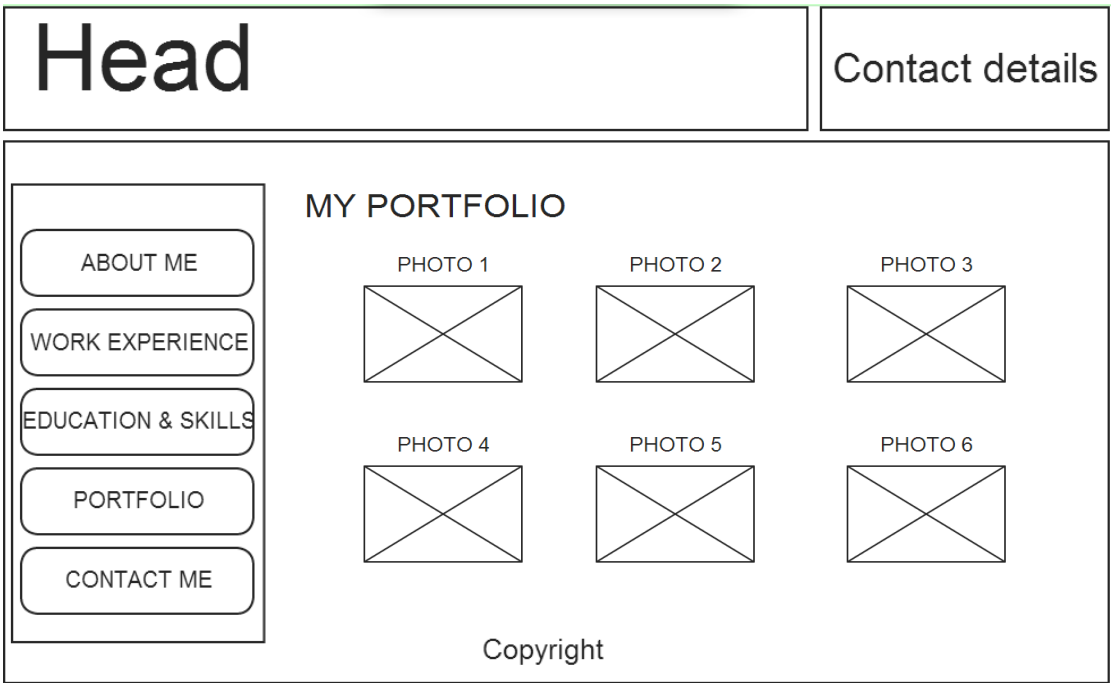
This page shows my personal work experience order by time. So it contains where, what, when I do in a period.

3. EDUCATION & SKILLS



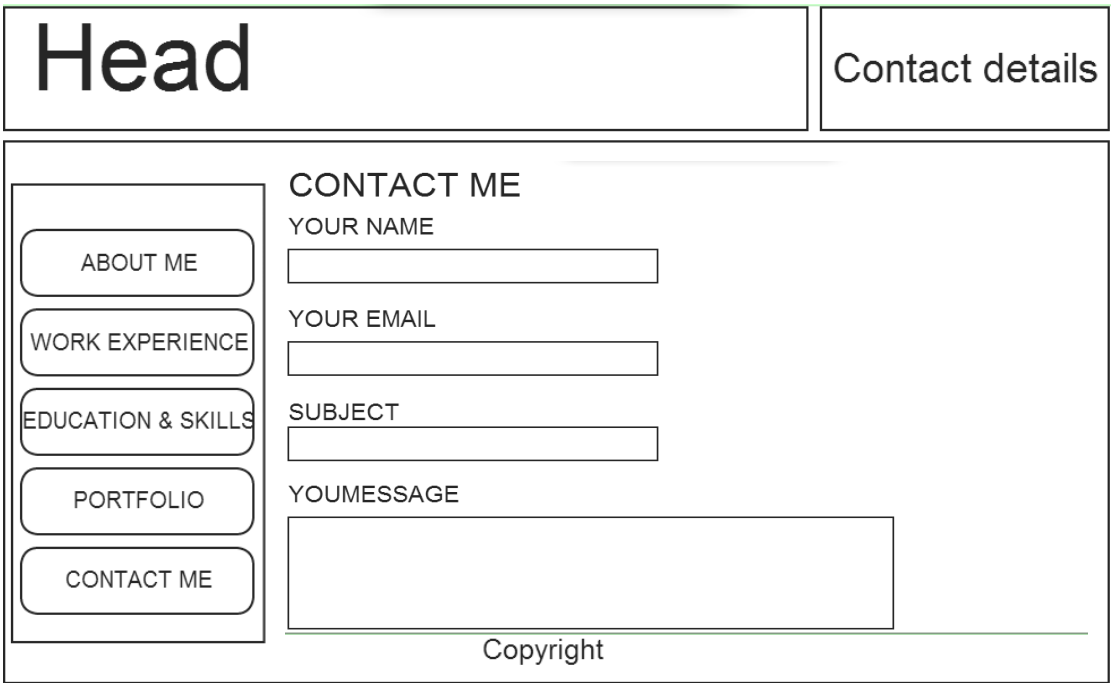
This page shows my education and my special skills.
The education information will order by time and show degree and certifications.
In the skill part, it will list some skills what I am good at.

4. PORTFOLIO



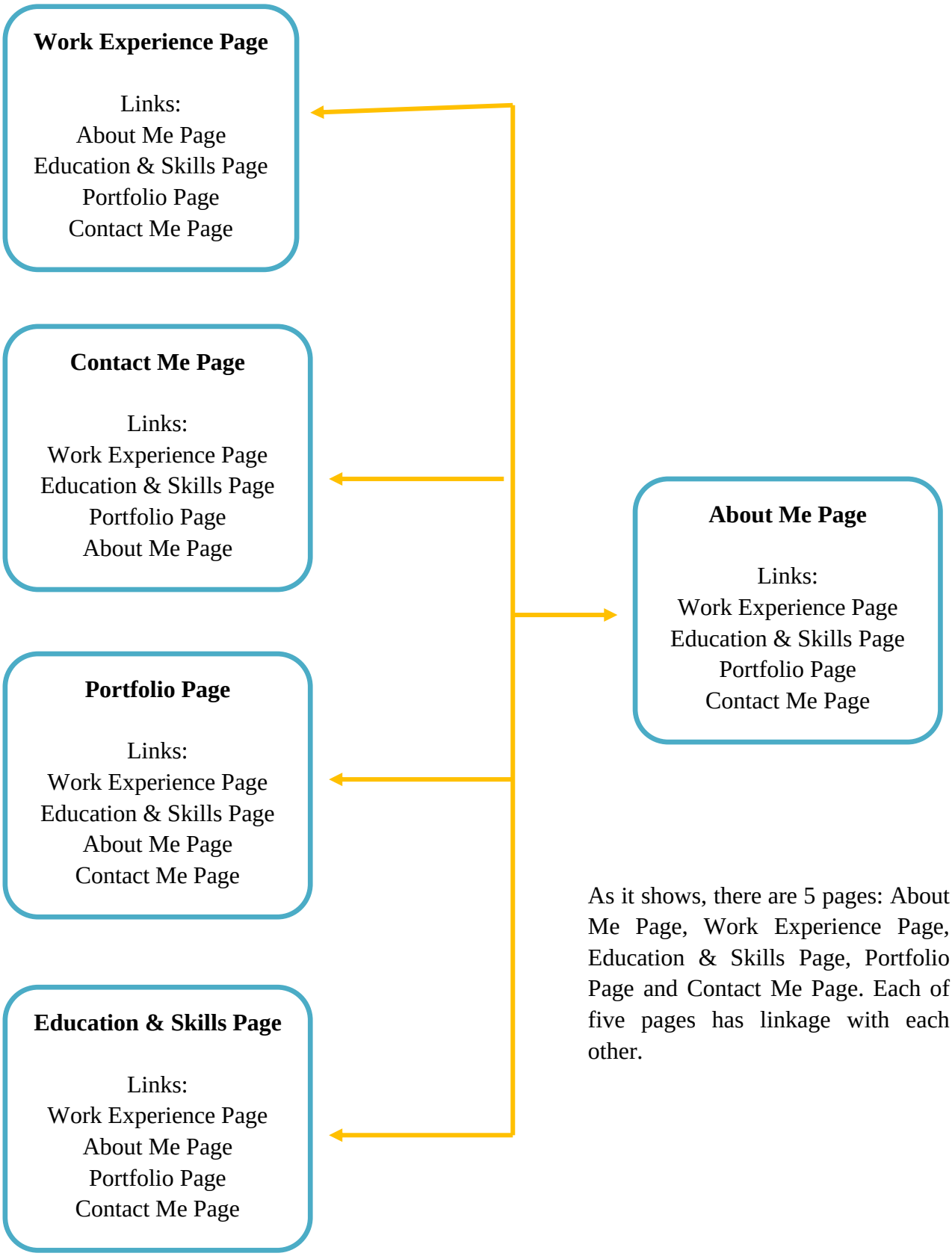
This page shows my portfolio, it contains some my personal works. These works will show by photos. So users can know the level of my skills directly.

5. CONTACT ME



This page shows contact me way, users can send message to me use this page.

Site Map:



As it shows, there are 5 pages: About Me Page, Work Experience Page, Education & Skills Page, Portfolio Page and Contact Me Page. Each of five pages has linkage with each other.

Visual Design:

Header:

Style guide:
Border : **2px**
Border colour: **rgb(255,255,255)**
Background colour: **rgb(64,64,64)**
Font family of 'Jiefeng Hou': **Arial Black**
Font family of 'Graphic designer': **Comic Sans MS**
Font family of 'Contact details': **Lucida Calligraphy**
Font weight of 'Jiefeng Hou': **bold**
Font size of 'Graphic designer': **16**
Font size of 'Contact details': **11**
Font size of 'Jiefeng Hou': **42**
Colour of 'Jiefeng':**rgb(217,217,217)** and colour of 'Hou': **rgb(255,192,0)**
Colour of 'Contact details': **rgb(146,205,220)**

Navigation Bar

Style guide:
Font family: **Times New Roman**
Font size: **18**
Font weight: **bold**
Background colour: **rgb(255,255,255)**
Border colour: **rgb(255,0,0)**
rgb(0,176,240)
rgb(128,128,128)
rgb(112,48,160)
rgb(36,63,96)
Border width: **2px**
Border style: **solid**

Link style:

Link colour: **rgb(0,0,0)**
Font weight: **bold**
Links change to text **red rgb(255,0,0)** with **underline** when hovered over

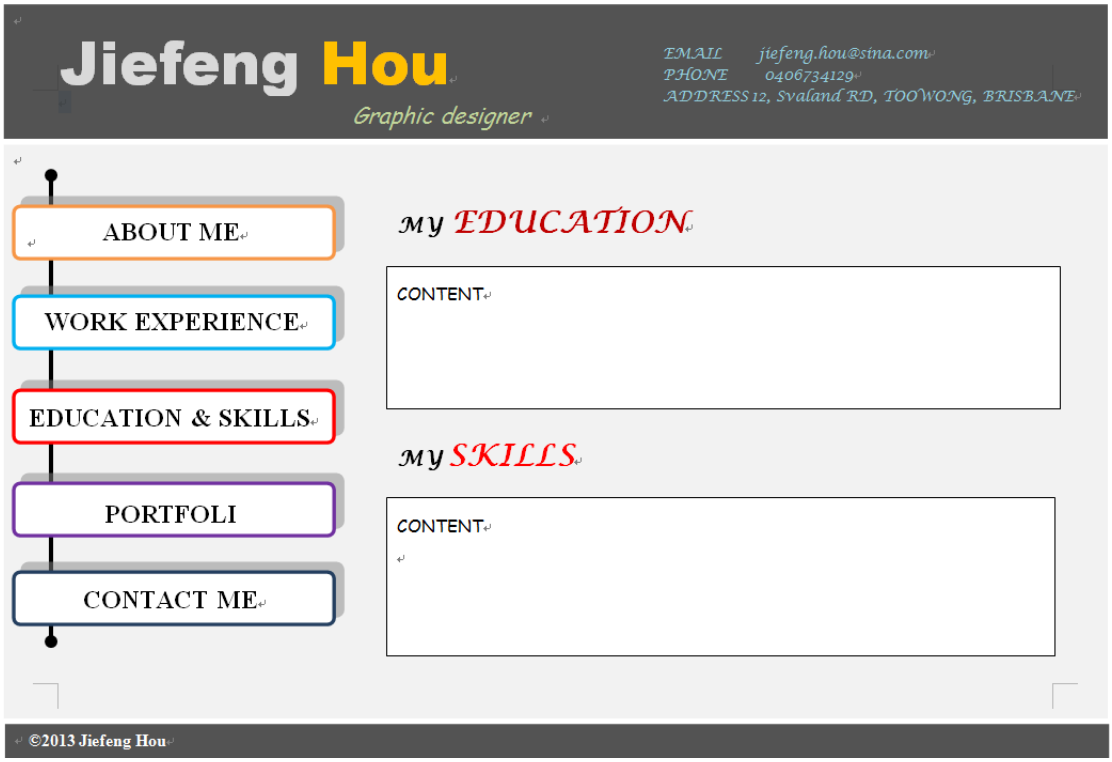
Mock-up of About Me Page

Style guide of content:
Font family of "ABOUT ME": **Lucida Calligraphy**
Font family of "CONTENT": **Comic Sans MS**
Font size of "CONTENT": **12**
Font size of "ABOUT": **16**
Font size of "ME": **22**
Font colour of "ABOUT": **rgb(0,0,0)**
Font colour of "ME": **rgb(192,0,0)**
Width of image: **90**
Height of image: **180**

Mock-up of Work Experience Page

Style guide of content:
Font family of "MY WORK EXPERIENCE": **Lucida Calligraphy**
Font family of "CONTENT": **Comic Sans MS**
Font size of "MY": **16**
Font size of "WORK EXPERIENCE": **22**
Font size of "CONTENT": **12**
Font colour of "MY": **rgb(0,0,0)**
Font colour of "WORK EXPERIENCE": **rgb(192,0,0)**

Mock-up of Education & Skills Page



Style guide of content:
Font family of "MY ECUCATION & MY SKILLS": **Lucida Calligraphy**
Font family of "CONTENT": **Comic Sans MS**
Font size of "MY": **16**
Font size of "EDUCATION & SKILLS": **22**
Font size of "CONTENT": **12**
Font colour of "MY": **rgb(0,0,0)**
Font colour of "EDUCATION & SKILLS": **rgb(192,0,0)**

Mock-up of Portfolio Page

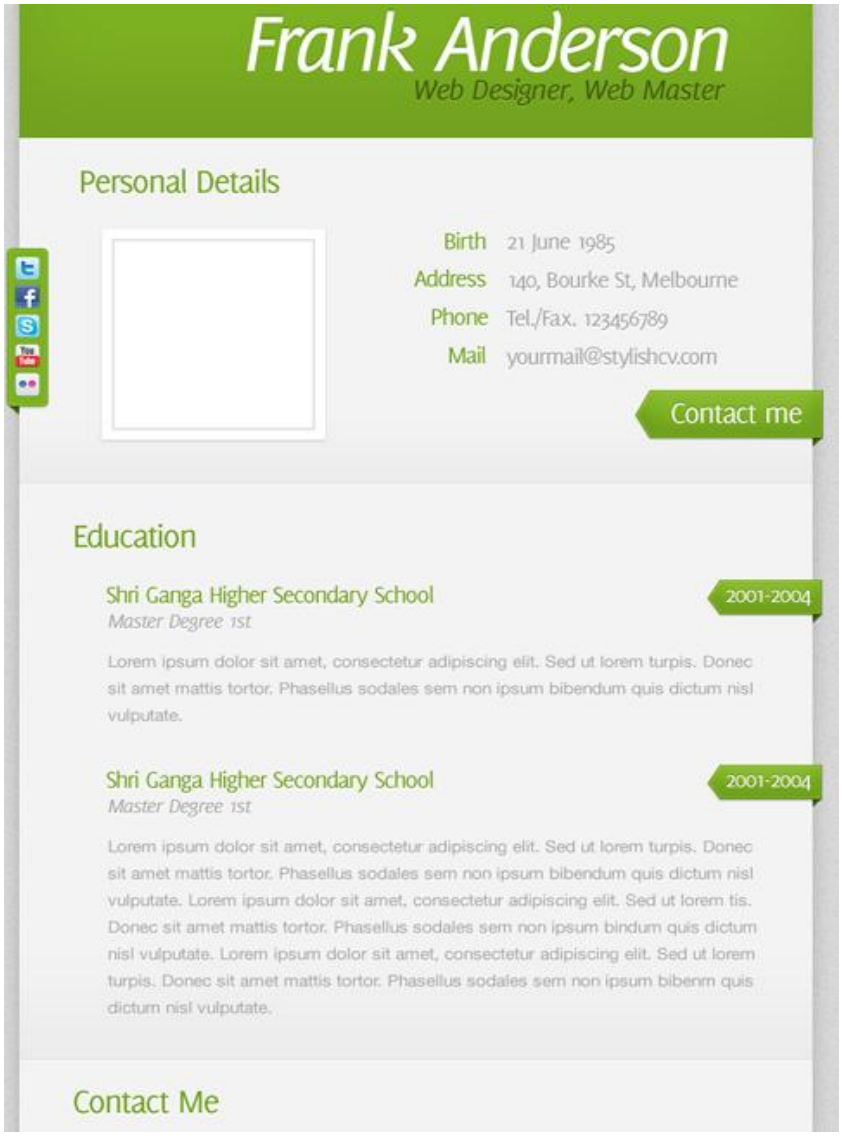
Style guide of content:
Font family of "MY PORTFOLIO": **Lucida Calligraphy**
Font family of "CONTENT": **Comic Sans MS**
Font size of "MY": **16**
Font size of "PORTFOLIO": **22**
Font size of "CONTENT": **12**
Font colour of "MY": **rgb(0,0,0)**
Font colour of "PORTFOLIO": **rgb(192,0,0)**

Mock-up of Contact Me Page:

Style guide of content:
Font family of "CONTACT ME": **Lucida Calligraphy**
Font family of "CONTENT": **Comic Sans MS**
Font size of "CONTACT": **16**
Font size of "ME": **22**
Font size of "CONTENT": **12**
Font colour of "CONTACT": **rgb(0,0,0)**
Font colour of "ME": **rgb(192,0,0)**

Some website have inspired or informed my design:

First one



This resume website let me know that a good resume should be simple, and we should need to use short text to show our information. Because if resume is too long, the employers may do not want to read it completely.

The Second

This resume website let me know that a good resume should use different colours to highlight the content what we want to show. As it shown, it is so layered. So users will feels it looks very comfortable, and may be caused interested in you.

The Third

This resume website let me know that sometimes we lists our skills to show to users. We can percentage to highlight our skills more accurately and vividly. So easier for users to remember and know your skills.

Design Rationale

Now with the fierce of employment competition, so it is more difficult to find a good job, so people want to have a outstanding resume to better show themselves. Moreover, website is a good platform to reflect the personality and personal skills. Therefore, my website is a simple resume website, and it is in order to attract more employers interested in me.

Because this is a simple website, so users can see my different information clearly and find my information quickly. Generally, I use short text to show some basic information and use photos to let users easier to know me. In addition, I make a contact me page to let users contact me easier and more convenient, so I can reply them in time by email. Moreover, I make the contact detail at the top of website, so users can find them easily and there are Facebook, Twitter and email links , so users can find me in different ways if users interest in me.

In content, I show my work experience and education information ordered by time, so users can get information clearly. In addition, I show some personal works through photos and using percentage to reflect my skills level, so users can know my working ability directly and vividly.