

STEP 1

AUDIENCE

potential clients, design enthusiasts, my friends

COMPETITION

graphic designers - print and brand identity specifically

WHAT SETS IT APART

My vision for the site is that I want it to be “more than just a portfolio”. It will showcase sections that manifest my love for typography and UX design, and then have a gallery of a mix of my corporate works – mostly logos and print design.

My site would invite interaction as well from non-clients hence the 'extras' - a manifesto block (love for poetry and smart puns), a blog feed (observations on UX) and a sketchbook of typographic projects.

TONE

Designers and users that I admire love casual, witty tones. This is the tone I'd like to use - straightforward, catchy and simple.

COLOR

gold black and grey

IMAGES

Mostly my works, some icons to represent the navigation

STEP 2

1. SITE

- Homepage only
- All navigation will be anchored into sections

2. NAVIGATION

- About
- Typography
- Works
- Blog

3. CONTENT

MAIN (above the fold):

Column 1

Manifesto Block

- 3 word manifesto
- header 1 size (biggest font)
- 3 words phrase refresh when a button is clicked/website is refreshed

Column 2-3

About Block

- short paragraph (300 characters)
- all content flows in 2 columns
- details about designer and email link

SECTIONS (below the fold):

- all 1 column layout

Typography (section anchored to same page)

- includes most current image posted
- relinks to an external site

Works (section anchored to same page)

- 6 thumbnail gallery with slideshow option

UX blog (section anchored to same page)

- 1st feature feed will be pulled from tumblr