TASK 2

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5.1B

WHAT THE WEBSITE IS ABOUT & ITS PURPOSE

PROJECT IDEA

This graphic design portfolio website is a personal platform designed to showcase creative work in areas like branding, logo, poster design UI/UX design, illustration, and print media.

Its main purpose is to highlight my skills and unique design process, attract potential clients or employers, and offer a visually engaging experience that reflects their personality and professionalism.

The website will also serve as a point of contact for freelance opportunities, collaborations, or hiring inquiries.

PAGES & THEIR FUNCTIONALITIES

PROJECT IDEA

The website will consist of four main pages.

The homepage will introduce me with a visually engaging hero section, a preview of selected projects, a short about section, and a contact prompt.

The projects page will display a grid of portfolio work with the ability to filter by design category, and each project will be clickable to reveal a case study or detailed view.

The about page will include a short biography, a timeline of experience, a visual breakdown of design skills and tools, and a few testimonials.

The contact page will feature a form for users to submit inquiries, with input fields for name, email, subject, and message.

All pages will be responsive and designed for both desktop and mobile experiences.

TARGET AUDIENCE

PART 2

EMMA RICHARDS

1993

Who she is: Emma is a 32-year-old entrepreneur from Manchester who recently launched her own eco-friendly skincare brand.

She's looking for a designer to develop a strong, unique visual identity for her business.

Why she's using the site: She needs branding services including a logo, packaging design, and social media assets — and wants to see examples of past work before reaching out.

Issues with existing sites: Many portfolios she visits are overly complex or hard to navigate.

Some don't explain the story behind the designs, which makes it harder for her to trust the designer's process.

Special needs: She values clarity and ease-of-use. She also appreciates being able to filter work by project type (e.g., packaging, branding) and seeing client testimonials.

LIAM CHEN

1984

Who he is: Liam is a 41-year-old art director at a mid-size London-based creative agency.

He frequently scouts freelance designers for contract projects.

Why he's using the site: Liam is reviewing candidates for an upcoming UI/UX-heavy campaign.

He's looking for a portfolio that demonstrates originality and problem-solving through design.

Issues with existing sites: Some portfolios only show visuals without explaining the rationale behind the design decisions.

Others aren't responsive or take too long to load, which is frustrating on mobile.

Special needs: He needs access to case studies that clearly explain the design process, goals, and outcomes — ideally in a format that's mobile-optimized.

LAYLA BENNETT

2004

Who she is: Layla is a 20-year-old graphic design student studying at university.

She's interested in learning how professional designers structure their work.

Why she's using the site: She wants to explore real-world design workflows and gain inspiration from professionally executed case studies.

Issues with existing sites: Many professional portfolios only display final outcomes. Layla finds it hard to understand the design thinking and tools used.

Special needs: She appreciates portfolios that include sketches, toolkits, or behind-the-scenes breakdowns.

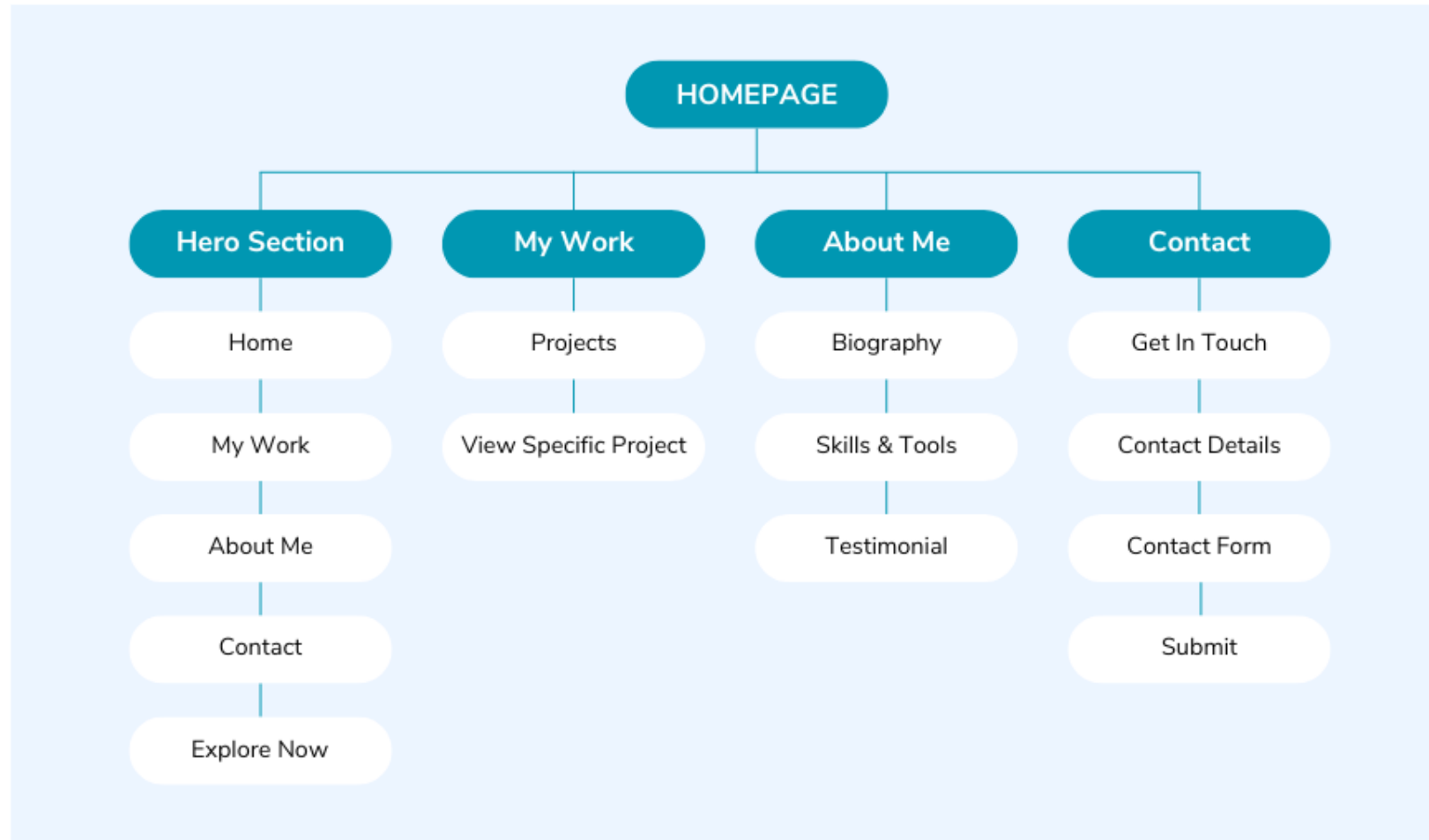A clean, scrollable layout with educational value is important to her.

DESIGN PLANNING

PART 3

Style guide

Graphic design
portfolio

2. Colour palette

MIDNIGHT BLACK	CHARCOAL BLUE GRAY	WHITE	LIGHT GRAY
Primary #00060B	Secondary #1C242A	Text colour #FFFFFF	Button hover #B8B8B8

1. Typography

Header 1

Font
Monument Extended

Header 2

Font
Ackor Demo

Header 3

Font
Inter Bold

Header 3

Font
Inter Medium
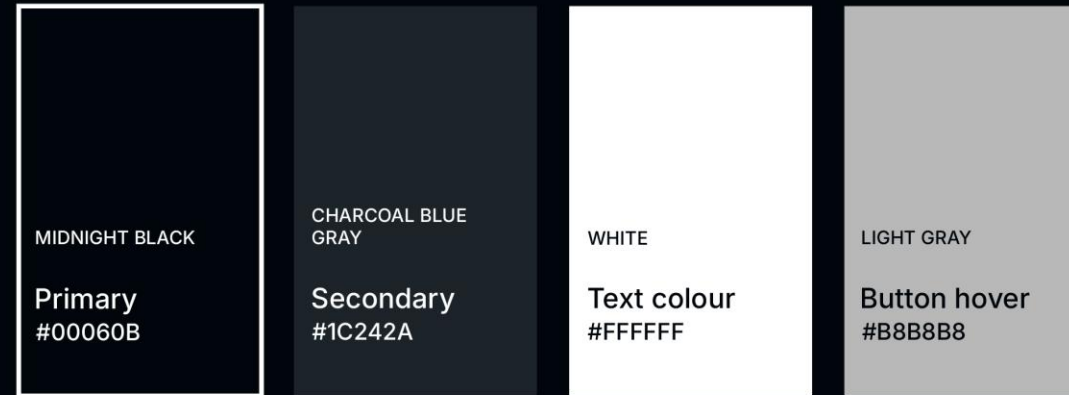
3. UI elements

Rounded corners (15px)

Navigation bar, fixed at top

Icons: minimalistic

Style: Transparent border on dark, fills on hover
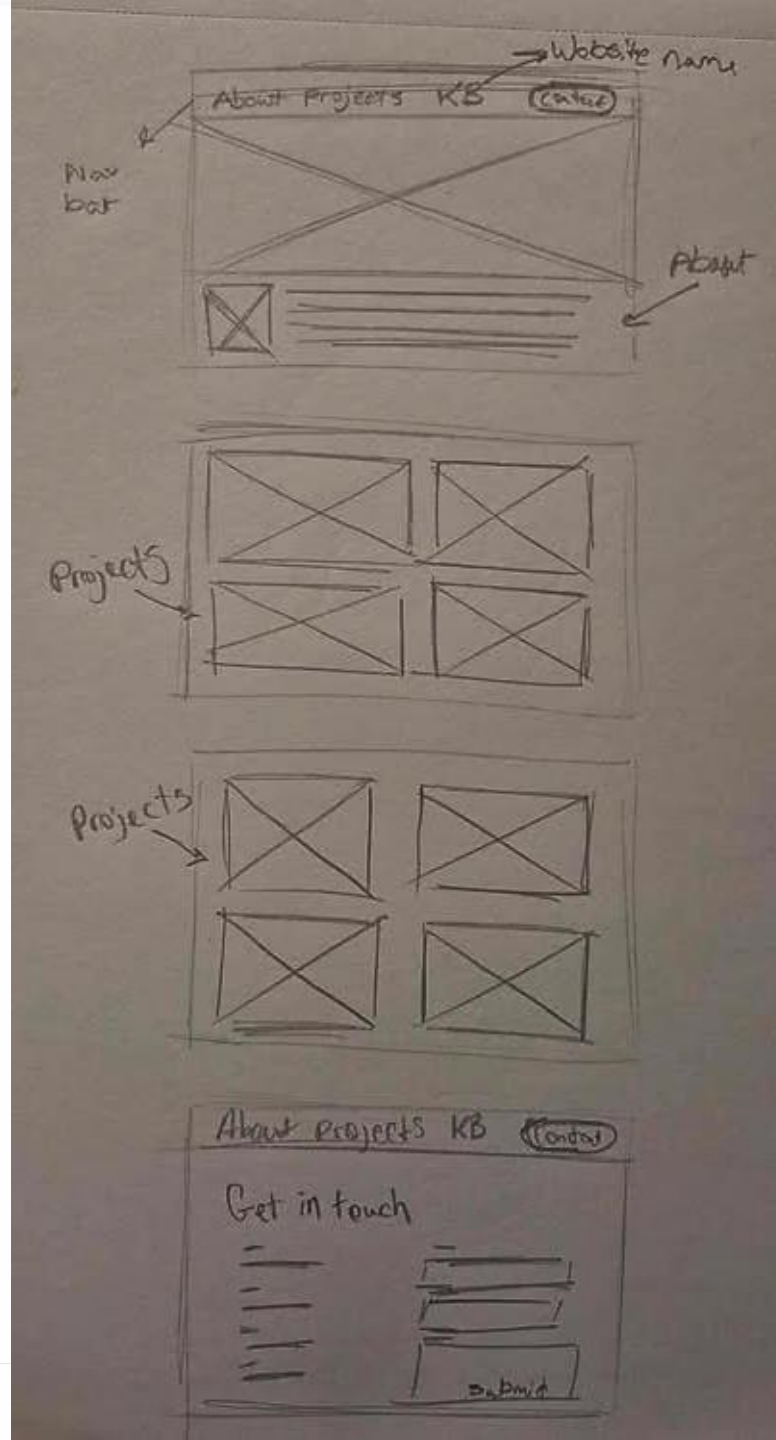
4. Imagery and Layout

Mockups: Realistic mockups for branding work (e.g., packaging, business cards, web UI in device frames)

Image Style: Clean, minimal background, high contrast

Hover Interaction: Fade overlays, subtle motion, reveal titles or links

Layout Style: 12-column grid on desktop; single-column mobile layout

LOW-FIDELITY WIREFRAME

This low-fidelity wireframe shows a personal portfolio website with four main sections.

The homepage has a navigation bar (About, Projects, KB logo, Contact), a large hero section, and an introduction with a small image.

The next two pages display projects in a grid layout, linking to individual case studies.

The final page is a contact form with inputs for name, email, message, and a submit button.

The layout is clean and simple, focusing on user navigation and showcasing visual work.

It's designed for easy browsing and interaction, reflecting a creative but functional design approach.

LOW-FIDELITY WIREFRAME
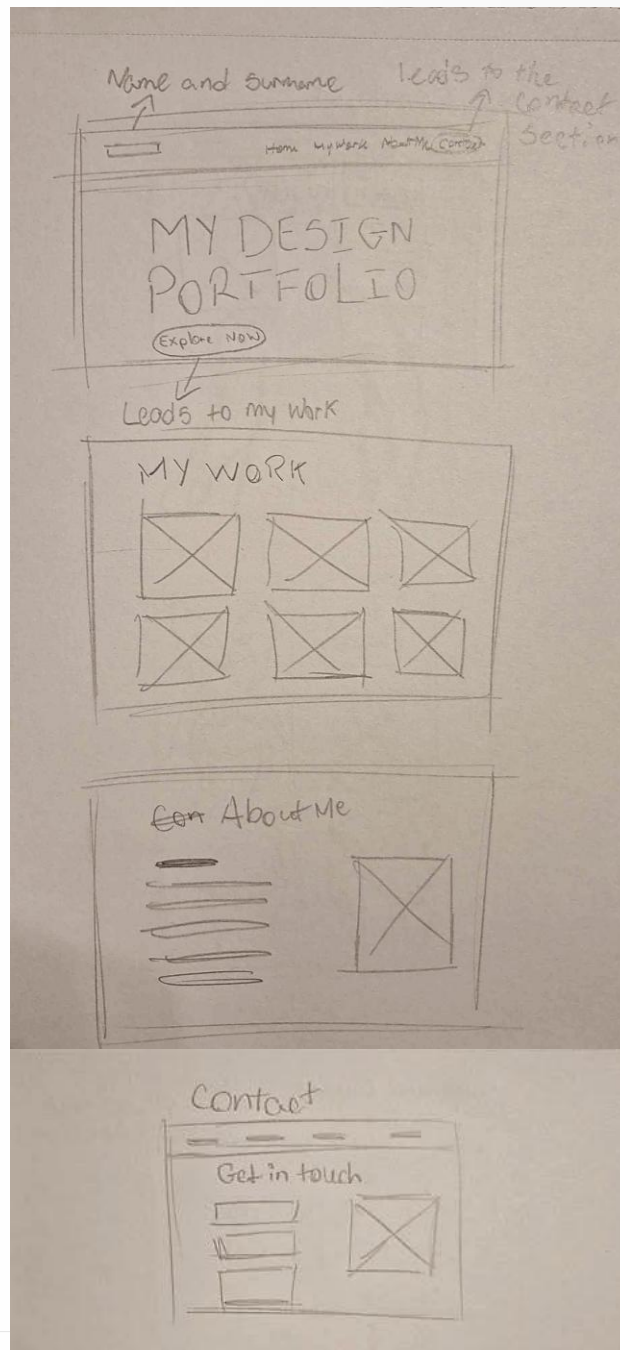
This low-fidelity wireframe outlines the basic layout of my graphic design portfolio website.
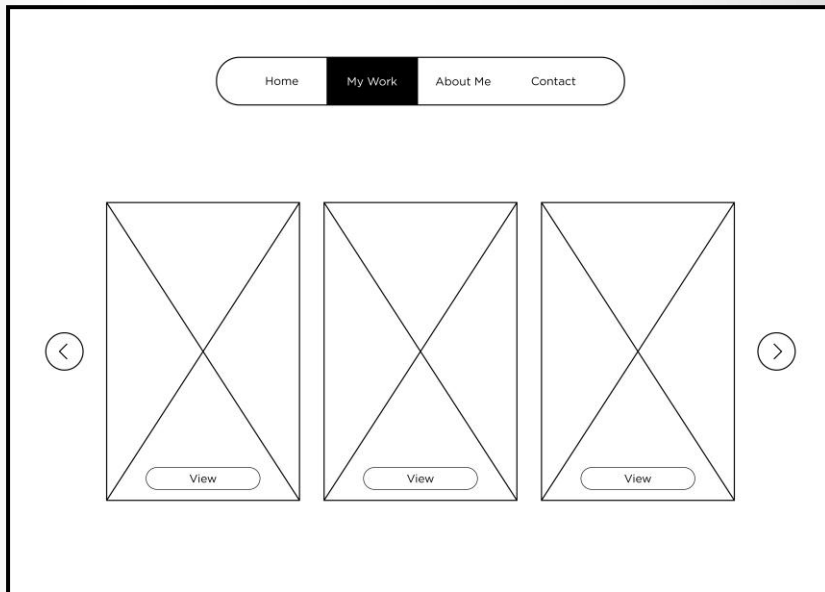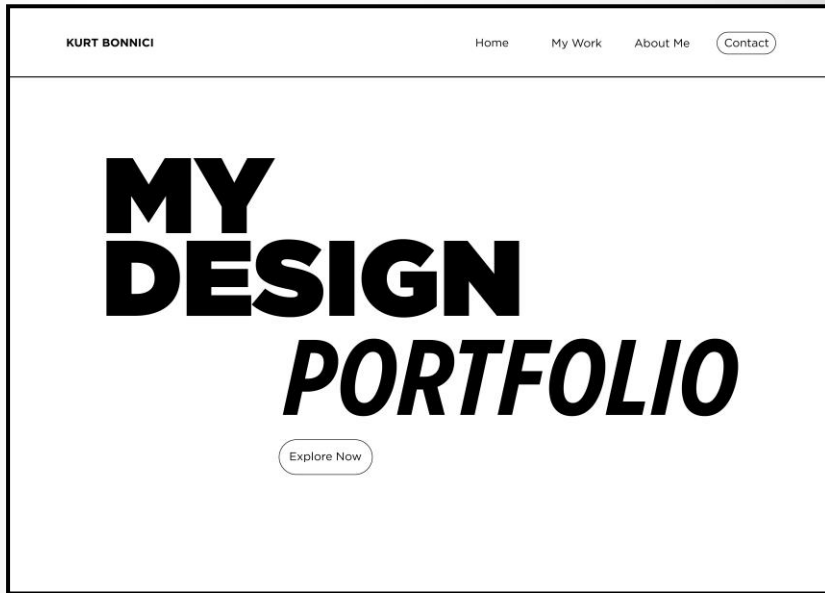
The homepage features a hero section with my name, tagline, and a call-to-action button leading to my portfolio. Below, a grid layout showcases selected works.

The top navigation includes links to "Home," "My Work," "About Me," and "Contact." The About Me page contains a bio, skills, and experience timeline.

The Portfolio page has a filtering system and detailed project pages.

The Contact page includes a form, email, and social media links.

This wireframe sets the foundation for the final design.

MEDIUM FIDELITY WIREFRAME

This medium-fidelity wireframe represents the structure and layout of my graphic design portfolio website.

The homepage features a hero section displaying my name and portfolio title, along with a prominent call-to-action button labelled "Explore Now" which takes you to "My Work".

Below this, a grid of portfolio previews is arranged, each with a clickable "View" button to explore specific projects.

The navigation is structured with a top menu bar that includes links to the "Home," "My Work," "About Me," and "Contact" pages.
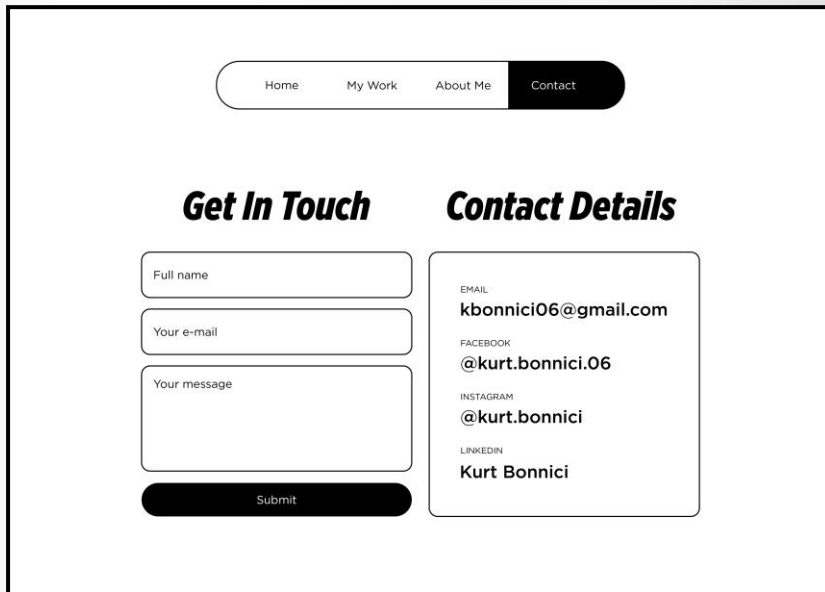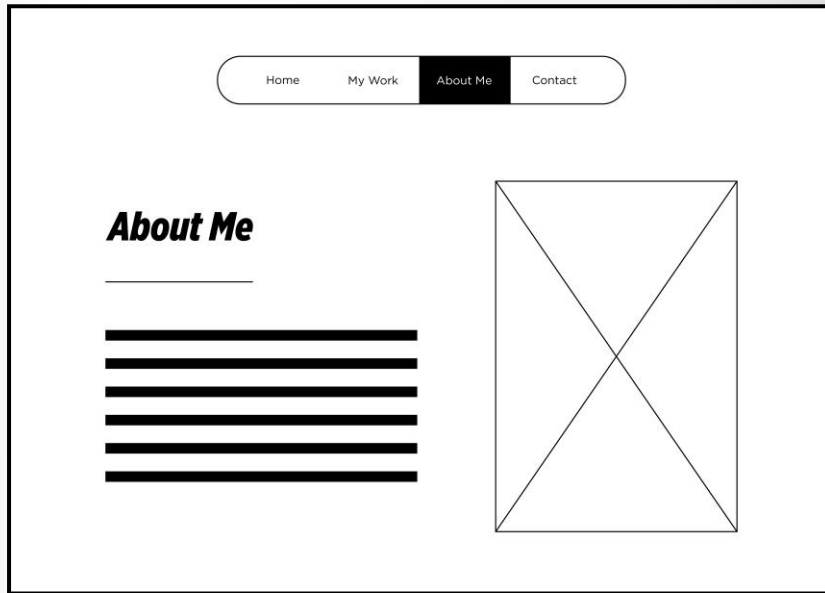
MEDIUM FIDELITY WIREFRAME

The contact page features a "Get in Touch" section with a form where users can input their name, email, and message, followed by a submit button for sending inquiries.

Additional contact details are provided, including an email address and links to social media platforms such as Facebook, Instagram, and LinkedIn.

The wireframe ensures a clean and professional layout, offering a clear navigation experience while emphasizing portfolio work and easy communication.

IPO CHART

Functionality	Input	Process	Output (Expected Result)
Homepage Load	User accesses website URL	Load hero section, featured projects, and navigation menu	Homepage displays correctly with smooth animations
Navigation Menu	User clicks nav item (Home, My Work, About, Contact)	Page transitions or scrolls to the section	Corresponding section is shown instantly and cleanly
Project Filtering	User selects a project category (e.g., Branding, UI/UX)	JavaScript filters visible project cards	Only selected category projects are displayed
View Case Study	User clicks on a project	Load project detail view with images and descriptions	Case study opens with all content and navigation
Contact Form Submission	User fills and submits form (name, email, message)	Form validation → Send data to email or backend	Confirmation message or success alert shown
Responsive Design	User accesses site on different devices (desktop, tablet, mobile)	CSS media queries adjust layout and components	Content adapts to screen size without breaking
Hover Effects	User hovers over project cards or buttons	CSS triggers animations or overlays	Interactive feedback (color change, zoom, etc.)
About Me Timeline	User scrolls to About Me section	Elements animate in or appear sequentially	Timeline and skill graphics display cleanly and responsively
Form Validation	User submits form with missing/invalid inputs	JS checks input format and highlights errors	User sees error messages to correct fields
Scroll Interactions	User scrolls through page	Scroll-based triggers activate content transitions or animations	Smooth, visually engaging experience

TESTING STRATEGY BASED ON IPO

TEST PLAN

Functional Testing: Ensure each feature works as expected across all pages (navigation, filtering, form submission).

Responsiveness Testing: Test layout and visuals on multiple screen sizes.

User Experience Testing: Evaluate ease of use, animation smoothness, and accessibility.

Form Validation Testing: Check for both valid and invalid form inputs and expected error messages.

Performance Testing: Confirm smooth animations and quick load times for all sections and images.

Cross-Browser Testing: Make sure everything looks and behaves consistently across Chrome, Firefox, Safari, and Edge.