



Final Web Design Project Documentation

Laura Todd 0850687

Basic Information

Name of website Laura Todd Portfolio and Resume

Problem statement

In a paragraph or two, define the problem that this website is solving.

***This is not fixing a problem, but creating a portfolio of my work**

Solution statement

In a paragraph or two, explain how you think the website will solve the above problem.

***This is not fixing a problem, but creating a portfolio of my work**

Client information

State the name and contact email of the client to whom this website will belong.

Laura Todd
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Target Demographic

Estimated age range of target users **18-45**

Estimated income of target users

Take an educated guess as to what sort of income your target users would have. This can help you determine what devices and browsers your users will be browsing with.

Middle class

Reason why target user would visit the site

Take an educated guess as to why this target user would go to your site in the first place.

The target users would visit my website to see my portfolio of photography/design work and to learn more about me.

What the average user will expect from your site

Given the information in the previous questions, what expectations could you infer from that information. These expectations should be met in your design.

My expectations are for my target audience to see the work that I have done and use that to determine if they would like to work with or hire me.

Design Dialogue

Overall 'Tone' of the Site

Using a list of adjectives, describe the overall 'feel' of the website. This should be appropriate for your target users, and the goals of the site. For example, 'clean', 'retro', 'grungy' etc. The adjectives you use should all be compatible with each other.

Clean, simple, modern.

Colour Scheme

In a paragraph, describe the overall colour scheme you intend to use and how it conveys the tone of the site you described in the previous question.

I will convey a clean/simple/modern design by using black, white and grey tones. The simplicity of these colours will allow the viewer to focus on the content/images on the website without being distracted by other elements.

Typography

In a paragraph, describe the overall typeface selection you intend to use, it should also help to convey the overall tone mentioned earlier.

I will use a visually appealing font for my headers called 'Wolf in the city'. This font compliments my simple design and stands out. I will use a font called 'Walkway' for my body font as it is simple and easy to read.

Content and Media

Copywriting

Describe in a paragraph or two, how you will write or edit the content for your web site so that the overall goal and design is conveyed in the language used. For example, mention the level of language you will be using, as well as whether it is appropriate to make the text formal or informal in nature.

I will not have much text on my website. The text I will have will be on my 'about' page where I will informally tell my viewers a little bit about myself and what I do. I believe that it will be appropriate to express this in a professional yet informal tone.

Media

Describe any supporting media you intend to use on your website and how it will further the goals of the project.

Media will be a big part of my website as I am trying to highlight my photography/design skills. My photography and design pages will contain image galleries with some of my best work. My home and about page will also include intriguing photographs.

Business and Marketing

User Goal

Describe the most important task that your users will be performing on your website. For example: 'viewing my gallery' or 'finding my contact information'

Viewing my photography and design galleries will be the most important things that viewers will do with my website.

Funneling

How you could potentially indirectly guide your users into performing the main task mentioned?

I will use very simple and clean design to direct my viewers to my portfolio. Without distracting elements it will be easy for viewers to see my portfolio.

Social Media

Is there a social media platform that you could harness in order to help market your website?

I would not like to use social media on my website because those channels are too personal. I would like my viewers to solely focus on my professional portfolio.