



# The Portfolio Project

7.21.24

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Lo Gwin

Graphic Design II

## General Info

The color scheme of this portfolio will be green, with a black and white navigation menu at the top. The navigation menu will take the whole width of the screen but will be small in vertical length. The tabs will include a link to the about me section, contact section, the image gallery and commission form box. First will be a description of the portfolio altogether, the expectations of the site, then it will move into the about me section with the biography of Lo's art and why. Next it will move into the image gallery with a few project pictures to display some of the portfolio. Then you'll scroll into the commissions section, the audience has an option to fill out a form explaining what they want Lo to create. Lastly the footer with all of the contact information, and other sites that the audience can connect with the artist.

## Background

This will be a personal portfolio on Lo, and their art. It will peak about how they became passionate about what they do, their focus, and creativity,

## Goals

1. What is the goal or purpose of your site? The purpose of this site is to showcase the work and art of the artist, and pass this class.
2. Who are the intended audiences? The teacher, as well as those who want to hire me for an upcoming project
3. How will you build it? It will be built using html and css using the platform VSC.
4. How long will it take to complete? Way too long
5. If you were doing this for a client, how much would you charge? I would not charge for it as I know what my lane is and web development is not it.
6. Why specifically will people come to this site? This would be through an business card or through a Social media site, but nothing you can outright search.
7. What will be their experience when they get here? It will be a quick and easy overview of the skills and projects that I am able to create.
8. Where will your site be viewed (at work, in a car, ...)? Probably in an office on an computer, or a phone from a social media site at someone's home.

## Audience

My audience is companies looking to hire a graphic designer and marketing specialist.

## Content

The content that will be provided is the biography of art for Lo stating age, who they are, and what art does for them. There will be images and graphics from Los' portfolio showcasing different skills and talents, and external links to Lo's social media for continuing networking abilities. Lastly one of the features of the site will be a contact form for those inquiring on a piece of art or who want to commission an art piece.