Module 2
Madeline Judge
WRA 210

I chose to look closer at the website portfolio of Izabela Babinska, a 2011 graduate of the Professional Writing program with a concentration in Writing in Communities and Cultures. Below is a more thorough analysis of Izabela's portfolio.

C There is stark contrast between the black text and white background, as well as between the black and green texts. This helps highlight words and phrases that Izabela wants to stand out.

R The colors are repeated throughout the home page and many of the portfolio pieces as well. Izabela also included her personal logo where appropriate throughout the portfolio.

A The important information about Izabela and her background is aligned in a block of text across the page, and her portfolio pieces are centered farther down the page. Descriptions of each of the featured pieces are left-aligned next to the thumbnail picture of the project. Izabela did a good job of making sure that all of the pieces are aligned almost identically throughout the page.

P Izabela kept her project descriptions in appropriate proximity to the pieces they are describing. This makes it easy for viewers to associate the pictures and links with the portfolio piece.

Most appealing: Izabela's personal logo is very appealing. The contrast between the black script letters and her full name in green is trendy and simple. In addition, the curvy shapes of her initials complement the curves of the font she used for her full name, therefore subtly using repetition to create a cohesive appearance. The initials are centered over Izabela's full name, and the alignment works to draw your eye toward the design. The proximity of the two large letters makes it clear they are her initials, and by keeping her initials close to her full name, Izabela manages to make the logo look like one piece as opposed to separate entities.

Least appealing: The thumbnail picture for the Mirada de la Cine Latina project is slightly wider than the other pictures, and it disrupts the alignment of the whole page as the viewer scrolls down. Aligning this photo and description so that is matches the rest of the portfolio's arrangement would improve this. In addition,

while I appreciate the simplicity of the overall design, I would prefer a navigation bar to decrease the amount of scrolling required to view all of the pieces in Izabela's portfolio. The green text in her bio paragraphs gives the impression that those words are links to click on, but they simply navigate back to the same page. I would either change the text color or make them links to other pages.

If I were to replicate part of Izabela's portfolio, I would mimic the simplistic, modern style she uses throughout her website. Because I am interested in the environment and agriculture, I appreciate her use of green as an accent, and have been considering using a similar shade in my own portfolio. I also plan to use a personal logo wherever appropriate in order to establish my 'brand' as it were. Izabela's design style resonated with me overall, and seeing her implementations of the CRAP principles and other design concepts has helped me think more about how I'd like to lay out my portfolio in this class.