Design choices

Miro Keimiöniemi – Portfolio website

All parts of the assignment, including the bonus, are answered in the .fig files and this document.

Overall look and feel

Stylized minimalism to convey my similar nature of exclusively focusing on what matters. Function and form walk hand in hand with the former initiating the first step while making sure that the latter always stays in sync. The target audience of the website includes potential employers but most importantly consists of any cool new contacts I might meet or who meet me and is thus meant to act almost as a dynamic and interactive business card with a very brief introduction and overview that hopefully catches the visitors attention, for which it caters a lot of additional material for more depth. It aims to answer questions such as what I am about and what I am doing and for which purpose both explicitly but also implicitly through its form.

This can be seen in the three buttons the visitor is presented with immediately upon arrival to the site. They capture my most important methods for trying to make an impact while the more work-history related portfolio that I do not identify with quite as much is left behind a menu so that it can be found and examined but it does not define my work, projects and mission. For the presentation of content, I used carousels to highlight content and show little samples of what is about to follow in that particular portfolio. The portfolios themselves are each formatted in a manner most appropriate to their content in a way people specialized in the particular domain should often be most familiar with. Additionally, visual content is large to that they can be viewed and appreciated in the preview already whereas non-visual content is packed a bit more tightly for a faster browsing experience.

Specific choices

Dark theme & colors

The choice of having a dark theme was obvious to me from the beginning. I and many of my friends use a chrome extension called "Dark Reader" to force all websites into dark mode so might as well make that the default. It appeals to like-minded technology-

oriented people who are more used to it and thus communicates my belonging to that group as well.

#000000 black was also an obvious choice as a daily user of various OLED devices, whose true potential gets unleashed only with true black.

The subtle dark grays #111111 and #171717 are still subject to change (most likely to a more natural tone towards an actual accent color, should I need one) but currently complement the black well by being just different enough to be unconsciously noticed as a separate section but not so much as to distract the reader or strain their eyes if reading in the dark.

Dimmed whites #EEEEEE and #DDDDDD (also still subject to change, again towards a potential chosen accent color) were chosen to reduce eye strain without compromising contrast and are used to very subtly communicate potential actions and structure through using the former in buttons and headings and the latter in the body of the text.

Not using any color for the website is a deliberate choice that highlights the content in a style true to minimalism.

Fonts

Open Sans was chosen for the simple reason of it being a highly readable, modern font designed for web use.

JetBrains Mono is used almost for comedic effect on code portfolio page to really feel like a hacker when entering it.

Desktop has more varied and generally larger font sizes to keep the reading and scrolling experience as pleasant as possible even at a distance from the device or, for example, on a large 4k display.

Favicon (Bonus exercise)

I do not particularly identify with the peninsula in Lapland called "Keimiöniemi" nor have I yet managed to capture the essence of my being in any concept, word, shape, color or sound so I decided to go with a very abstract representation of the first letters of my names instead of just using them as they are to try and exercise some creativity. There are two versions between which I have not yet finally decided.

The first one combines the largest triangles that would form if the letters were put into tight boxes and offsets them in relation to each other, encoding the letters in an interesting way.

The second one takes all the triangles that would form if the letters were put into tight boxes and combines them into two joined trapezoids without rotating them. It encodes

the letters even more abstractly but seems more pleasant of a shape due to its symmetry and could be argued to have additional meaning as well due to connections to mathematics and visually resembling a mountain range reflected by water, a parent and child icebergs, a wave file or a frequency spectrum, relevant to my music hobby, or even salmiakki for that matter, alluding to my Finnish heritage. These were not considerations in the experimentation phase but writing this I feel inclined to choose it just to make up a new story every time someone asks about its origins.

Both variations are embedded in squares similar to the design of the buttons of the website to resemble the context in which they are embedded, both for coherence but also to aid the user in remembering which site the specific tab featuring the favicon holds.