

# Unit 5 Project Sample:

## Margaret Cady's Portfolio Site

### Step 1: Define Audience / Tone

- Who will visit your site? Potential employers? New clients or customers?

Potential employers.

- What can make you and/or your product stand out against your competitors?

I want to show the new skill I have obtained of being able to build my own website instead of using Squarespace (or other websites of the sort) to tell future employers about myself. It will add more value to my resume.

- How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

Professionally. I would also be very personal. I am very outgoing and easy to get to know so I want to be able to show that through my website while staying professional.

- What colors represent you or your product?

I like classic colors such as gray, white, black, but I want to add a pop of color. I like blues and yellows.

- What images illustrate your message?

I am currently working on a "logo" of sorts (mainly a creative way to write my initials 'MC'), but I have a photo of myself I want to post on the website so they know what I look like. I chose a black and white photo so that I could play more with the colors on my website.



## **Step 2: Define Site Structure**

What are the three-to-five pages titled?

Home, portfolio, resume, about, contact.

What will be the purpose for each?

The homepage is just an overview of my site, welcoming each person telling them about myself and my work. The portofolio page (dont worry about this one yet) consists of all of my previous works. I am very new to web design so I dont have any other projects yet (you can hold off on this one for now). For the resume page I am going to attach my resume. I want a screenshot of my resume on this page. This will be an unofficial resume as I am working to redo this as well. I really want to add the logo I come up with to the top of my resume. For the about section, I want to put a few personal facts that the employers don't know about. For th contact I want the links to LinkedIn, Gmail, Facebook, Twitter, Instagram.

What should each page contain? Will there be textual content? Or just images?

### **Homepage**

*Intro to Margaret Cady*

Contains:

- Title
- Navigation
- Logo

- Who I am
- What I do

## **Work**

*Showcase the design and development portfolio*

Contains:

- Title
- Navigation
- Images of our portfolio work
  - Title
  - Image
  - Date published
  - Description

## **About**

*Personal facts about me to help show my personality*

- Title
- Navigation
- Image
- Paragraph

## **Resume**

- Title
- Navigation
- Attached photo of my resume

## **Contact**

*Contact information*

- Title
- Navigation
- Body text (thanks for visiting my site)
- Links to social medias
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