# NOXOLO GUMEDE

Graphic & Web Designer



PORTFOLIO WEBSITE DESIGN STRATEGY



www.noxologumede.com



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# LIST OF IMAGES / DIAGRAMS

### 1. IMAGES

1.1. MOOD BOARD

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### 2. DIAGRAMS

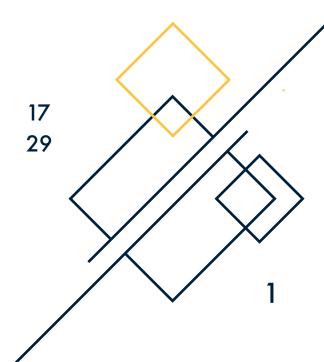
2.1. WIRE FRAMES

2.2. FLOW DIAGRAM

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### WEBSITE GOALS

THE GOAL OF MY PORTFOLIO WEBSITE IS TO SELL MY SKILLS AS A GRAPHIC AND WEB DESIGNER TO MY TARGETED AUDIENCE IS MY POTENTIAL EMPLOYER (THE COMPANY THAT I WOULD LIKE TO WORK FOR, AND GROW WITH).

THE SITE AIMS TO GET ME HIRED BASED ON THE IMPRESSION I MAKE WITH MY WORK, AND ALSO GET ME CLIENTS.



### TARGET MARKET

### **MAIN TARGET:**

THE AGENCY CAPE TOWN, ONE OF CAPE TOWN'S BEST DIGITAL/ DESIGN STUDIOS SPECIALISING IN BOTH GRAPHIC AND WEB DESIGN.

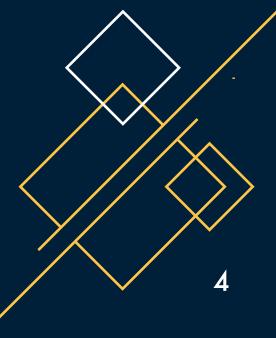
### **OTHER:**

POTENTIAL CLIENTS WHO LAND ON THE PORTFOLIO WEBSITE AND REQUIRE DESIGN SERVICES



# **GENERAL TASKS**

- 1. USERS/ VISITORS ARE TO VIEW THE WORK ON THE PORTFOLIO WEBSITE.
- 2. MAKE USE OF THE CONTACT FORM OR THE CONTACT DETAILS PROVIDED, TO CONTACT ME FOR DESIGN SERVICES/ TO HIRE ME.





### TECHNOLOGICAL CONSTRAINTS

SLOW CONNECTIONS AT TIMES CAN CREATE SOME MINOR CONNECTING CHALLENGES, THIS IS SOMETHING THAT CAN HAPEN AT ANY TIME AS IT WILL ALWAYS BE DEPENDENT ON THE ACTUAL CONNECTION OF THE USER.

# MARKETING/ BRANDING GOALS

1. TO APPEAL TO THE TARGETED AUDI-ENCE MAINLY VISUALLY, USING A SIM-PLISTIC DESIGN APPROACH: COLOUR, SHAPES AND SPACE.

2. TO VISUALLY COMMUNICATE "PROFES-SIONAL" THROUGH THE WEBSITE



### CRITICAL SUCCESS FACTORS

### **CORRECT USE OF DESIGN PRINCIPLES:**

LINE, COLOUR, NEGETIVE SPACE HIERARCHY

**CLEAN AND NEAT CODE** 

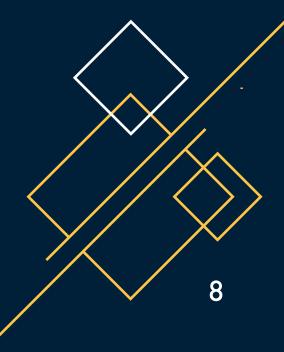
EASY TO NAVIGATE SITE I.E. NO DIFFICULT TO FLOW THROUGH THE WEBSITE



### THE CREATIVE DIRECTOR OR HEAD

HE'S LOOKING TO HIRE A CREATIVE PROFESSIONAL WHO CAN BE A GOOD FIT FOR HIS COMPANY AND CREATIVE TEAM

HE IS LOOKING FOR SOMETHING DIFFERENT BUT ALSO

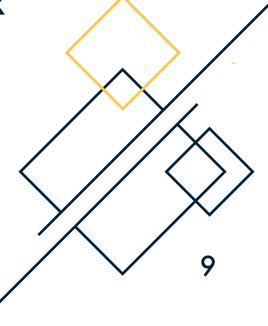




### **USER GROUP**

MALE AND FEMALE USERS OF THE WEB PEOPLE/ COMAPNIES CURRENTLY SEARCHING FOR FRESH WEB/ GRAPHIC DESIGN TALENT.

THE AGENCY CAPE TOWN IN PARTICULAR





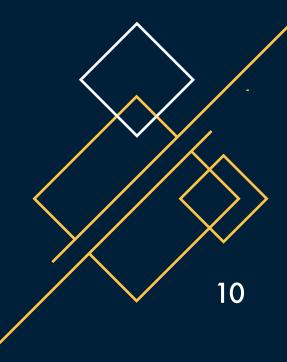
# **USER PROFILE**

WEB / GRAPHIC DESIGN AGENCY

EXPECTING TO SEE WEB AND GRAPHIC DESIGN WORK ON PORTFOLIO WEBSITE

MINIMALISM

COLOR AND GOOD USE OF SPACE



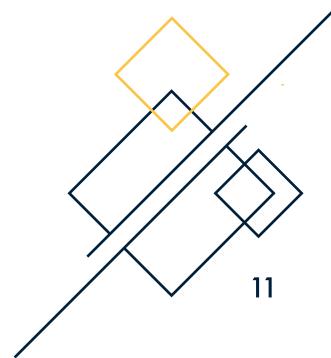


# **ENVIRONMENT PROFILE**

LOCATION: CAPE TOWN (WOODSTOCK)

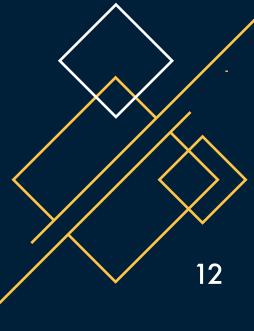
**WORKSPACE**:

GRAPHIC DESIGN AGENCY, CREATIVE SPACE



# SOFTWARE: ILLUSTRATOR, INDESIGN, PHOTOSHOP, CSS3, HTML5, JAVASCRIPT, JQUERY

HARDWARE:
MACBOOK
WACOM TABS
CAMERA
TRIPODS
PRINTERS

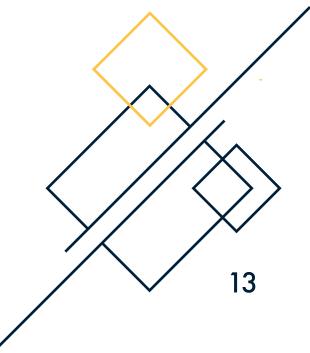




# **PURPOSE OF WEBSITE**

TO GET HIRED BY GRAPHIC/ WEB DESIGN COMPANIES

SHOWCASE DESIGN WORK SO THAT POTENTIAL CLIENTS CAN ALSO SEE





# WHERE WEBSITE CAN BE ACCESSED

- 1. DESKTOP (COMPUTER)
- 2. TABLET DEVICES
- 3. MOBILE PHONE



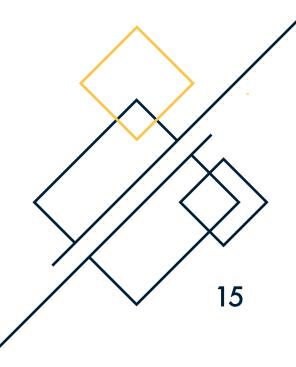


# I AIM TO ACCOMPLISH

GENERATING TRAFFIC TO MYSELF AS A CREATIVE

GETTING HIRED BY MY DESIRED COMPANY OF CHOICE

GETTING A GOOD CLIENT RESPONSE FROM THE WEBSITE



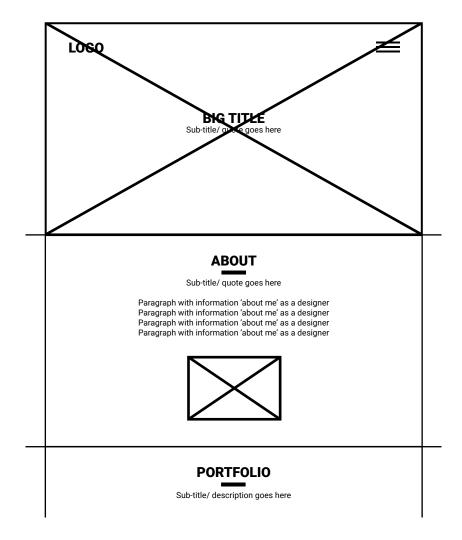
# MOOD BOARD

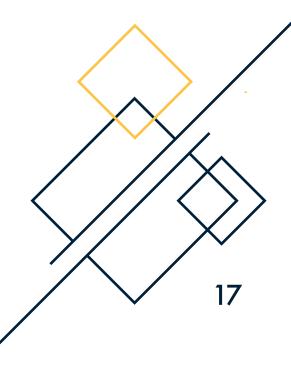


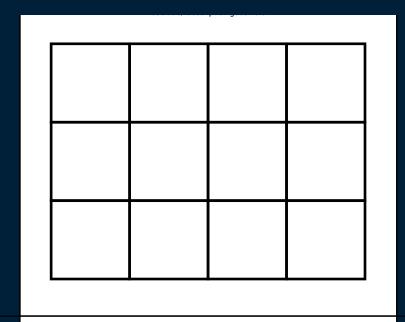


# **WIRE FRAMES:**

### **DESKTOP**







#### **CONTACT**

I would love to hear from you

#### CONTACT INFO

Cellphone.

+27 (0) 78 102 7081

Email.

dngumede@gmail.com

#### NAME

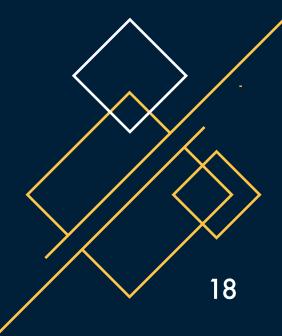
Type your name..

#### **EMAIL**

Type your email address..

#### MESSAGE

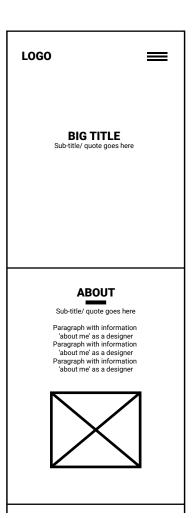
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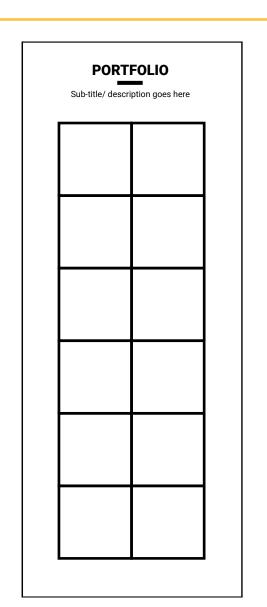


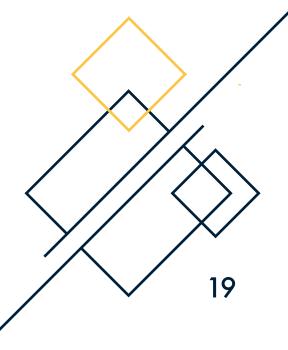


# **WIRE FRAMES:**

### **TABLET**







### CONTACT

I would love to hear from you

#### CONTACT INFO

#### Cellphone.

+27 (0) 78 102 7081

#### Email.

dngumede@gmail.com

#### NAME

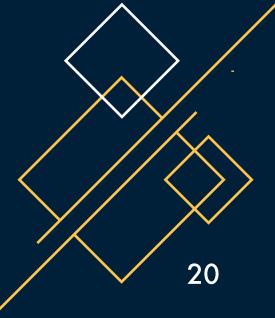
Type your name..

#### **EMAIL**

Type your email address..

#### MESSAGE

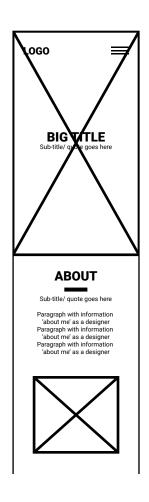
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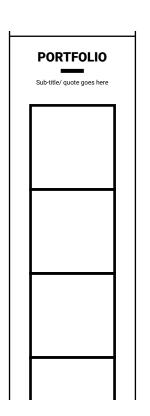


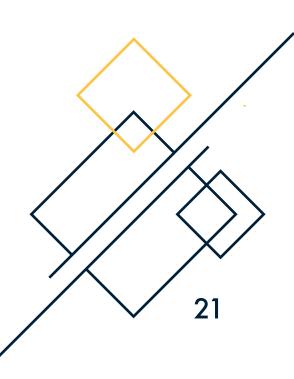


# **WIRE FRAMES:**

# **PHONE**







#### **CONTACT**

I would love to hear from you

CONTACT INFO

#### Cellphone.

+27 (0) 78 102 7081

#### Email.

dngumede@gmail.com

#### NAME

Type your name..

#### **EMAIL**

Type your email address..

#### MESSAGE

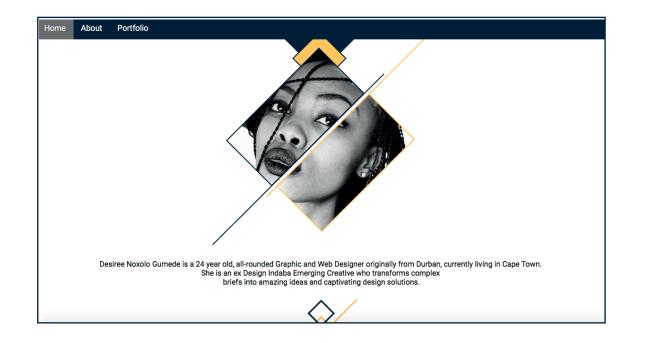
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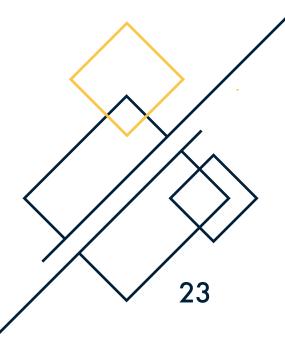


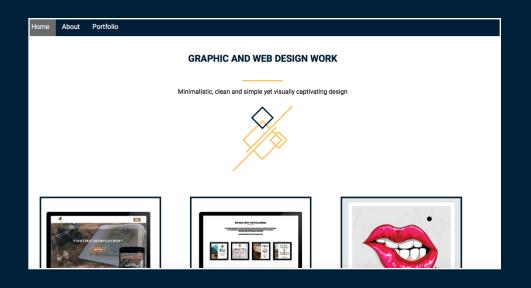


# **MOCK UP**

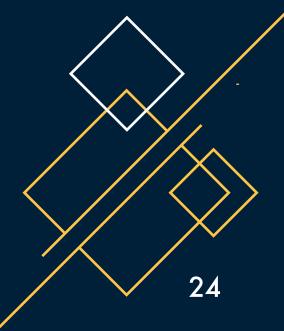
# **DESKTOP**







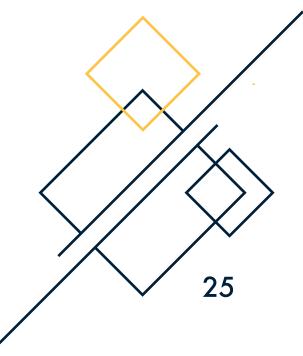


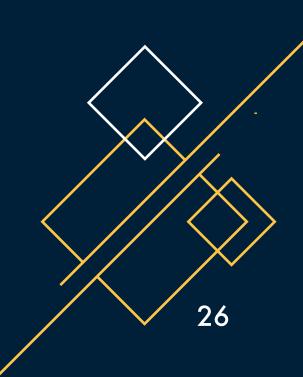




# **MOCK UP**

# **TABLET**

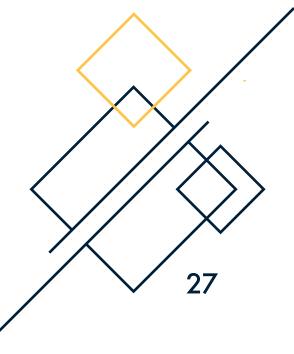




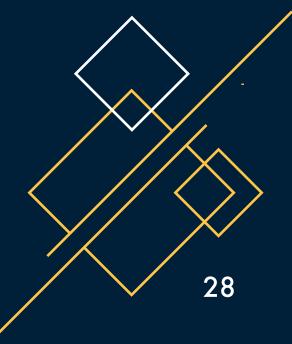


# MOCK UP

# **PHONE**

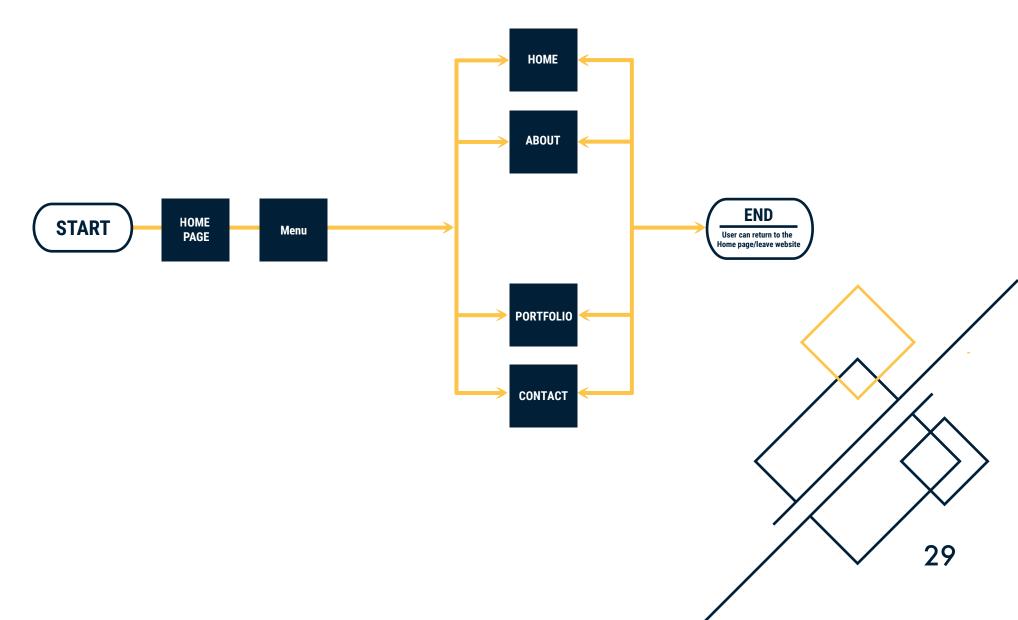








# FLOW DIAGRAM



### DESIGN RATIONALE

MY PORTFOLIO WEBSITE AIMS TO SHOW MY STRENGTHS WHICH ARE CURRENTLY GRAPHIC DESIGN, AND UX/ UI DESIGN.

THE LAYOUT IS SIMPLE, USING SHAPES AND COLOUR. THE CHOSEN COLOURS ARE MY LOGO COLOURS YELLOW AND NAVY WHICH I FELT SHOULD BE CONSISTENT THROUGHOUT MY ELEMENTS AS A REPRESENTATION OF MY GRAPHIC IDENTITY AND TO UNIFY THE ENTIRE PROJECT.

I HAVE CHOSEN TO USE MINIMAL ANIMATIONS AND FOCUS THE PORTFOLIO ON SHOWCASING THE ACTUAL WORK, AND CURRENLTY NOT THE WEB ANIMATIONS WHICH IS NOT A SKILL I AM CONFIDENT TO SHOWCASE AS YET.



### LIST OF REFERENCES:

- 1. Douglas Pinho, viewed 13 November 2017, from http://douglaspin-ho.com/#work
- 2. Google, viewed 15 November 2019, from https://www.google.-co.za/search?biw=1683&bih=859&tbm=is-ch&sa=1&ei=3JkdWuTqNOSNgAaWnpPlAg&q=NAVY+AND+YELLOW+FLOWERS&oq=NAVY+AND+YELLOW+FLOWERS&gs\_l=psy-ab.3..0j0i8i 30k1.46217.48342.0.49310.8.8.0.0.0.0.606.1177.2-1j1j0j1.3.0...0...1c. 1.64.psy-ab..5.3.1177...0i67k1.0.YjKmaT9o4dA#imgdii=oN8ydQNO-11r uM:&imgrc=WLeHC8yOxtLU4M:
- 3. The Agency Cape Town, viewed 16 November 2017, from https://theagency.co.za
- 4. W3Schools, viewed 13 November 2017, from https://www.w3-schools.com





