My primary aim with a portfolio would be to make an appealing site for my writing, but most specifically, for the sake of having a defined aesthetic, it would be to promote my novel *Pretty Like a Veil*, rather than just all my writing.

To reflect some themes of the book, a purple shade and a not-quite full black would be the main choices for margins/backgrounds, as both of these colors align with themes and major components in the novel. White, gray, and red/orange are also colors that align with the novel’s aesthetic.

Font would be black or white or violet, depending on how it meshes with the aesthetic of the page. Backgrounds, outside of the chosen pictures would basically all be either white, purple, or black, depending on the page.

These would be the backgrounds for the 9 pages

Page 1 – Bio - Home Page (Pexals depiction of a castle ruin against a violet sky with black margins would be used instead)

Page 2 (Background will be the photo of the violet clouds)

Page 3 (Background the clear violet sky with the lightning)

Page 4 (Background Gray Hallway Photo with similarly gray margins)

Page 5 (Background gray small castle)

Page 6 (Background all black)

Page 7 (Girl with x-arms and purple hair)

Page 8 (Pure White page)

Page 9 (Background of baroque hall for page)

**Text Content for Webpage**

Home Page (a video of moving clouds would be ideal for background, tinted purple, but that won’t be done for this, so a picture from Pexals depiction of a castle ruin against a violet sky with black margins would be used instead) Links will be in the same color as the rest of the text. On this page black.

-Header – Contact the Author, Who I Am (link to bio), Castle Merchandise (Small slightly rounded black perimeters make these look like buttons the links) White font.

-Body

Pretty Like a Veil.

– the Gloomy Castle – big font, white text fades into existence if possible

Click to Enter the Castle (leads to a page to page 2)

Go forth, explore. The castle is a grand place. New rooms are being built every day… – Lacidius

(fades into existence second)

Enter the castle (text fades into existence last, larger font)

Footer – Contact – Castle Merchandise (books and shirts) – Who I Am (link to bio, same as follow the trail)

**Author Page** (Page 2, linked to from both Who I Am and clicking Enter the Castle)

(Background will be the photo of the violet clouds)

Text and links will be black colored.

-Header - Dreams of war, Dreams of lust, Dreams of *the Gloomy Castle*

Hi, I am Ryan Landes and *Pretty Like a Veil* is a novel about Suicide in pre and post COVID America. It is about American fatalism—the things we do in the pursuit of happiness that are actually in the pursuit of self-destruction. It is about a strange dark castle that looks like a jagged fallen asteroid.

And it is about a charming man named Lacidius…or Ladicius as he sometimes calls himself by mistake. He is the host of the castle and he speaks in poetic riddles.

Now go onward…

Follow the trail into Lacidius’s castle. It’s like H.H. Holmes meets Hotel California. What could ever go wrong?

Follow… (Links from page 2)

**Page 3**

(Background the clear violet sky with the lightning)

Header: Pretty Like a Veil (stylized font)

Text and links will be black colored.

Body: and somewhere partially hidden in the violet shrouds is *the Gloomy Castle*. It can wrap us like a ribbon… - Lacidius… Ladicius (text is a link and takes us to page 4)

**Page 4**

(Background Gray Hallway Photo with similarly gray margins)

Text and links will be black colored.

*The dusk stories we tell ourselves to make sense of dusk. – Ladicius(?)* Keep clicking won’t you…

**Page 5**

(Background gray small castle)

Text and links will be black colored.

Header: Pretty Like a Veil (stylized font)

Now what is ladiciuS backwards? (is a link and takes us to page 6)

**Page 6**

(Background all black)

Text and links will be white colored.

ladiciuS … S?i?id?l

(this has a link that leads to page 7)

**Page 7**

(Girl with x-arms and purple hair)

Text and links will be white colored.

Dreams of Lust…Dreams of war…Dreams of *the Gloomy Castle?*

Fade in text – Do you want to leave? (this has a link that leads to page 8)

…

**Page 8**

(Pure White page)

Text and links will be black colored.

The castle is a grand place. New rooms are being build everyday…

(this has a link that leads to the home page)

**Page 9**

Header – Castle Merchandise

Sorry! We don’t have anything just yet. Coming soon, promise!

He looks at me for a long second, starts to turn. “Go forth into the castle. Explore. It is a grand place. New rooms are being built every day…”

<https://www.velvetspectrum.com/>

**Portfolio 1**

This portfolio has a fun selection of colors, a header font that really pops, and despite being fairly visually appealing, it does not do so at the expense of clarity at all. I liked how the main section’s pictures would alter into a form where text would show clearly over a layer of transparency that would dull the colors of the photos. The footer kept up the same tasteful format with some links to his social media accounts.

When you do follow these links, they are great multi-media showcases for his work!

<https://socketstudios.com/>

**Portfolio 2**

This site could be very awkward at times, but I liked its generous use of space with stark minimalistic colors like white and black. I also enjoyed the way it felt quite exploratory the page, rewarding your curiosity or the little semi-jarring aesthetic change ups, the blank tomb-stone-like shape on the first page, the brightness of the second page, with its at the forefront copy, bold and large. Some of the pages did not have footers, or even main sections. It was interesting how you could move about from the copy on some of the sub-pages reached from a menu attached to a round text-less button, and it was interesting the animation for the social media out-links, although the whole thing was fairly clunky. I did like the minimalism though. The initial page didn’t even have a header or footer. There is the accelerated scroll button too that was an interesting touch too. Overall, a little hard to navigate and overwhelming, but good stuff.

<https://www.jessica-caldwell.com/>

Portfolio 3

I enjoyed this portfolio’s elegant simplicity and some little touches like how the background graphic near the header(?) shifted some when you scrolled. The header was very traditional and as was the footer. The various pages were good showcases for her work, with varied layouts and nice photos, keeping the same format on footers, which kept a nice consistency around the portfolio, its layout refusing to descend into something too vague and showy. These pages all have a paragraph in them with a heading that does not appear to be in the body, but it’s not in the head either. I don’t have any real problem with this site. There are times where it shows too many photos perhaps and isn’t clear enough about services offered.