



Portfolio Website Design

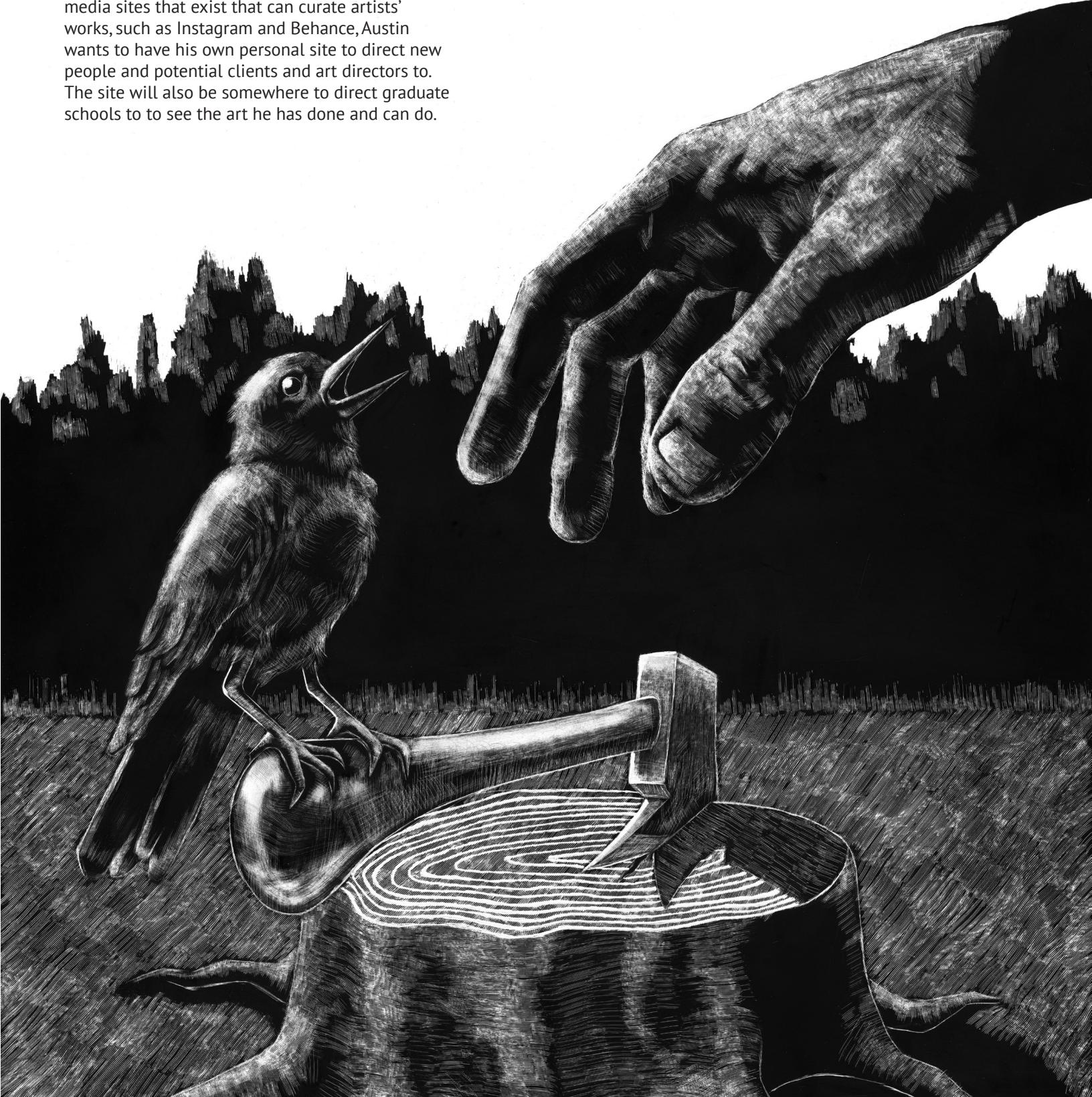
October 2017

Client - Austin Harvey

Saul Baizman - Web Design 1

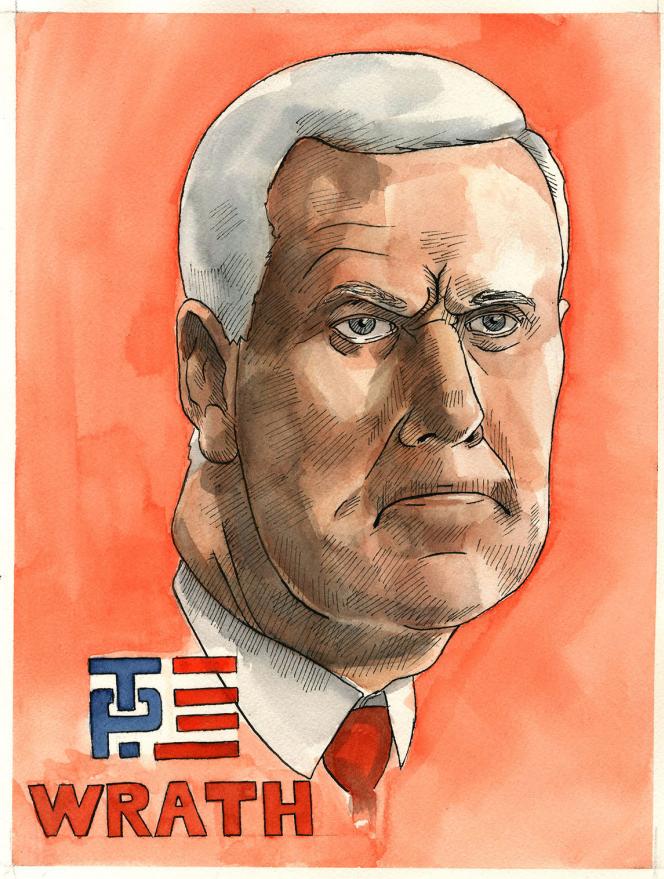
- 1** Client's Needs
- 2** Website Purpose
- 3** Objectives
- 4** Target Audience and Measured Success

Austin Harvey is a soon to be graduate from the Illustration department at Massachusetts College of Art and Design, and has a highly competitive field to look forward to after graduation, as well as graduate school. While there are multiple social media sites that exist that can curate artists' works, such as Instagram and Behance, Austin wants to have his own personal site to direct new people and potential clients and art directors to. The site will also be somewhere to direct graduate schools to see the art he has done and can do.

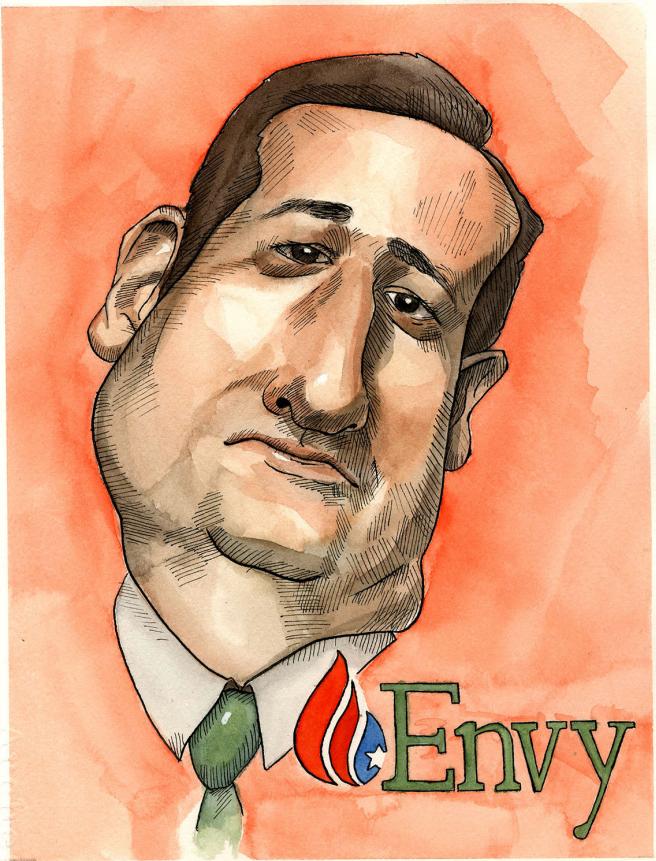


Austin wants to curate his work in one place to easily send people to, and it will specifically display finished work as well the in depth process that goes into each piece. Among the works by Austin will be pieces that present the varied styles and different mediums used by him. The varied subjects and time constraints will also show the quality of work based on different factors.





This portfolio website will hopefully streamline the whole process of showing work to new people. When meeting a new person or a new client, it will be easier for Austin to tell them to look up their website (as opposed to Behance or other similar websites). The website will also give people a preface to who he is and the work he produces for people that have yet to meet him in person. This portfolio website will also show off Austin's artistic style and his personality through not only the work that he presents, but also the way the site looks and feels.



As mentioned before, this portfolio website is for any potential new clients looking to commission Austin for his work, and also anyone that wants to check out his work, gain inspiration, and appreciate artwork. The website's success is measured by Austin depending on the amount of exposure his work and himself as an artist gets, and how many calls and messages from interested clients he receives. Austin is also hoping for the website to help him with getting into graduate school programs.

