

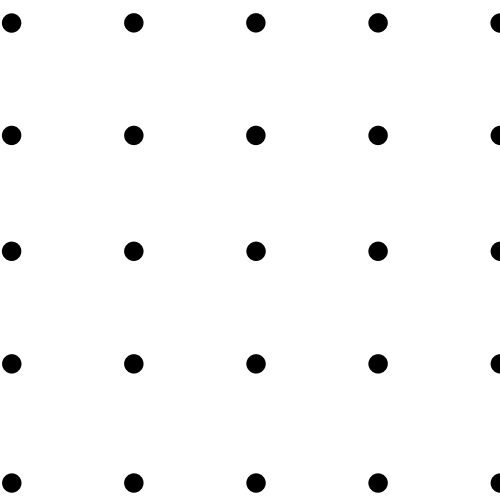
Portfolio

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Agenda

Research Methods
Gestalt Laws
Design principles
Design thinking
Target Groups/Personas
Overall Design
Coding





Research Methods

YOUTUBE

Different experts in the subject talked about portfolios in general and the whole process of creating one for yourself.

EXAMPLES

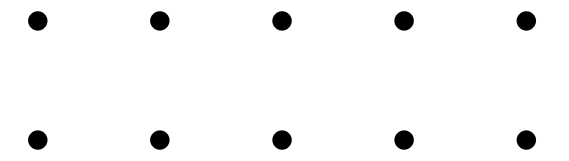
I looked up to different portfolio in all kinds of designers. Everyone I looked up to had a unique approach on the task.

WHAT TO DO/DO NOT

As vast as the internet can be, you can easily find employers that talk about what they look at when hiring.



Gestalt Laws



PROXIMITY

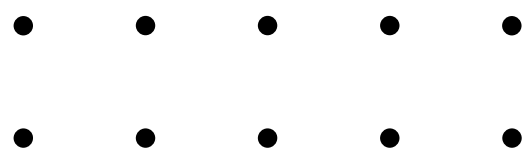
Elements are placed together to give the perceptions of groups. I decided to go with this to give a balanced perceptions of photos.

SIMILARITY

The shapes that are similar are meant to appear as belonging together, to give a distinction between the parts.

CONTINUITY

The shapes are arranged in a line to be perceived as more fluent than other that are more abrupt.





DESIGN PRINCIPLES

- Contrast

The visual characteristic offer to an element distinguishable and different from the others.

- Alignment

Placing text and other design element on the page so they line up, that way creating an organised page.

- White space

The empty space on the page, so that way it doesn't fill up the page too much, being overwhelming for the user.

- Basic shapes

Every shape has a meaning, squares symbolizing balance, circles being harmony and so on.

Target group/ Personas

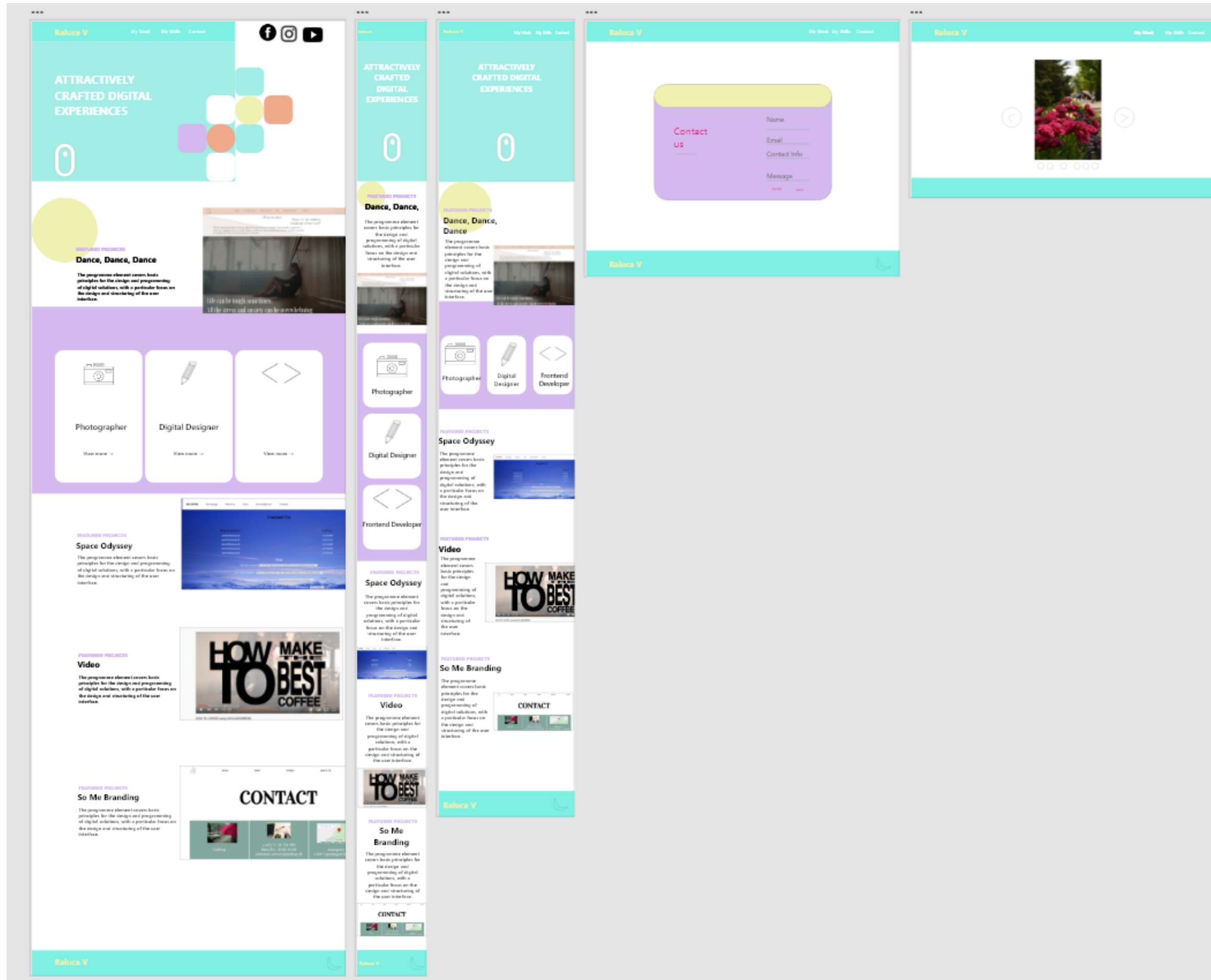
My target group are companies that would like to implement a more fresh view on their image, corporates with an open view. People that would have a better impact on their employees, usually between the ages of 40 to 60 years old.

Emily White, 49 years old, chief of a video company. The company doesn't do too well. They don't have enough publicity that would attract clients. She would like to implement a new approach on the image of the company, is open to any solution that would do better for the company

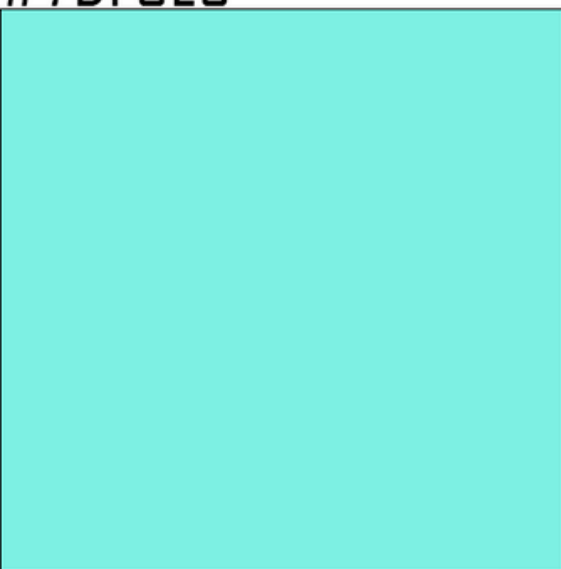
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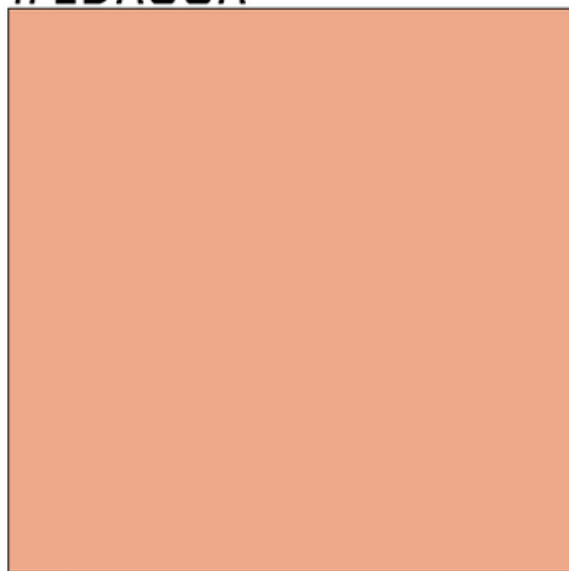
Overall Design



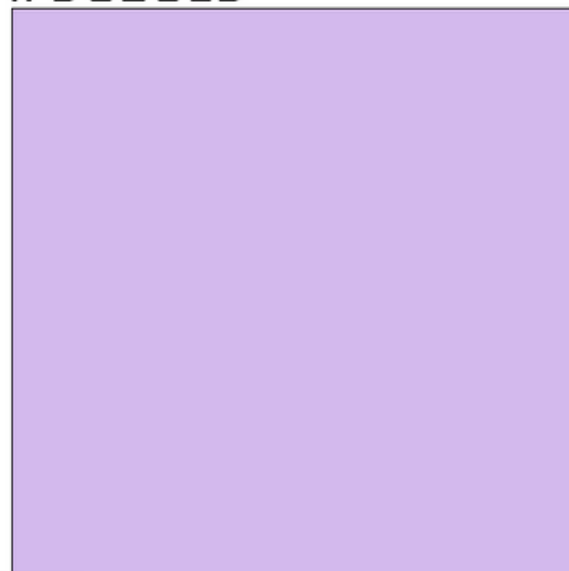
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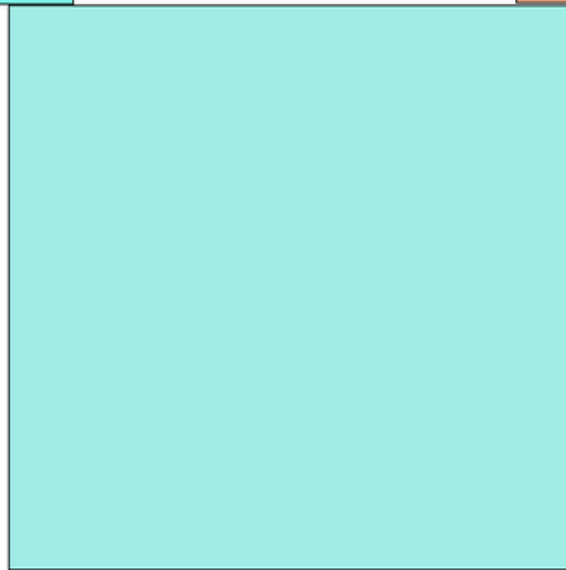
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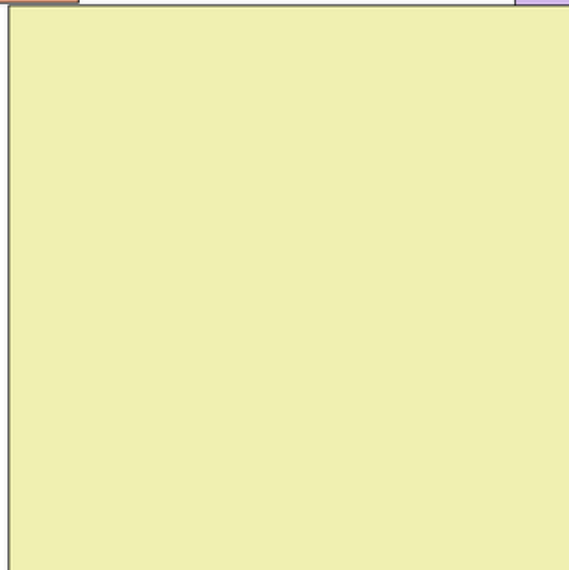
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Poppins,
Sans-Serif

Light 300 italic

Almost before we knew it, we



Coding

My approach on the portfolio was to have a better code then what i had done in the past project. As I organised my time as i wished, I had the time to accomplish new information and i got a better grasp on the old concept that i hadn't yet had the possibility to study furthermore.



Thank you!