DIGITAL PORTFOLIO

Personal info

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DIGITAL PORTFOLIO – MEHNDI ARTIST

AGENDA

- Problem statement
- Project overview
- End users
- Tools and technologies
- Portfolio design and layout
- Features and functionality
- Result and screenshot
- Conclusion

PORTFOLIO OF VIDHYA

◦ Subtitle : Creative mehndi artist / Bridal and event designs .

◦ Add your name , logo(if any) , and a background with a mehndi design .

PROBLEM STATEMENT

- Many clients struggle to find authentic , creative , and professional mehndi artists .

- Lack of a centralized showcase of work leads to missed opportunities .

- Traditional Word of mouth limits reach to potential customers .

PROJECT OVERVIEW

◦ This portfolio is designed to :

- ◦ Showcase mehndi designs (bridal , festive , modern , traditional).
- ◦ Build trust with potential Clients.
- ◦ Provide a professional platform to present creativity.

END USERS

◦ Brides and families looking for bridal mehndi.

◦ Event organizers (Festivals , Parties , Engagements).

◦ Fashion industry professionals (photo Shoots , designers).

◦ Social media audiences (for digital promotion).

TOOLS AND TECHNOLOGIES

Design: Canva , Photoshop , Illustrator (for editing portfolio images).

Presentation Tools : MS PowerPoint , Google Slides.

Photography Tools : DSLR / Smartphone camera for capturing mehndi work.

PORTFOLIO DESIGN AND LAYOUT

○ Homepage : Name , intro , and tag line(" Bring art to your Hands ").

○ Gallery section : Bridal , festive , modern collections.

○ About Section : Journey as a mehndi artist.

○ Services section : Packages(bridal, group,events).

○ Contact section : Phone , social media , booking form.

FEATURES AND FUNCTIONALITY

- Well organized image gallery.
- Categorized designs for easy browsing.
- Option for booking inquiries.
- Printable and digital friendly design.
- Interactive and visually rich layout.

RESULTS AND SCREENSHOTS

- Insert screenshots/ photos of your mehndi designs.
- Show sample layouts of your portfolio pages (gallery , services , contact).
- Add before / after event pictures (if available).

CONCLUSION

- A professional portfolio enhances visibility and credibility .

- Helps clients explore designs before booking .

- Builds a strong personal brand as a mehndi artist.

- Next step : Share and promote Portfolio on social media & events.