Creative Brief

Wanlong He

This project is a portfolio/resume website I make for myself. I’m creating this website to exhibit all my graphic design work and other marketing projects that I’ve done for my internships and student org. Once the website is finished, people that are interested in my work get to view all the projects and works that I’ve done. This website will be under all of my social media description and it will also be included in my resume.

1. I’m the client myself, my strength is I have experience and finished work that related to the field I want to work into. My weakness + opportunity is I still have a lot of other skills I’m looking forward to improve and those skills are essential. And my threat is there are a lot of other graphic designers that are better than me in Miami area.
2. This project is work like a resume/portfolio, it’s use is just to exhibit the work I’ve done and projects that I had. It will help me boost my resume in the future. Also, certain coding knowledges in web creation may help me in the future or may open another path for me to explore.
3. My goal is to make this website look aesthetically pleasing and attracting. While exhibit my works and myself as a person
4. My website is for my future employer or future potential clients that may request graphic design.
5. Competitors are other young graphic designers like me.
6. The tone should give the audience a feeling of neutral self-introduction, and I’m also passionate about what I’m doing at the same time.
7. The worlds are mostly developed in my resume, I’ll just use what I have on my resume and my wix website.
8. For visuals and images I’ll be using the ones that I already created.
9. No mandatory information needed.
10. I’m approving my own work.