Adrianne Ackerman

Ms. Susanne Mistric

WEB.210.0002

11/30/22

Adrianne Ackerman Portfolio Website: Design Document

Adrianne Ackerman is a student at Wake Tech Community College pursuing her Associates in Advertising and Graphic Design. She is originally native to Long Island, New York but was raised in rural Saxapahaw, North Carolina. Adrianne has always had an affinity for visual communication through different media including painting, photography, and long training as a dancer in her formative years and beyond. With graphic design, she was able to engage in a new, exciting form of storytelling. Her initial studies in college drew her to psychology with a spark to indulge in how and why we make the decisions we make. This persistent curiosity has served her well in exploring the graphic design world.

The goal of the website is to demonstrate to potential clients the artist's previous work and convey the designer's professional capabilities with the objective of getting hired. Dually, the site's expressed purpose is to gain views of future potential employers. These two motives will work well in tandem. The site will be built solely by Ms. Ackerman by writing HTML5 and CSS code on the Visual Studio Code program with a mobile-first approach and accessibility in the forefront of the design. The website will be completed within a two-week deadline. The charge of the fully realized website within this timeline will be $500. Visitors to the website will primarily be companies seeking a refresh or full build-out of their company's website and, additionally, recruiters who are following up on Ms. Ackerman's recent job applications. While these two visitors have differing reasons for arriving at this site, their experience will be very

similar with clear navigation and an explanatory landing page. Both will predominantly access the site on a desktop, at work, while reviewing other options. This viewer is likely to be 35-65 years in age, often male (unfortunately(sorry)), and of mid to upper socioeconomic status. Their main objective will be to gain as much knowledge of the designer's skills, capabilities, and potential in a limited amount of time.

The website is rich with content, excluding any fluff or other additives. The landing/home page greets visitors with a clear top-level navigational bar for quick access to information including About page, Portfolio Page, and Connect Page with linked buttons. This is followed by the pronounced header reading, "Adrianne Ackerman" as an h1 followed by "Graphic Designer" as an h2. Next there is a headshot image of the designer and a quick welcoming blurb to impart an immediate impression of who the designer is and what motivates her. Scrolling down, you will find a grid of images displaying samples of various completed campaigns. Visible at the bottom of this and all subsequent pages in the site is the footer. This section exclaims, "Let's Keep in Touch" and below offers buttons to contact the designer through email, social media, and full professional website. These opportunities are also provided in the main navigation bar under "Connect."

Should the visitor choose the next option in the main navigation bar, "About," they will be directed to a new page devoted to information about the designer. As with all pages, the main navigation bar will remain the same, after that you are greeted with further insights about the designer. A reasonably broad headshot is displayed complimenting the height of the descriptor paragraph. The text further defines the path the designer took to get where she is, what motivated her to start, and the ways she continues to be inspired to design. This further look into who she is as a community member, her interests, and her general story should serve to round out this designer as a human being and inform the viewer further on whether they have a compatible

future. If so inspired, the visitor is next shown a CTA button declaring, "Let's Chat." Clicking this will bring you to the contact page.

The contact page displays the heading "Connect" instilling a sense of security, knowing the visitor is in the right place. Offering any information over the web can be nerve wracking and this page aims to make everything clear and concise, so the user never feels unsettled. Below the other contact information, the form asks for first and last name input and an email address input. If the visitor is not convinced yet, they can navigate back to the main bar and choose "Portfolio" to gather more information.

The portfolio page lets you know where you are with the simple, small heading, "Adrianne Ackerman" then "Works." This is followed by a clean grid, each image there to represent a campaign of work. Every image is clickable and brings you to a page displaying the expanded work of that campaign. First is "Making Waves" a 2000+ attendee podcast summit who needed advertising, merch, and directive informational designs. Then there is Shibusa, a carefully crafted skincare line that was seeking logo renewal and product packaging design. Beside that is the full book design, from cover to spreads, of chef Frank Prizanzano's cookbook, "Methods." Following is a punched up Annual Report Magazine handout for the socially conscious grocery store, "Harvest Market." Next is an image from the Native Selections, grocery store high-end brand campaign, who required a logo makeover and extensive product design. Succeeding that campaign is "Tail Wag'n," a food truck that caters to man's best friend. The designer provides a menu layout, food truck wrap design, and full take-away packaging for the company. Finally, "Dawn Patrol" coffee shop is featured, who also requested new logo design, product packaging as well as storefront design. As with every page, the footer offers connective options for the visitor if the portfolio page's content was able to further convince the viewer to reach out for a request or a question.

There are plenty of draws to the website but a couple stand out. The consistent navigation bar bring a sense of calm, familiarity, and security while exploring each page. The same can be said for the footer. The real unsung hero is the responsive design, changing at breakpoints 1200 pixels, 992 pixels, and 768 pixels. The thought, extreme effort and care that goes into making responsive design work should not be overlooked.