**Agnes Portfolio Site Creative Brief**

**Background Summary**This product is a portfolio site of all of my work thus far of my undergrad years. It is aimed to be an interactive experience for the person navigating through the site. It is a product that is showcasing a service. The client will be anyone who is interested in viewing graphic design, interactive design or advertising work, mainly potential employers and clients.   
Strengths: Good design engages the audience, research shows that people are more likely to return a product with bad design. [1]   
Weaknesses: It's easy to look like everyone else.  
Opportunities: Growing demand for work in interactive design field. [2]  
Threats: Greater outsourcing and automation from website builders, such as wix.com or square space

**Overview**  
This Portfolio site is being made to showcase my skills with the Adobe Suites, my graphic design skills, and my interaction design skills. It will hopefully interest potential employers and clients to remember me when they are looking for someone who knows how to design. This project is needed as a soon to be graduating student to put myself out there in the job market.

**Drivers**  
The goal is to create an interactive experience that the user enjoys while also showcasing my skill.   
The top three objectives are:  
 \*keep them on the site longer than 5 seconds  
 \*impress them with the design and content of the site.  
 \*interest them to contact me

**Audience**  
The target audience will be employers such as ad agencies, start up companies, and standard companies, and clients such as small businesses who need someone to help bring their graphic, interactive or advertising ideas to life. They will probably think: all college students are the same. They should care because the skill set I bring may be what helps bring their campaign or start up or small business to the next level.

**Competitors**  
The competition is other college student and interactive designers. A main differentiator is the way my personal experiences have shaped how I think and solve problems.   
 Strengths: More experience  
 Weaknesses: Less Creativity  
 Opportunities: Growing Demand for skill  
 Threats: More Connections

**Tone**  
The goal of the tone is to convey information in a clean and precise but very pleasing manner. Some adjectives are direct, descriptive, and imaginative

**Message**  
The message is to convey a dedicated student who is passionate about her craft. The takeaway for the audience is to remember a very promising candidate for whatever position they have in mind.

**Visuals**  
Most of the visuals will be original creations. They will all come together to convey the tone of the portfolio site. Illustrator will be the default program used for its ability to create clean illustrations.

**Details**  
Mandatory information includes an email address, social networks like LinkedIn and Behance, and a resume page.   
Additionally, work must be shown as well.

**People**  
The people who must approve of the work are those I submit it to, which are my college professors. They will be informed of progress through email updates and office hours visits.

**Sources**

1. http://community.uservoice.com/blog/why-products-fail/

2. https://blog.bloc.io/job-market-for-ux-ui-designers/