



Melissa Mason

Professional Writing Portfolio

2018

Project Proposal
Web Design I

Client: Melissa Mason
Designer: Alyssa Donovan

Introduction

Melissa is a creative writer who recently graduated from UMass Amherst, though this is the least remarkable thing about her already rich career path. She has been on writing retreats to Martha’s Vineyard, studied classic literature at Oxford University, and was most recently published in *Massachusetts’ Best Emerging Poets*. Now, Melissa is in pursuit of her next great adventure; publishing in New York City.

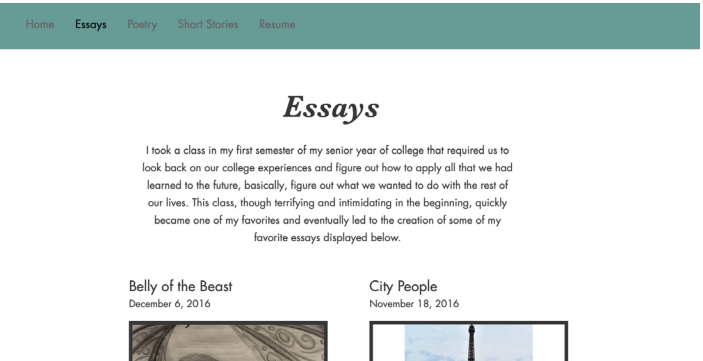
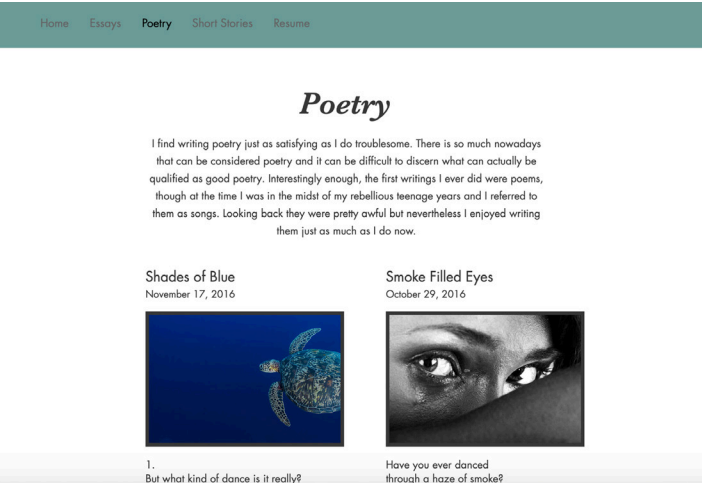
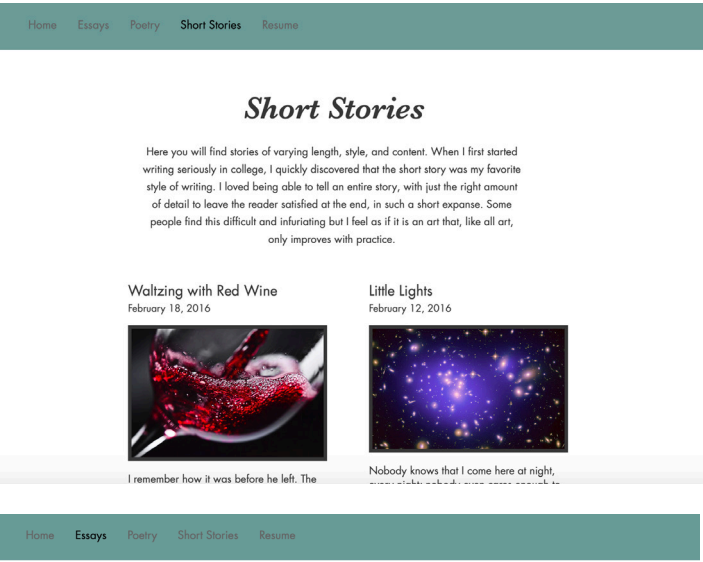
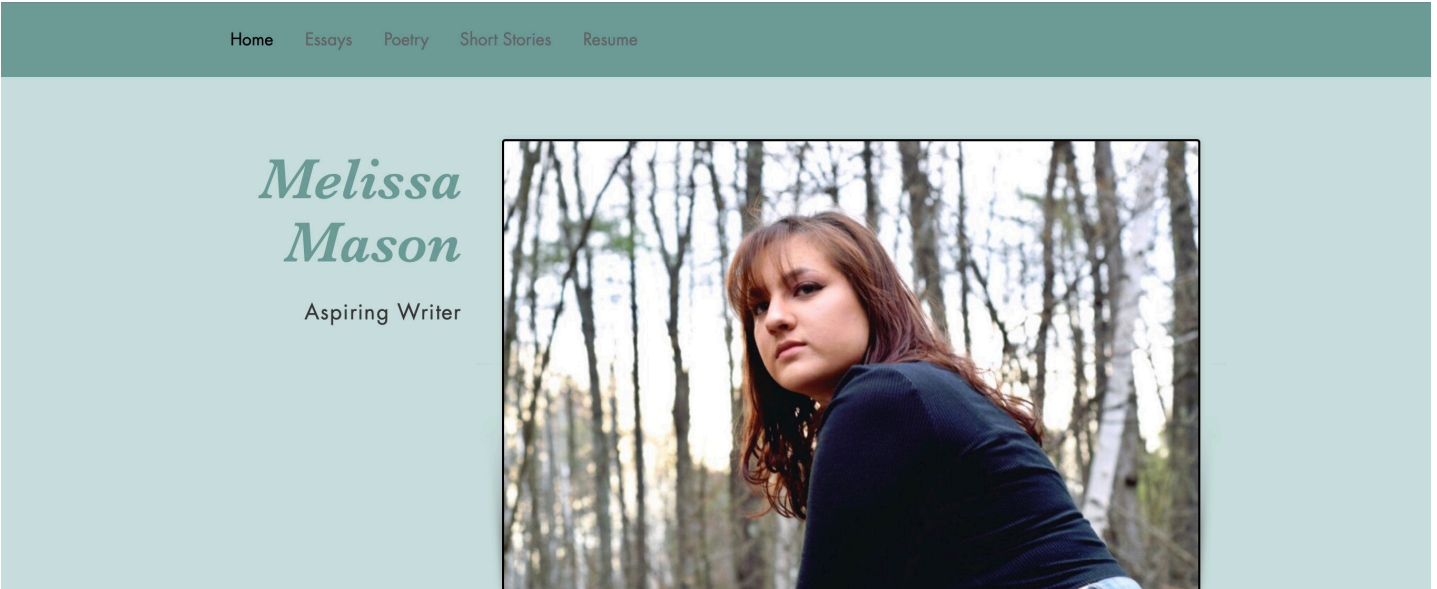
To make this dream a reality, she has to share her work with potential employers and publishers via a personal online portfolio. Competition being what it is in the big city, it would be advantageous for Melissa to showcase her writing in an inviting and professional way, especially considering she will be applying remotely. Ultimately, she needs the right frame to display her works of art.



Presently, Melissa already has an online portfolio. While still in school, she made it as part of an assignment and has not had the time to make the large updates she would like to. Some key pain points she expressed about her site are as follows:

- Color Scheme
- Layout
- Individuality
- Organization
- Graphics
- User Experience
- Organizational URL

One of the main goals of this project is to redesign these elements to be more clean and engaging without overwhelming her potential employers.



Screen shots from current site

Scope

Melissa will be judging the success of this redesign on the professionalism of the overall look. She wants a clean, modern design with a hint of whimsy (being that she is a creative writer). She wants to be able to keep the aspects of her playful pieces without taking away from appearing established and professional.

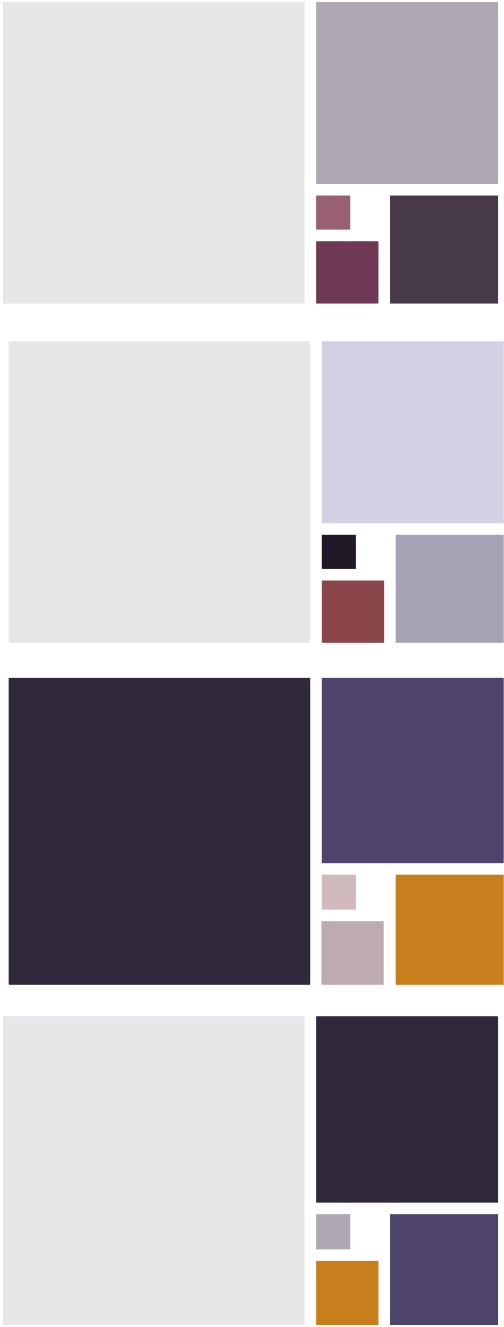
Some initial issues appearing in the site from an outside standpoint are the typography, lack of footer, and the resume opening as a separate doc.

The typography of the page isn't terrible, but it could be more engaging. Some alignment, sizing, type face and hierarchy adjustments will allow for a tighter structure.

The footer is an issue pertaining to the general structure of the page. Adding some consistency between a running header and footer will ease user experience and create a nice sense of consistency.

The color blocking feels a bit overwhelming and fails to let the content transcend the page. Replacing the current color with a fresh palette of complimentary colors will assist in guiding the viewer through the site.

This will be Melissa's first time working with a designer. She will be providing content within the week.



Potential color palettes

Miller Banner



A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

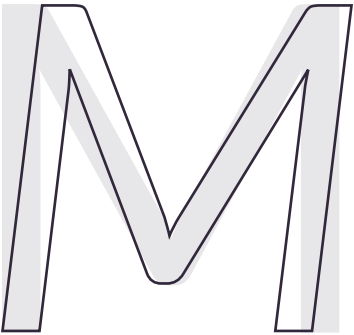
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1 2 3 4 5 6 7 8 9 0

Updated type faces for header and copy, respectively

Lato



A B C D E F G H I J K L M
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