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ART 79A

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Project Topic: Art Portfolio

**PART 1**

**Reference Websites**

* [Marie Claire Hernandez - Graphic Designer](http://www.marieclairehernandez.com/)
  + This is my older cousin’s portfolio website. I took inspiration on how she sectioned each type of project she worked on, including work for other companies, freelance work, and personal projects, then made smaller sections/separate pages for each gallery. The website in its fullest is clean, simple, and straightforward, which are styles that I would like my own website to incorporate. I like how she also included her resume, which is something that I did not think about including before.
* [Alexandra Douglass - Portfolio](http://www.alexandra-douglass.com/index.html#portfolio)
  + A freelance illustrator I have been following for years. There are a few concepts I like about her website. I take inspiration on the sectioning and how, on the landing page, each section becomes highlighted upon hovering (animated sections). The section on the very bottom that includes her contact info, social media, and other external links is also something I would like to incorporate in my own website, as the footer is convenient and clean. Another thing to highlight is how Alexandra has some of her art as the background to certain sections under a transparent blue layer. One thing I would not like to follow from this website though is how large each section panel is on the page.

**Subject**

My website will be an online art portfolio comprised of all my digital art projects from previous classes and personal works, such as browser-based games and digital drawings.

**Objectives**

The website will be used in the long-term to act as a professional art portfolio to show future employers. Ultimately, the goal of my portfolio site is simple: to showcase my digital projects in a straightforward manner to employers, potential commission clients, or even just casual viewers. Of course, I plan to also include a page with a general description about me as an artist and my contact information.

**Audience**

My primary audience would be English-speaking employers and clients looking to commission for artwork or design projects, which would mainly consist of young, middle-aged, and older adults (18-60 years old, to give a rough estimate). My secondary audience would most likely be classmates, peers, friends, and family — people whom I would personally tell about my website for opinions, advice, or just because I want them to check it out. This ranges from teens to middle-aged adults (15-35 years old). Since my concentration lies in digitally-created art and technology-focused work, I will most likely be applying to jobs for employers and clients who are familiar with tech and virtual platforms. Thus, I assume they are tech/web-savvy. My secondary audiences will probably be people who are familiar with using the internet and technology as well.

**Resources**

Most, if not all, of my website will simply have galleries, spaces for art, or links to external pages on which some projects are located. The website should be simple enough to run on multiple platforms and browsers without having to download any extra plug-ins or applications to view my projects. My content will mainly be received through PNGs, JPEGs, possibly GIFs, and external links to certain projects’ pages.

* Scenario 1 - Employer for a Small Business
  + Caitlin, 37 years old, female, hiring manager at a small business looking for a digital design intern that will collaborate with other interns in designing their new website. Caitlin is looking through my website portfolio after receiving my application for the internship to see my art and design projects, checking if I would qualify as a good intern for designing her business’s website. First, she reads through the page describing me as an artist to get a general overview on what kind of creative work I do. Then, she looks back at the navigation bar to search through my projects. In the navigation bar, there are separate tabs for each type of artwork project — for example, one tab for web-art projects done as classwork, another tab for personal works, such as digital drawings and sketches.
* Scenario 2 - My cousin who works in design
  + Marie, 30~ years old, female, graphic designer who’s done multiple projects for various companies. I asked her to take a look at my website portfolio for her opinion and just for fun. She already knows who I am very well, so she looks immediately towards my projects and work, which are separated by type in their own sections along the navigation bar. When she gets to the “Net Art” section with my class projects made on separate websites, each link puts her on a new tab. When she is finished looking through my projects, she clicks on my “About Me” page just out of curiosity.
* **Inventory List**
  + “About me” page
    - General overview of me as an artist
    - Links to other social media platforms (Instagram, Twitter, Deviant Art)
    - Picture of me
  + “Contact” page
    - Contact information (email and/or form)
  + “Interactive Art” page (name subject to change)
    - External link to [net art project](https://anaudday.github.io/Friend-Sera/)
    - External link to [net art project 2](https://anaudday.github.io/Friend-Styles/)
    - External link to [drawing machine project](https://anaudday.github.io/ART101-drawmach/index.html)
    - External link to [choice game project](https://anaudday.github.io/lifeUnlike/index.html)
  + “Digital Drawings” page
    - Scroll gallery with preview thumbnails of each artwork; blown-up version of PNG/JPEG/GIF or link showing full image when you click on the thumbnails
    - [[preview of art](https://anaudday.weebly.com/digital-drawings.html)]