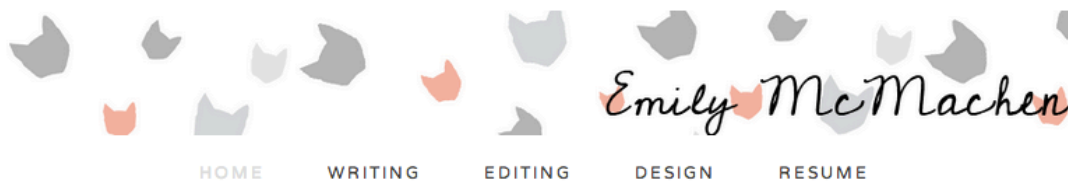


Module 2



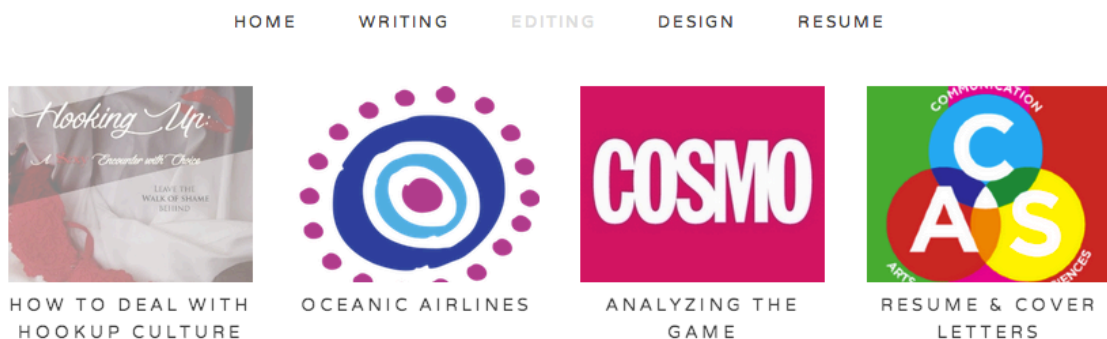
HI, I'M EMILY

Most of the time I'm a writer.
Other times I'm an editor.
Sometimes I'm a designer.
But 100% of the time I'm a fashion nut.
A vinyl, craft beer and classic novel hoarder.
The biggest cheeseburger fanatic you've ever met.

MY PHILOSOPHY

This portfolio showcases my diverse skill set for a professional yet creative field. While most of my designs reflect my simplistic, minimalistic style, my editing and writing projects exemplify my attention to detail. As a writer and editor, witty, straightforward, and organized communication is what I value the most.

Emily McMachen's site is clean, simple, and unique. The first thing that struck me about the site was its overall visual unity. The two design principles she uses most dominantly to achieve this unity are Repetition and Alignment. The headlining illustration at the top, a simple yet charming nameplate that looks hand drawn, is repeated throughout the site on every page. The fonts and color scheme are also repeated on each page. The Alignment of her portfolio page also contributes to its aesthetic unity and overall ease of use. The page is horizontally aligned, with different links on each page arranged horizontally, mirroring the simple top contents bar. This creates a nice alignment dynamic that is clean, pleasing to look at and easy to navigate.



My favorite aspect of the site, which I find visually appealing, is Emily's use of uniform sized pictures to highlight links to different aspects of her portfolio. The pictures are large, clear, and uniformly aligned on each the "writing" "editing" and "design" pages. This adds a wonderful, professional effect to the site and encourages browsing. Each piece of her portfolio is concisely explained, and flows seamlessly. The feature I find least appealing is the somewhat cliché color and font scheme. This is simply a matter of taste of course, but I personally find the peach and light gray color tone as lacking

contrast, however it is very visually appealing. If I were to use CRAP principles to tweak it, I would change the light gray to dark gray. This is the only small thing I can really find with this portfolio site! If I were to mimic an aspect of the site it would be the horizontal alignment and uniform picture/blurb layout for each subsection of my portfolio.



I would also add the little icon links at the bottom of the page similar to Emily's. I would mimic these aspects because I feel they contribute the most to the simple, timeless, and professional vibe of her site. It is very classic and I cannot see it looking outdated for a very long time. I also enjoy the positioning of the links in a top bar, as well as the clean modern fonts she used. These links and the nice graphical continuity of the fonts and pictures contained in them lend a professional, designer aspect to her site.