Module ⑤

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Design Explanation for Wireframes

General Layout

Each of my pages has a identical base for the layout. This consistency applies the repetition principle of CRAP, and makes my portfolio look connected, and not like a motley of random pages strung together. The layout consists of small margins on each side of the column that contains the actual content. At the top of the page will be a picture or design of some sort that is relevant to my personality, but professional. Beneath the picture will be the exact same navigation bar, again using repetition to make sure the viewer can always easily navigate the website. I put the navigation bar at the top so that the user will be able to effortlessly find the other pages to the website, since the top of the website will load first and the navigation bar will be one of the first things they look at. Lastly, I have a box aligned with the the picture and navigation bar that will contain the content of each page. A footer, of the same color as the navigation bar, cuts of the content column at the end of the page. This works as a visual "stop" for the viewer.

Home Page

For the "home"/landing page I choose to have a description and picture of myself, and social media buttons. People will be able to read about me right as they enter my website and establish a sense of ethos, by introducing myself right off the bat. This signals I have nothing to hide, and am ready to communicate with them about my experiences and passions. This same reasoning applies to the social media buttons, so people know I am available (and willing) to speak with them.

Work and Work Pieces Page

My "Work" page contains an area for a brief description of my work and what I like to design. On the right will be snapshots of work so entice readers to click and read more. On my pages for my individual pieces, I have the snapshot up in the left corner, surrounded by an area of a more elaborate description of the piece. On the right will be a full view of the image. I gathered inspiration for this idea from Jessica Hische's website, a fellow graphic designer. I believe the icons are clean way of displaying my work, so that there aren't different sizes of boxes displaying the information at fluvial. This would have messy alignment and create a cluttered feel. Thus by putting the icons in close proximity, the viewer can browse through easily and choose which ones they want to view further.

Contact Page

My "Contact" page is identical to my "home"/landing page. In the left hand text box, I will talk more about my excitement at working with clients in the future and invite them to contact me. This was on almost every PW alum's "Contact" page. I felt the layout worked well for the contact page just as it did for the "home"/landing page, and accomplished the goals of a "Contact" page.

Resume Page

Finally, my resume page contains A PDF of my resume. The picture will be clickable for viewers to zoom in on and download if necessary. I felt that the image was enough for the is page, and spoke for itself. I decided to align it in the center, instead of the right or left, since their was no text to go along with the image.