Final Project - Site Design

For my final site design I decided to create a personal portfolio for myself. I designed the site so that I could use it for personal use in the future even after this class. While the site at its current state is relatively basic and simple looking, I plan on improving it in the future as I continue learning more about coding and expanding my knowledge on how to design a site in general.

Because the site is planned to be used as a personal portfolio, there are two main audiences I had in mind while designing it. One audience is potential employers, from jobs I apply to myself to possible clients in the future, and anything that would fall between. The second audience I had in mind while designing is a more general audience, including my friends and family. The first audience took priority while designing, as potential employers would be my primary focus and who I would want to explore my site the most.

The site represents me in as many ways as possible without revealing too much of my personal information. I wanted to design the site in a way that makes it easy for audiences to find information about me for whatever reason. Mainly the site is representative of my professional life, but also represents my skills as a beginner at site design and my creativity. Because I built the site myself, and the site has pages that host my previous creative works, I think it does a good job of properly showing what I am capable of.

There are a few main questions that this site answers. The first question is "Who is Tyler Molner?" which would be the most general question someone viewing my site would have. The site as a whole serves as an answer to this question, providing what is hopefully all the information one would need to understand who I am as a professional. The pieces of content on my site that would most directly answer this question however are found under the "About"

section of the navigation bar, in which there are links to the "About Tyler" page and a download of my resume.

The next question that my site answers is what kind of work I have done and am currently doing as a professional. This is easily answered by both content found under the "About" menu and the "Work" menu. As previously mentioned, the "About" menu features a general description of who I am and what I do as well as my resume, which would serve as a more concise yet less detailed answer to the question. As the name of the menu suggests, the "Work" tab leads to three distinct areas of work that I am in, those being Music, Videos, and Coding. Each of these pages show examples of my past work in each respective area, with music and videos already having existing examples. The organization of these works could potentially be changed for easier navigation, but right now the music page is separated into my solo work and feature work, and the videos page is separated into videos I have edited and videos I am featured in. The coding page is currently empty, but I plan to update it in the future with sample sites and/or sites I work on for clients.

The final question my site answers is simply how to reach out or contact me. While a simple question, it is definitely an important piece of information to have from what I gathered from other websites I used as reference. There are several pieces of content on the site that answer this question, those being the contact page, the link to my resume, and the links to my Instagram and LinkedIn. Each of these pieces of content offers a separate way to reach out to me should anyone on the site wish to do so.

As for existing sites and design elements that I drew on, I looked over several different personal websites for artists as well as some sites for online stores that I was familiar with. These were my main sources of inspiration to draw from because I felt they were most similar to the

purpose of my site. Referencing personal websites for artists allowed me to get a better idea of the types of content that I should have on my own site. I was also able to get a better understanding of how others layout their content and the kinds of design elements that they used. The personal websites were the most helpful in referencing to create my own site, as each one I referenced used more or less the same types of content presented in different ways.

The online store websites that I referenced, while not as similar to the purpose of my site as the personal websites were, still helped in the design process. I mainly used these websites as references because I was already familiar with them and liked how they were formatted. These websites served as references for ease of navigation as well as graphic design choices such as font and color schemes. Overall, the online stores I referenced were helpful in more technical aspects of the design, whereas the personal artist websites I referenced were more helpful in regards to the kinds of content I wanted to have on my site.

The information I felt I needed to have at the start was the bare minimum that someone would need to learn about me as a professional. This included an introductory page, a short blurb about me, my resume, contact information, and my works. The links to my Instagram and LinkedIn were not necessary to have at the start, but I felt they would be helpful to have and easy enough to implement currently. Any information I might want to add later might include future works, and potentially more categories of work that I make as I expand my skill set. I planned for future works to be added by having an organized structure to each page that would make it easier to add new projects based on where they belong. As for more categories of work, like a potential page for cardistry or photography, I made template pages for any new pages that would need to be added to streamline the process. The addition of new links under the dropdown menu for my

works would also be a fairly easy process and would make for a simple and intuitive place for them to go.

The information I felt necessary was all best organized by using a navigation bar and links in the footer of the page. This allows for easy navigation to each page and a consistent way to navigate around the site. As for the content on each page, I organized them based on two templates; One template was used for pages with content that would be accompanied by pictures, and the other template was used for pages with only content that would be much larger and would go straight down the center of the page. Each template had containers that would further separate the content, allowing me to organize the content on each page into more digestible sections.

The most important design elements I chose to present my information clearly were having a navigation bar with dropdown menus as well as having a footer that would host various links. After referencing the other sites mentioned earlier, I found it to be most common amongst sites that were easy to navigate that they had these features. One design element I considered implementing but ultimately decided against was a scroll menu. At first I considered this as a potential idea for organizing my content, but found that it is not all too common for personal artist websites to do so, opting instead for a full page of content or separate pages altogether. I felt that using design elements that would feel familiar to audiences of these websites would be important as they would be similar to the audiences of my website.

In the future there are definitely a lot of improvements I would like to make to this site, especially since I plan on using it for personal use. The organization could stand to be improved in certain areas, and I would like to learn more coding languages to make the site feel more lively than it currently is.

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