Camden Driedger

Mark Cheung

**Fundamentals and Methods:
Visual Interaction Design**

Project 2A

YSDN 1006

Feb. 28, 2018

Goals
- The goal of this project is to act as one central hub for all of my design work to be displayed and to represent me, as a designer, in a positive manner.

Target Audience/Users
- My target audience includes businesses, organizations, and individuals who are in need of branding, whether that be new branding or an update. This site should make it easy for them to choose me as their designer and easy for them to contact me.

Solution
- If this website is well organized, and my work is categorized into different sections, then viewers will easily be able to find the work they are looking for. If I curate my work to only display the work I am most proud of or the work that might be most attractive, viewers will be more interested in hiring me. If the website makes it easy to find my work and to contact me, the website should be successful.

Content
- This website will feature text – in the form of information, and in the form of description for my images. The site will focus around images of my work.
- There are three main categories to this page. This includes About, My Work, and Contact

Organization (A)
- About
  - My name is Camden Driedger and I am a passionate multimedia artist from Oakville, ON, currently attending Sheridan College.
  - My specialties include
    - Branding
    - print design
    - web design
    - t-shirt design
    - photography
    - videography.
  - Education
    - UMEI Christian High School (2013-2017)
    - York University / Sheridan College (2017-present)
  - Experience
    - I have 5+ years developing my own practice in photography and design, in addition to working as a graphic designer at Cowlick Studios in Leamington, ON.
- My Work
  - Branding
  - Print Design

- o Web Design
- o T-Shirt Design
- o Digital Artwork
- o Photography
- o Videography
- Contact
  - o Contact page.

Images (B)
- All images used in this website will be of my best work.

Camden Driedger
Graphic Designer / Photpgrapher

About

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My Work

Branding

Print Design

Web Design

T-Shirt Design

Digital Artwork

Photography

Videography

Contact Me

Contact Me