Heading 1
Heading 2

Heading 1
Heading 2

Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
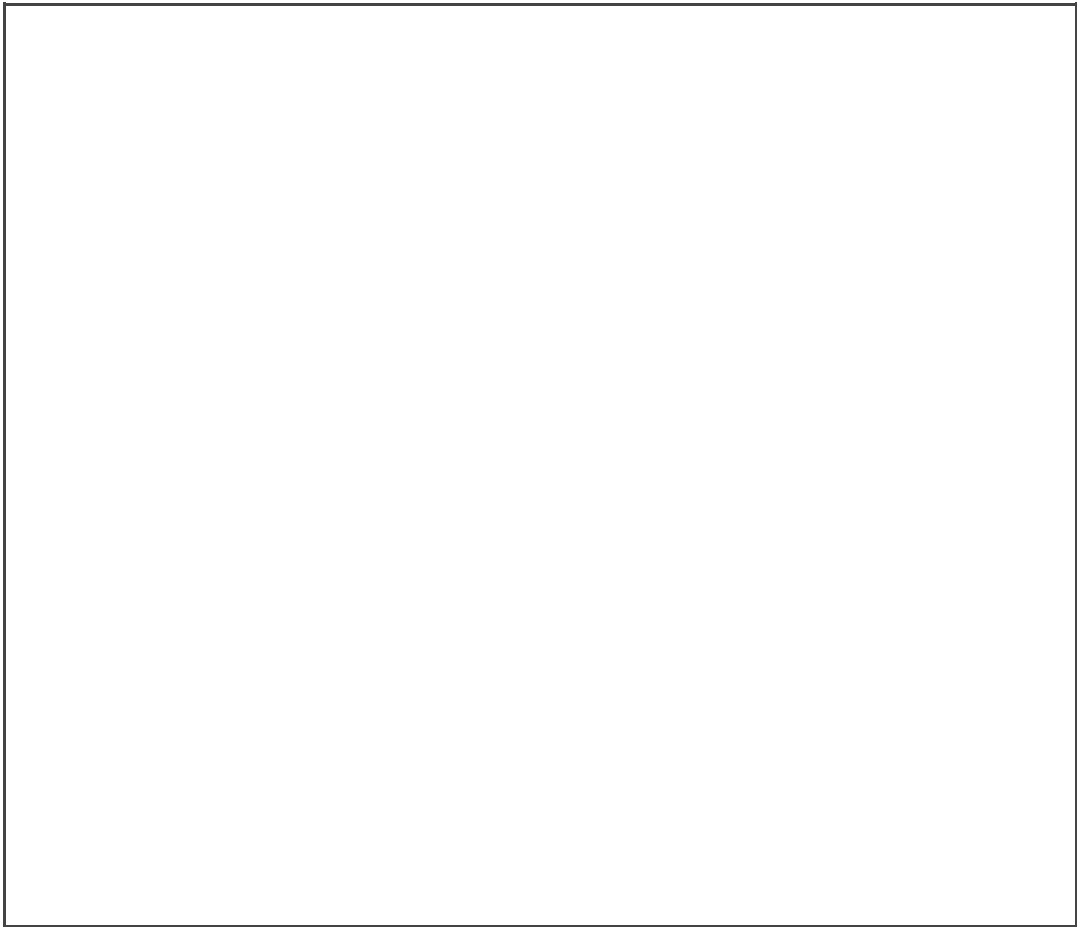
Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading 1
Heading 2

Photo of me

About Me

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
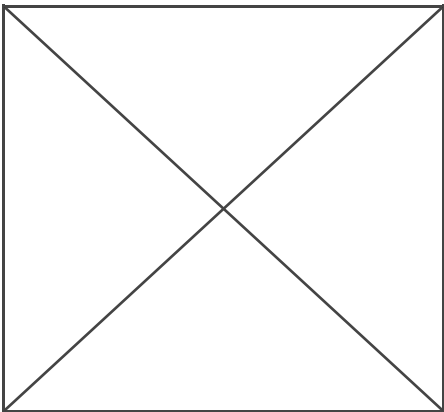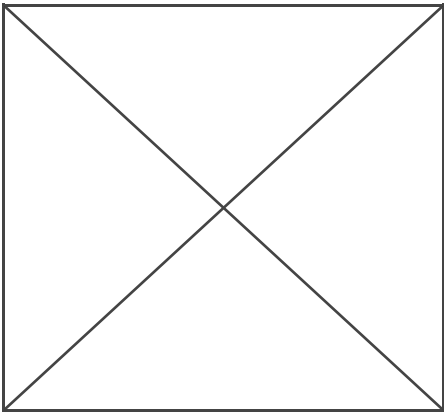
Work

Work #1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
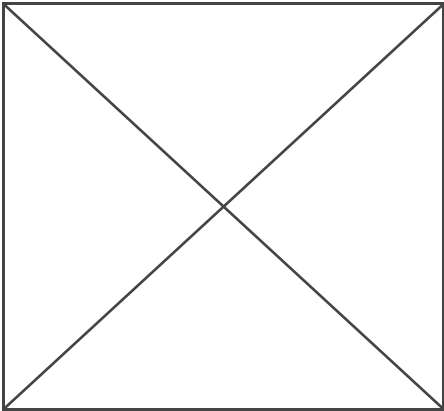
Work #2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Work #3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Module 5—Wireframe Rationale

Before I discuss the wireframes themselves, I should define the rhetorical situation for my portfolio website. My broad career goal is to start designing websites and interfaces for startup companies. Since my roommate has connections at The Hatch, Michigan State's incubator for student startups, I plan to network with some of the owners there and use my website as my portfolio. With this in mind, I plan to design a website that follows the genre of most modern tech startup sites: Minimalist, scroll-oriented, and filling the entire width of the screen. By visiting many of these sites, I've gained a lot of inspiration for my own.

I was so inspired, in fact, that I got ahead of myself and started building the site without any wireframe or mockup. So, as I developed my wireframes, I had already coded most of my vision for my portfolio's homepage. This includes 3 main sections, each of which fills the entire screen. I found that this style of homepage with scrolling-based navigation was almost ubiquitous among the most attractive startup websites I looked at. I also took some inspiration from various UX designer portfolio sites, many of which had extremely minimalist landing pages that only included a brief introduction to themselves and an interesting image. I followed this pattern by making the content on my homepage's first section (the one you see first before scrolling down) consist solely of 2 headings on the left and an image on the right. Next, I continued to use tech startup sites to guide my second main section for the homepage. This section showcases my services, each represented by an icon, with a heading and brief paragraph for each service. Tech startup sites often use this form to showcase the most important features of a product or service. The third section of my homepage follows a similar form as the first, except the image is placed to the left and the headings are on the right. I'm not sure what content I'll put here yet, but it will give the site a pleasing symmetry since it mirrors the first section.

I decided to keep my 'about' page as simple as possible. The page only contains a heading, an image of myself, and the descriptive body text. It looks very similar to the first homepage section, which keeps the website consistent and visually digestible. My work page, on the other hand, took a little more effort to design. I looked at many different UX designer portfolios, and decided to emulate the style of one I liked in particular. Tom Parkes' [website](#) uses a beautiful and functional minimalist layout that I thought would fit nicely into the existing structure of my site. His 'work' page uses a series of large rectangular boxes, each with a heading, image, and description of its corresponding project. Since I liked the design so much, I decided to put my own spin on it. Not wanting to copy him verbatim, I don't plan on using his site as direct inspiration past the point of wireframing. Instead, I'll blend other influences into the mix as I make my prototype and mockup for the 'work' page.

Lastly, I should discuss my navbar. I decided on the page titles "work" and "about", rather than "portfolio" or "about me". These short words add to my minimalist design philosophy and enhance the site's cohesivity. I also added the standard clickable logo in the top left of the navbar, which makes the site easily navigable.

(Home)

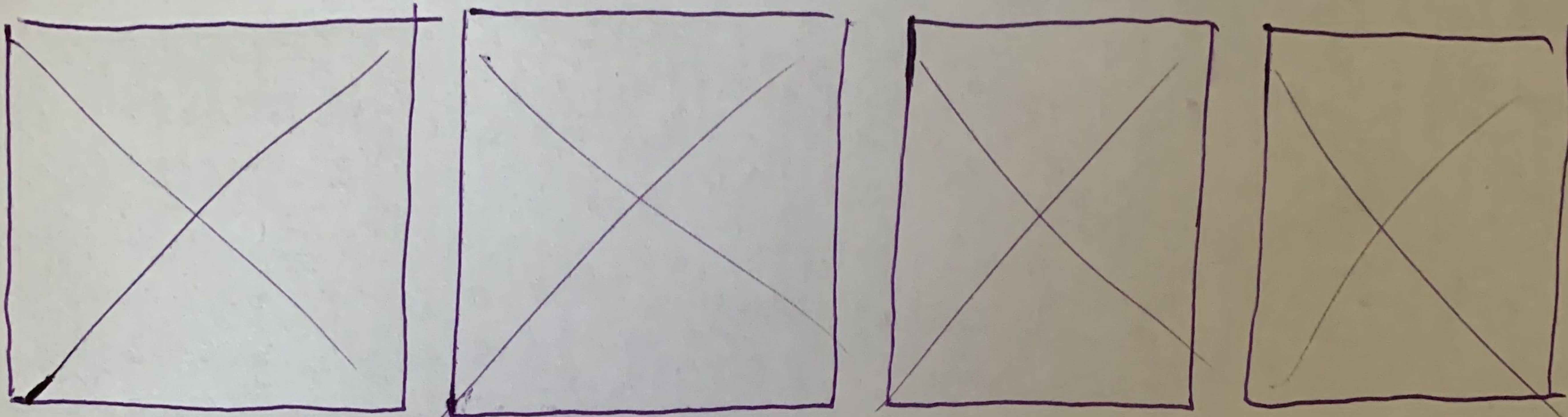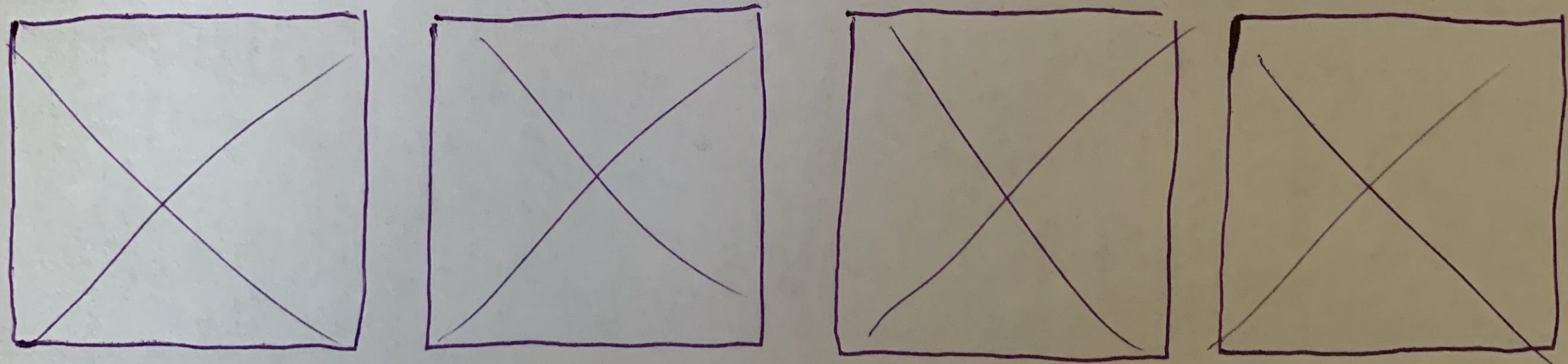## Nav Bar

Slideshow

Header

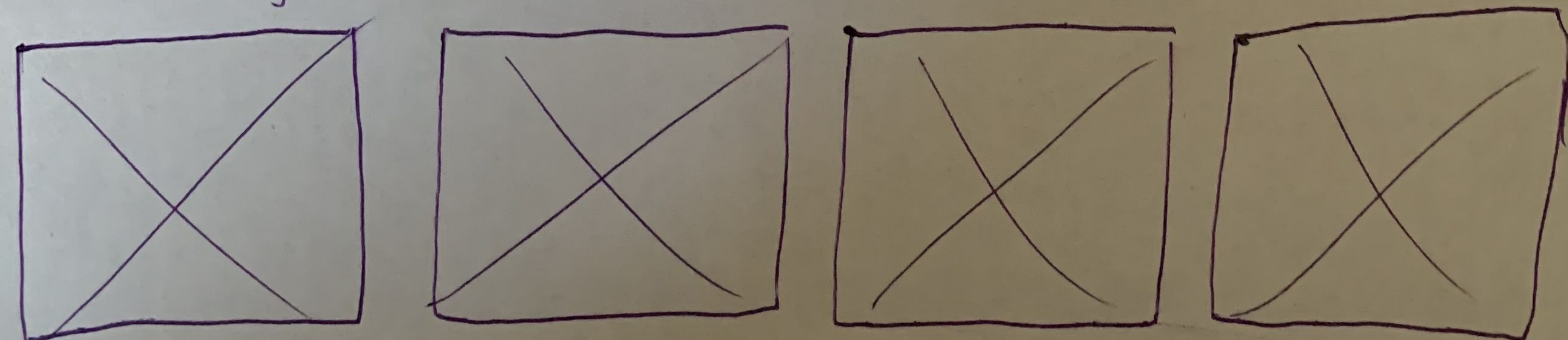Description of Services
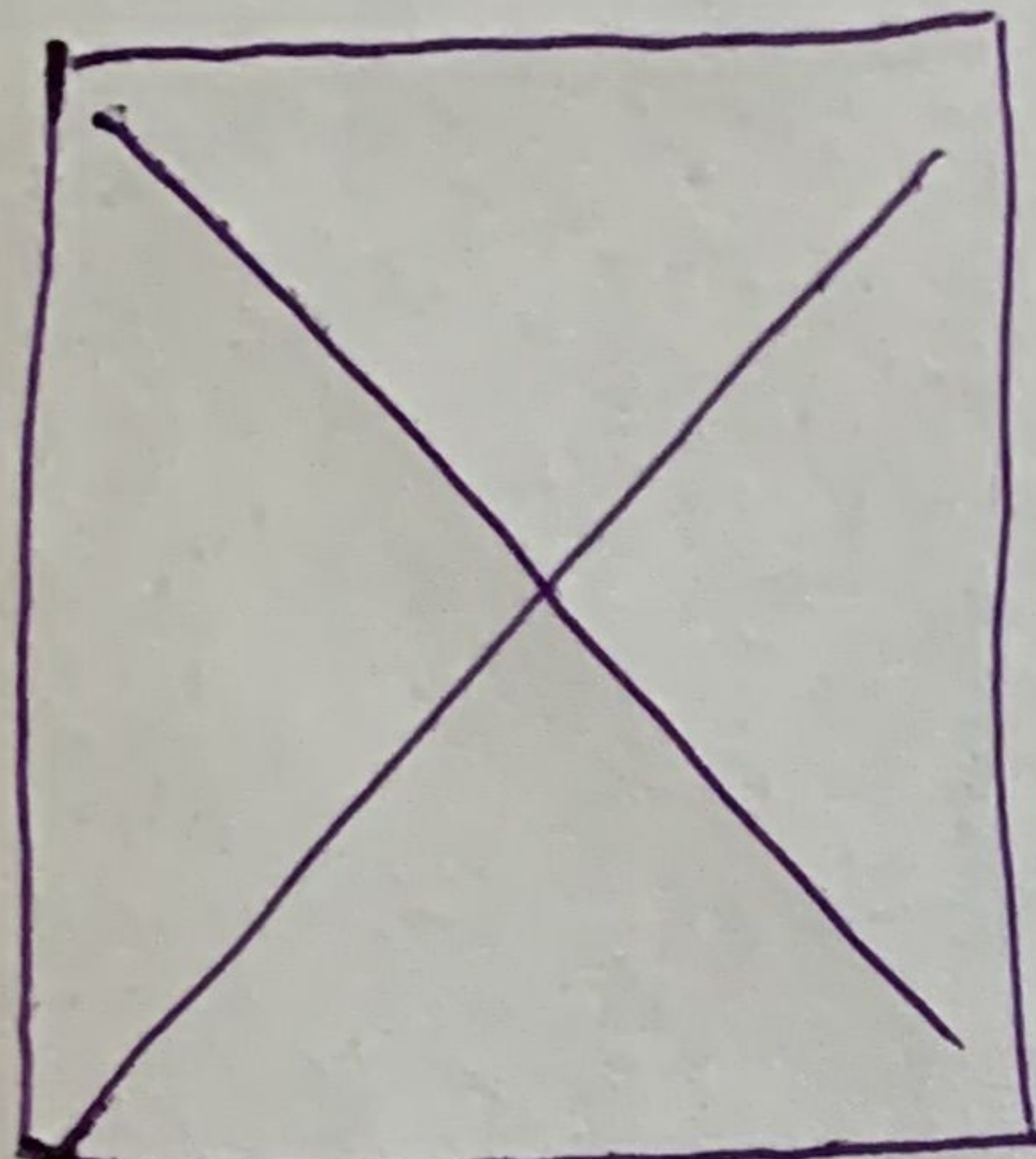
Footer

(Portfolio)
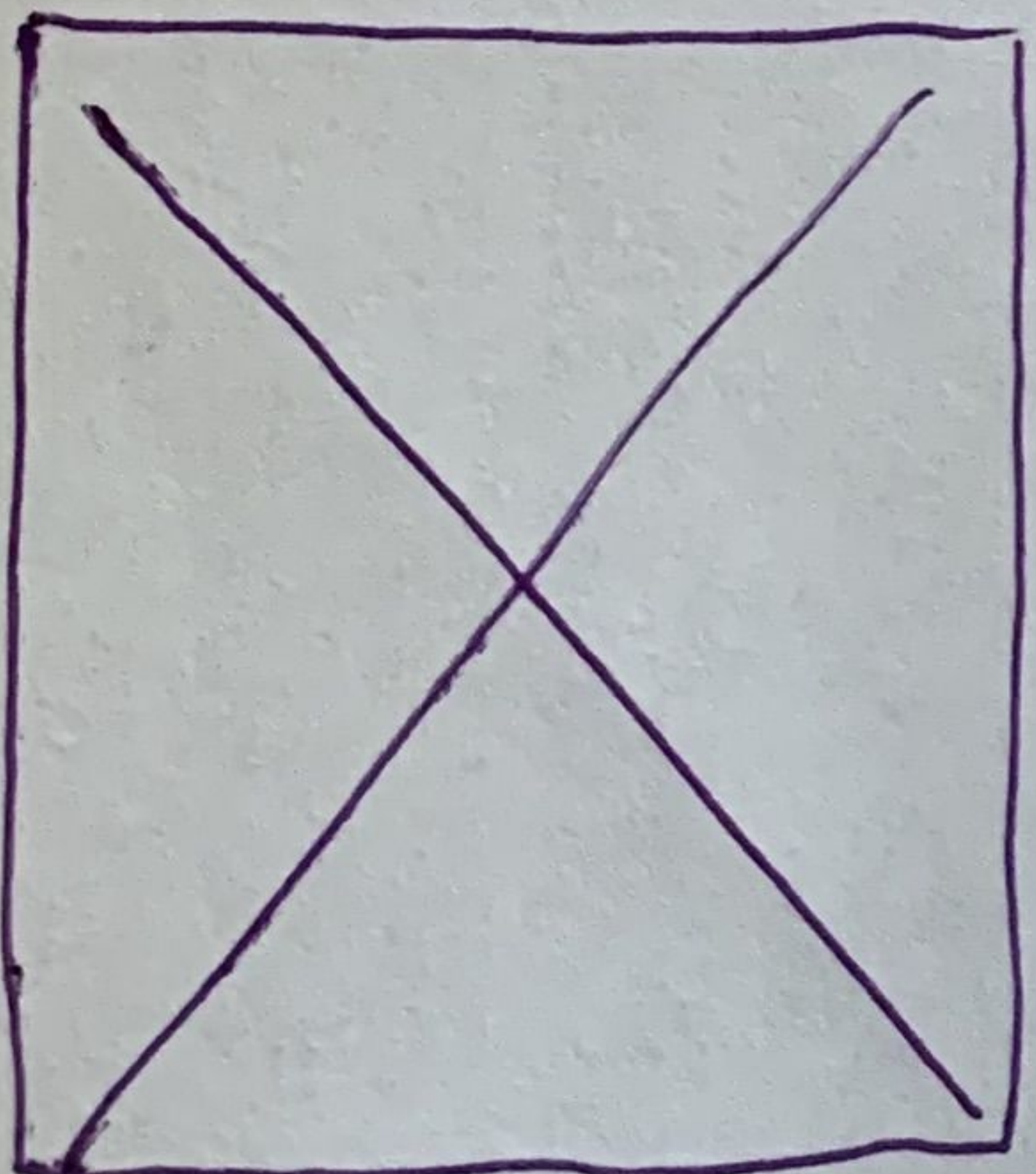
Nav   Bar

Web

Graphic

Marketing

Footer
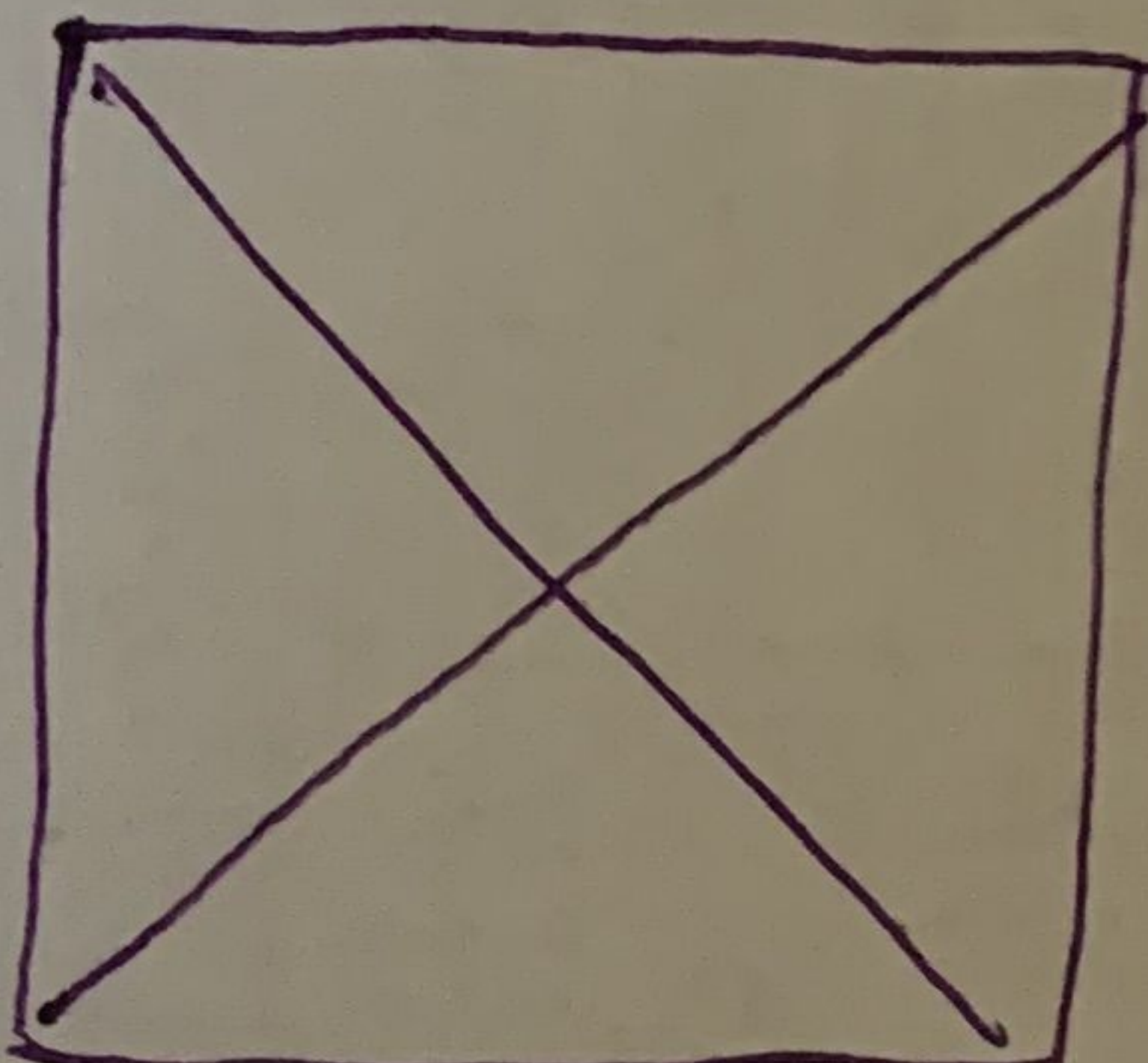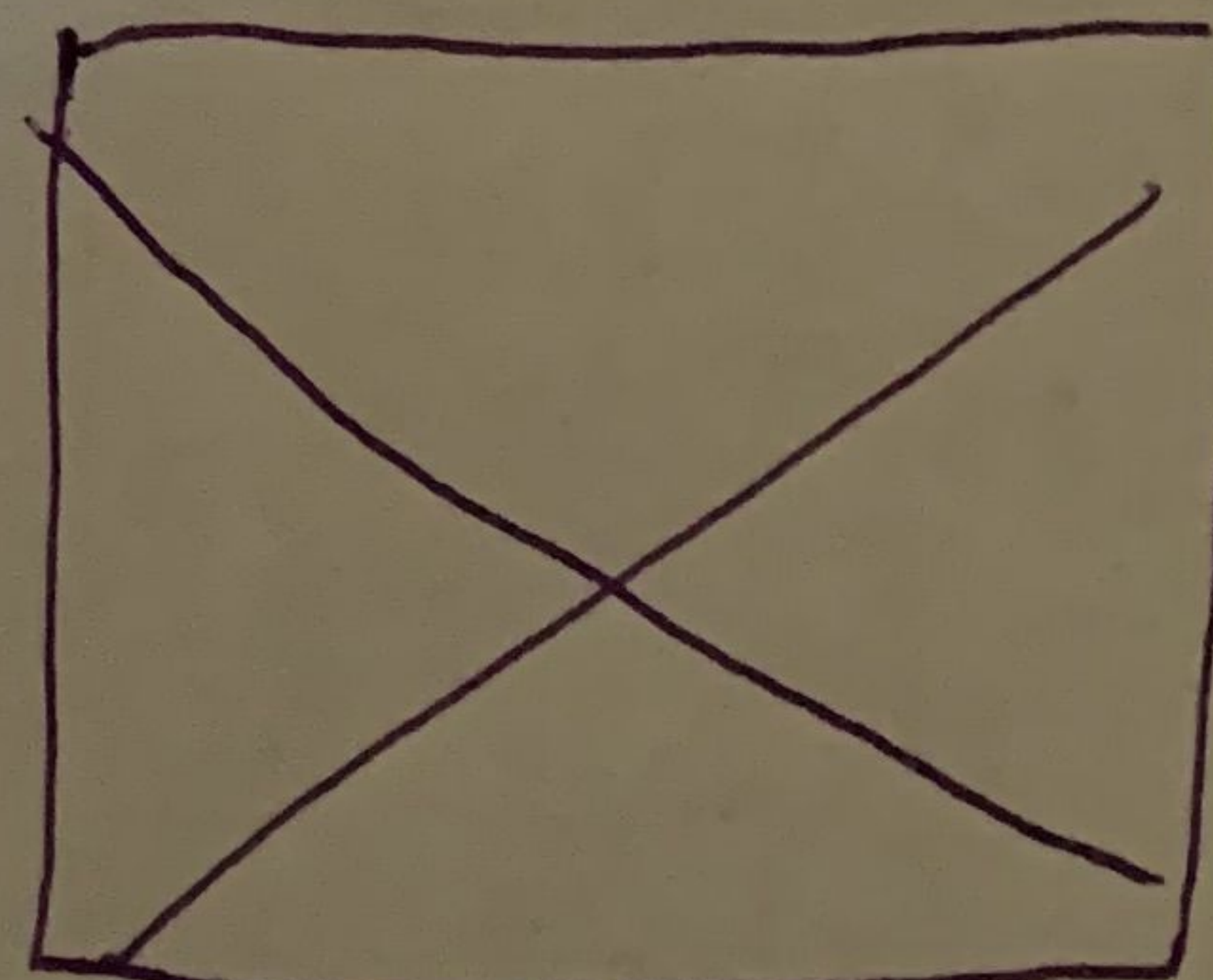
Nav Bar

Desc.

Desc.

Desc.

Desc.

Desc.

Footer