Sites:

[http://jasonshum.com (Links to an external site.)Links to an external site.](http://jasonshum.com/)

[https://brickvisual.com/projects/animation/ (Links to an external site.)Links to an external site.](https://brickvisual.com/projects/animation/)

Unit 2 Website Review

Hi, guys. Like I previously stated, I am a digital storyteller. My goal in life is to be able to tell stories from scripted features to museum pamphlet maps. I don’t care, as long as I have a list of needs, from my employers, and creative freedom. And I am right now starting to do that by working with Mizzou Student Media. I did all of the graphics to promote that the school’s newspaper (The Maneater), radio station (KCOU), and tv channel (MUTV) would be covering the big games. But soon I’m going to be graduating and need to start advertising myself to the rest of the world. I need to eat. So I have decided to look up portfolios of graphic artists to see how they do such. I found a company that does high end architectural visualization named Brick Visualization. Then I found a real portfolio of an animator from California, Jason Shum. I decided to use these because 1 I am out of time, and 2 these websites are what I inspire to be. Professionally advertising my works, ideals, and potential. So, let’s get started.

Well the first similarity I see between these two portfolio sites is that they are simple and easy. You would think that since Jason Hum and Brick Visual dead in a visual world they would make their website more compelling. But it’s more “here is my work and you know you like it.” For my idea for my portfolio, I wanted there to be moving graphics, a cool background, and cool interesting fonts. But I can see how that, one, would look amateurish, and, two, come off as distracting. Another similarity I noticed is that both websites have clear and multiple ways to get in contact with them. Once again, nothing flashy, just clear and professional. Both of these websites advertise professionalism which I find to be really cool.

Surprisingly, the Brick Visual company is more... personal. It talks more about all of its’ teammates and what they stand for. Jason Hum’s site is purely just a portfolio which is to promote his work. Not him as a person. Even his resume only speaks of projects he’s worked on. Not about how they challenged him or how he accomplished them. Even though I previously stated that I like the professional aspect of these two websites, for my final portfolio website, I am going to add a little bit about myself and my growth as a digital storyteller.

Weaknesses of both? Well Jason Shum’s website looks too amateurish after looking at it a few times.It really does seem like he only is interested in doing freelance work. I am not saying it’s bad but it doesn’t promote him It’s strength is that it is straightforward though. Brick Visuals is a beautiful website but they aren’t too clear about what they are about. I think they take photos of beautiful houses but I honestly wouldn’t bet on it. They are strong at marketing themselves as a professional business though.

One scenario Jason’s website is beneficial is that he is advertising to a younger audience.From advertising his twitter to not including personal information, Jason is looking to be hired by people who want to quickly find out what he is capable of and offer him a job. And by the way there is nothing wrong with that. I would love to have a website like his right now and get a bunch of offers. But Brick Visuals is more mature, it seems. They should off huge detained images and of beautiful areas, show off their beautiful offices, brag about different contacts in different countries and even have a page of their continuous news. It seems more like this is a business website but a visual one.