# PORTFOLIO WEBSITE

**Charley Lowis** 

## **BUILDING THE WEBSITE**

Some things I learned throughout the process of building this website was that it's easier to start with all the most basic information first, like getting down html text and styling all the basics of css like headings and body text before going to style things like headers and footers.

The easiest thing in building this website was just getting all the html information down. The hardest thing was having to refresh everything so many times and being frustrated after trying multiple potential solutions to the same problem over and over again.

If I could do this project over again I would probably do everything pretty similar to how I did it this time, or I would give up at the start. I would also give myself more time to build the prototype of each webpage.

I do not think this website has any more steps in it's life.

## THE SITE Home page

## CHARLOTTE LOWIS

About Me

Restaurant Branding

Spotify Cleanse

Sins & Virtues

Data Visualization



Restaurant Branding

**Spotify Cleanse** 



Sins & Virtues



**Data Visualization** 

## THE SITE Project page

## CHARLOTTE LOWIS

About Me

Restaurant Branding

Spotify Cleanse

Sins & Virtues

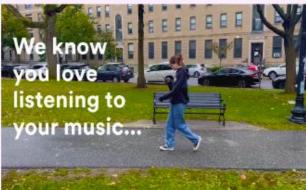
Data Visualization

## Spotify Cleanse

Class: Information Architecture with Fish McGill September to October, 2024

To Process Work





## Feature Video

In my final video, I used the prototype of my wireframes to show the flow of the app feature as well as used my user persona to give an example of when this feature might be used. I tried my best to implement Spotify's visual formatting by researching their own feature ads from YouTube, with this I got the idea of having a soft beat in the background of my audio, and to focus a lot of attention on the overlaid text of my video to drive the narrative and to point out the unique qualities my feature has. Through the course of the project, I got to immerse myself into Figma and learn more about the softwares structure and how to prototype and make components. I also learned a lot about Adobe Premiere Pro and how to edit visuals as well as audio to create a seamless video that would properly demonstrate my idea for the feature.

## THE SITE **Project page**

## CHARLOTTE LOWIS

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### Week 1:

In the first week of Information Architecture, we paired up and started working on our first assignment, which was to create a small exhibition to do with sounds: either current, past, or potential. During the course of the week I met up with my partner, Lauren Ferreira, and we discussed possibilities for what the final project could look and sound like. We explored the possibilities of sounds of nature, school, and all the concerts we've been to. Finally, we decided to focus on sounds from our childhoods, I constructed the audio for the listening experience with Adobe Premiere Pro, taking audio from my own recordings as well as free use audios online Lauren and I decided to look for. Lauren created the poster for the visual experience of the exhibition and we were ready to present it.

### Week 2:

For this project was a small listening station that aimed to allow listeners to hear sounds reminiscent of their childhoods. To create this, my partner Lauren Ferreira and I discussed sounds that made us nostalgic. We got a wide array of sounds from the cicada-clad woods of Missouri to the soft ocean waves of Massachusetts. We also discussed our favorite pop-culture videos and games from the late 2000's to early 2010's, such as the Disney fast play introduction, Barble and the 12 Dancing Princesses, and of course, Wii Sports. With this collage of sounds. Lauren put together and illustrated a collage depicting the both of us as small children with the title of our installation, "The Sounds of Nostalgia". To set up our space, we used a children's pair of bluetooth headphones to listen through, and hung up the college, as well as a placard for the exhibit and a bibliography of our sources.

## Week 3:

For the first week of this new project, we explored the listening experiences of multiple apps in relation to a specific context. The context chosen for this preliminary research was customization and profiles. With this in mind, with a partner I analyzed how apps like Spotify, YouTube, and Netflix use customization and individual profiles to enhance the listening experience for their users,

Listen to the final audio file here. (WARNING: May be loud)

### Week 4:

After this first week of research, we moved onto individual brainstorming on what we wanted to make our feature provide for the app and its users. For my project, I chose Spotify because it had been my primary music app for several years and I felt like due to its already existing customization, it was the most personal app for me.

The inspiration for my feature came from Spotify's Discover Weekly playlist. As much as I love exploring new music, I often don't know where to start and so I often use the Discover Weekly playlist that Spotlfy generates for each of its users every week. Unfortunately, I often find that the playlist contains several songs and artists that I've heard before, and it sticks to the same genres I already habitually listen to. With this, I feel like I'm not actually discovering new music, but adding many similar songs that make all of them blend together.

The feature I chose to implement in week two of this project was aimed so that users could employ it to help them search for songs outside of their established music taste without having to type anything in a search bar. I gravitated towards the discovery and suggestions context for my app feature since I feel like that is one of my main problems with the Spotify app. As stated above I really enjoy the suggestions Spotify gives based on a user's listening history, however I often find the suggestions don't really stand out to me compared to the songs I already listen to. To solve this problem, my feature

## Back to Overview







## STYLEGUIDE

## Style Guide Charlotte's Portfolio Website

## **Headings**

Kantumruy Pro, weight 200, 64px, navy blue

## H2

Kantumruy Pro, weight 400, 42px, navy blue

## H2

Kantumruy Pro. weight 400, 25px, navy blue

## **Typefaces**

Throughout the website, two typefaces are used: Kantumruy Pro and Koulen Koulen is only used for the name in the top left corner, which aslo acts as a link to the home page. Kantumruy Pro is used for everything else, from headings to body text and captions. The body text is all 18px, while each

caption is a bit bigger at 26px.

## Colors

Navy blue rab (2, 0, 104) Pink 9% rgba (230, 37, 255, 0.09)

Pink 15% rgba (230, 37, 255, 0.15)

Pink 100% rgba (230, 37, 255, 1)

## **Home Page**

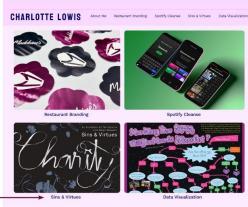
The home page of the website has large overview images of each project which also serve as links to each project page. The photos, as well as their captions, are all clickable. The home page can also be accessed through the "Charlotte Lowis" type at the front of the header that is on every single page. Each image on the home page slightly lowers in opacity when in hover state, to imply that they are clickable as opposed to static images featured on every other page.

## **Project Pages**

Each project page includes the title, class, dates, and description of each piece of work. These pages also display images of the final work. Some project pages also include links to process pages, which go into detail about the development of the project through the timeframe of the assignment. Pictures of the process are also displayed by the side of the text.

Caption







**Process Pages** 

Although there are only two projects with process pages included, each process page contains more information compared to the others. There are two columns in each process page, the left including all text about the development of the project and the right including images taken throughout the process.

The layout for each page is pretty much the same, the header is shown at the top, with the page title displayed just below and left-aligned. Below the title, class and dates

are displayed, and if the project pages has a process

page, the link is shown to the right side of the screen in this area. Large images of the projects are displayed in

the center of these pages, followed by subtitles, and a

## CHARLOTTE LOWIS H1→ Spotify Cleanse

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About Me Besteurant Branding Snortfy Cleance Sinc & Virtues Para Visualization

## description of the project. Header

Lavout

The header, which serves as the overview navigation, is displayed on every page

The header has a background color of pink at 9%. It also features type in the Navy blue color. All type in the header serves as links to other pages within the site. When these links are in the hover state they change to the pink color at 100%. The header has a horizontal rule up top and all the type is vertically centered and spaced to roughly the side frames of the screen.

## Footer

The footer serves as a hub for contact information throughout the multiple pages of the website. All the text in the footer is Kantumruy Pro at 18px. The footer does not have its own background color, but it does have navy blue text.

H2 → Feature Video

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## CONCLUSION

If I were to build another website this way I would pay more attention to building the prototype of the website beforehand, and overall conceptualize it more.