

CHELSEA HAYASHI'S WEBSITE

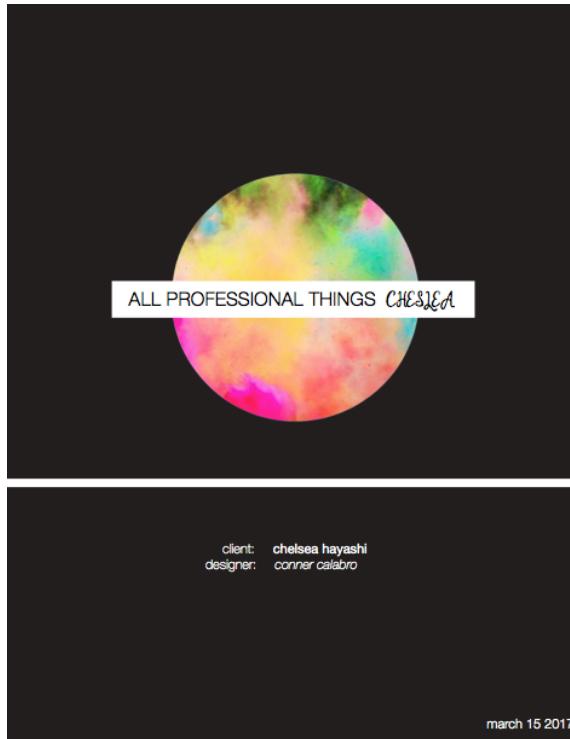
the journey

by: conner calabro

CLIENT

chelsea hayashi





1:	<i>purpose</i>
1:	<i>qualities of chelsea</i>
2-3:	<i>specific objectives</i>
4:	<i>target audience</i>
4:	<i>success measurement</i>



This websites will be the one-stop-shop for all-professional-things-chelsea. It bring the chelsea hayashi brand to life. It will provide a platform that will showcase her diverse body of work—both written and visual. The website will express to its viewers not only what she is capable of doing, but also who she is as a writer, a designer, and a person in a clear, user-friendly way.

qualities of chelsea

Chelsea is chill, personable, chic, creative, diverse, intelligent, personable, curious, happy, eager, and genuine. So the site with exudethese qualities in order to reflect her.

specific objectives



The site visitor will understand who Chelsea is as a young professional and person. Even before site visitors see any of Chelsea's individual visual samples, they will get a vibe for who she is by the layout and design of the site. In a similar vein, before site visitors read any of Chelsea's written work, they will have an idea of her voice through her introductory text and words used around the site.

She will personally design her own "about" page and make sure to include not only her personal goals/aspirations (via text or visuals) but also anything she feels is necessary to show the site viewers that they might not get solely through her posted work. Her resume will be included.



The eclectic sample of work Chelsea has done from buzzfeed-like blog posts to Japanese translations to personal essays to longform fiction stories will make up this section of the site. Differentiation between the types of writing she has done will be clear.

2



All of Chelsea's paintings and drawings can be found and seen in the highest quality along with their details (size, medium, date, etc.) in order to demonstrate her expansive skillset and unique aesthetic.

A personal blurb written by Chelsea about the work—giving the viewers personal insight and context about the piece, will accompany each painting and drawing.



All of Chelsea's graphic design pieces will be posted and categorized according to their purpose (i.e. for different organizations, for a class, etc.) in order to demonstrate her knowledge and use of many different programs and ability to be versatile in the type of work she does and who she works for.

Similar to her print work, a personal blurb written by Chelsea about each piece will accompany each painting and drawing in order to give the viewers personal insight and context about the piece.

3

target audience

This site is primarily aimed at potential employers of Chelsea. But also can be for anyone aiming to get to know who Chelsea is and of what she is capable.

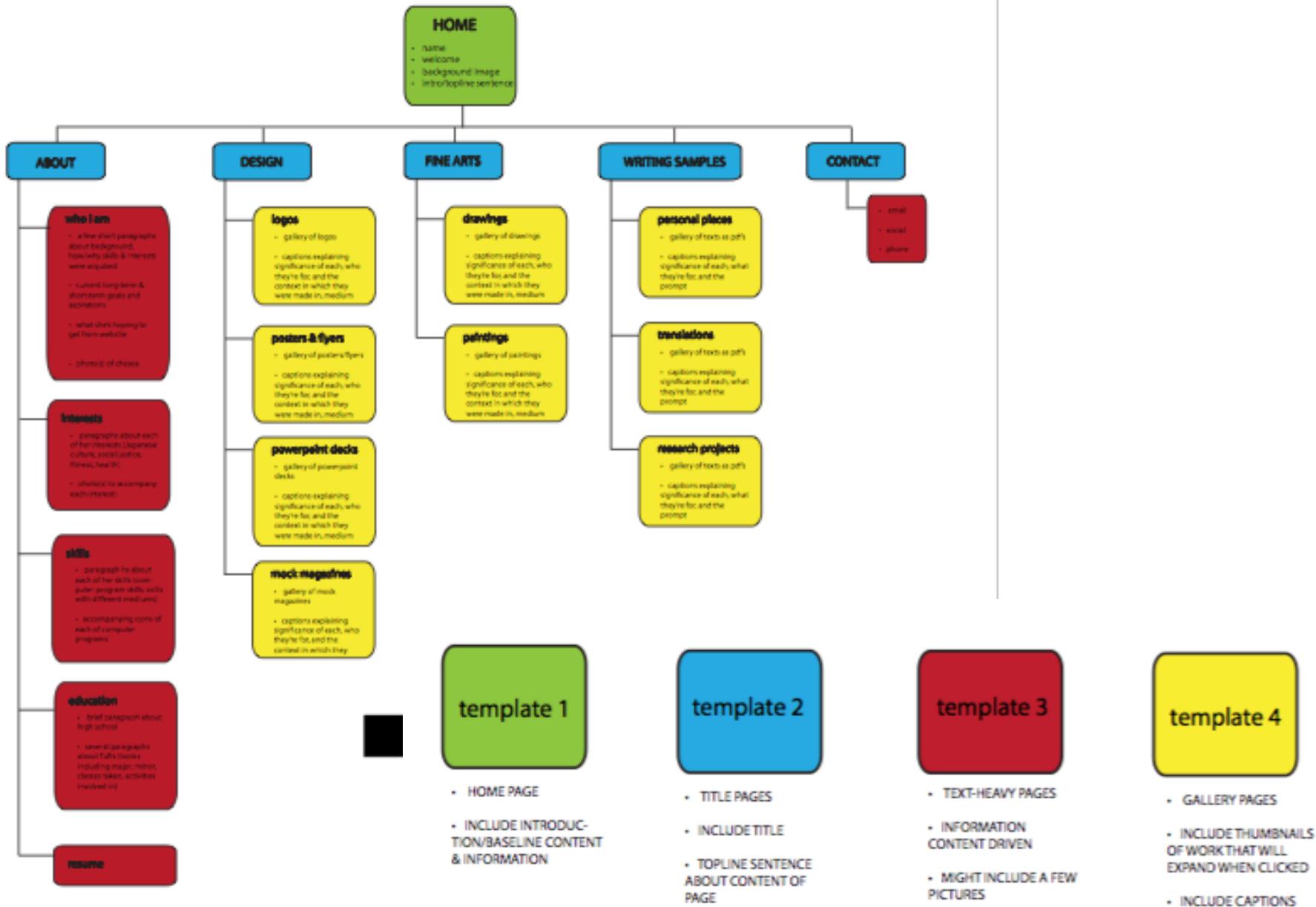
success measurement

Success? The ease at which the site is navigated
Way of Measuring: Interview new site visitors

Success? The authenticity of the site
Way of Measuring: Interview people who know Chelsea

Success? Acquisitions of jobs acquired
Way of Measuring: Rate of callbacks before site versus after site

4



DESIGN

sketches, wireframes, prototype

SET 1

#1 home

Chelsea hayashi

ABOUT DESIGN FINE ARTS WRITING CONTACT

#2 title

ABOUT DESIGN FINE ARTS WRITING CONTACT

about



#3 test many

about

WHO I AM



#4 gallery

fine arts

DRAWINGS



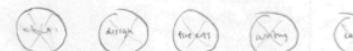
title
medium
more info



SET 4

#1 home

Lith (her signature)



#2 home



↳ who i am

↳ interests

↳ skills

↳ education

↳ resume

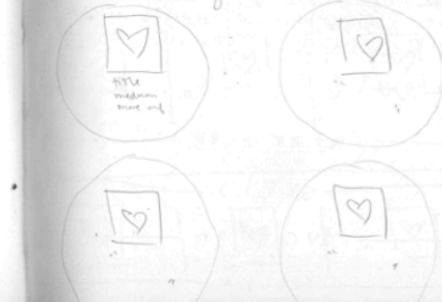
#3 test

show → who i am



#4 gallery

fine arts → drawing





text text



chelsea hayashi

text text

[ABOUT](#) [DESIGN](#) [FINE ARTS](#) [WRITING](#) [CONTACT](#)



ABOUT DESIGN FINE ARTS WRITING CONTACT



text text



chelsea hayashi

a place to understand all things chelsea: her background, her voice, her work, her passions

ABOUT

DESIGN

FINE ARTS

WRITING

CONTACT



ABOUT

DESIGN

FINE ARTS

WRITING

CONTACT

who i am

ABOUT

There is a continuing need to show the power of CSS. The Zen Garden aims to excite, inspire, and encourage participation. To begin, view some of the existing designs in the list. Clicking on any one will load the style sheet into this very page. The HTML remains the same, the only thing that has changed is the external CSS file. Yes, really.

CSS allows complete and total control over the style of a hyperfest document. The only way this can be illustrated in a way that gets people excited is by demonstrating what it can truly be, once the reins are placed in the hands of those able to create beauty from structure. Designers and coders alike have contributed to the beauty of the web; we can always push further. There is no continuing need to show the power of CSS. The CSS file aims to extend this power through user participation. To begin, view some of the existing designs in the list. Clicking on any one will load the style sheet into this very page. The HTML remains the same, the only thing that has changed is the external CSS file. Yes, really,

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CSS allows complete and total control. The only way this can be excited is by demonstrating what is placed in the hands of those who design and code alike have control. You can always push it further. There is power in CSS. The Zen Garden is a participation. To begin, view some. Clicking on any one will load the HTML remains the same, the only CSS file, Yes, reply.

CSS allows complete and total control over every element in a document. The only way this can be appreciated is by demonstrating what can be placed in the hands of those who control the style sheet.

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WRITING

CONTACT

skills

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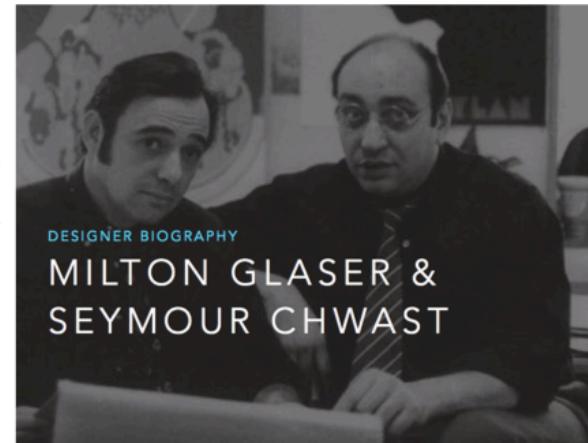
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designer biography presentation

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DESIGNER BIOGRAPHY

MILTON GLASER & SEYMOUR CHWAST

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CONTACT

[email](#)CHELSEA.HAYASHI@TUFTS.EDU[phone](#)

415-378-3782

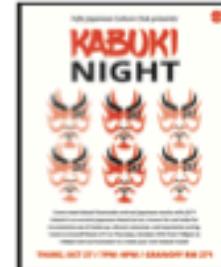
[social](#)<https://www.linkedin.com/in/chelsea-hayashi-475304a8/><https://www.instagram.com/chechelsea/><https://www.facebook.com/chelsea.hayashi.7>

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posters & flyers



SOUTH END KICKS FLYER
ADOBLE ILLUSTRATOR & PHOTOSHOP



TITLE— KABUKI NIGHT
PROGRAM— ADOBE ILLUSTRATOR & PHOTOSHOP



TITLE— EARS FOR PEERS POSTER
PROGRAM— ADOBE PHOTOSHOP



Gill Sans Type Poster
Adobe Photoshop



TITLE— JOC MATSURI POSTER
PROGRAM— ADOBE PHOTOSHOP



TITLE— EXECUTIVE ORDERS: PAST & PRESENT
PROGRAM— ADOBE PHOTOSHOP

chelsea hayashi

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chelsea hayashi

a place to understand all things chelsea: her background, her voice, her work, her passions

ABOUT

[WHO I AM](#)
[SKILLS](#)
[INTERESTS](#)
[EDUCATION](#)
[RESUME](#)

DESIGN

[LOGOS](#)
[POSTERS & FLYERS](#)
[POWERPOINT DECKS](#)
[MOCK MAGAZINE &
BOOK COVERS](#)

FINE ARTS

[DRAWINGS](#)
[PAINTINGS](#)

WRITING

[PERSONAL PIECES](#)
[RESEARCH PROJECTS](#)

CONTACT

chelsea hayashi

ABOUT

DESIGN

FINE ARTS

WRITING

CONTACT

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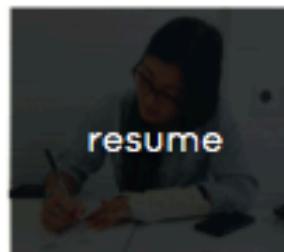
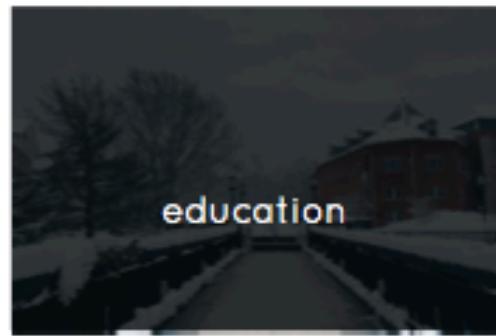
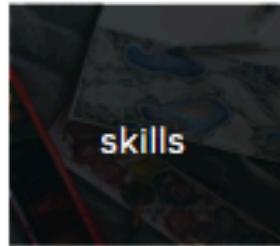
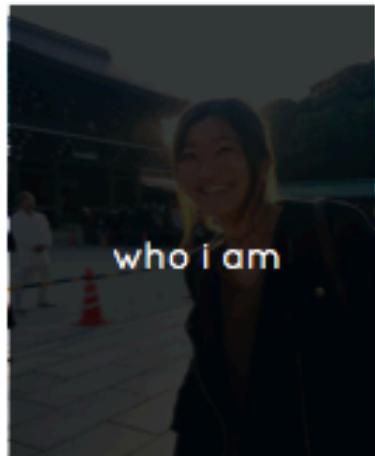
FINE ARTS

WRITING

CONTACT

ABOUT

understanding me-as a student, an artist, a professional, and a person



PROTOTYPE

ahhh!

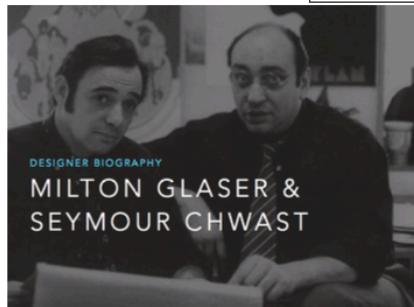
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powerpoint

logos

covers

powerpoints

posters +
flyers

DESIGNER BIOGRAPHY
MILTON GLASER &
SEYMOUR CHWAST

designer biography presentation
microsoft powerpoint

THE ATHLETES

nike presentation: the athletes
microsoft powerpoint

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CONTACT

let's get in touch—via email, phone, or social media



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LOOKING BACK & MOVING FORWARD