Lauren Shugrue Portfolio Site Proposal – November 10th 2017

1. Name: patternandlight.com – I want a more general name since I may be changing my last name prior to launch, and this way I can create a brand identity for myself.
2. Purpose: I would like my site to showcase my work, both for my own benefit as an archive, and also as a portfolio for potential future employment opportunities. Ideally I would like a small biography/resume style section, then a gallery of my designs and photography, and possibly a blog.
3. Audience: The primary audience I would be targeting would be future employers and collaborators, peers in the industry, and really anyone interested in photography and design.
4. Site Style Characteristics: I want my style to showcase a clean, modern design, with lots of white space. I would like to model the styling off of Google’s design, and keep things clean, open, and friendly. I want visitors to feel a sense of clean, professional, modern styling.
5. Site Type Characteristics: I will probably use Pontano Sansl for the type on my site, as it’s easily readable and looks good across all platforms. I’ll use FontAwesome for my icons, because they are easily accessible and scale well.
6. Milestones:

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| Set up and load page to server | 10/15 |
| Create headers and css layout/styling | 10/22 |
| Create navigation | 10/29 |
| Finish page templates and content | 11/12 |
| Create working forms | 11/19 |

1. Pages Planned:

* Landing page – has my name and has navigation
* About me – has a small bio with work history, like a streamlined resume
* Contact – this will be a form page to allow contact through email or phone
* Image Gallery – I picture three galleries, one for web design, one for code, and another will showcase some of my photography
* Blog/Newsfeed – Here I’ll post updates or interesting news, conferences or articles

1. Color: I want my site to focus on photography, and so I don’t want too much color. I think a simple dark background lessons distraction and emphasizes the image tiles. For most of my site, my primary color will be a dark charcoal #2D343A, the text will be white or charcoal on a light background, and I’ll use a gradient white overlay to diffuse the black and white image I’m using in the main content area. I have a slightly different shade to be used for an accent color on link hover, but I kept it bright so it maintains a good contrast to the background for accessibility.
2. Images: I chose 3 images to represent my galleries, one of some code I’ve done, another of my initial design work for this site, and one of my black and white photos for the photography gallery. I reduced the size before uploading them to reduce the site’s load time.