**Final Project**

1. Website (300 points) DONE
2. Creative Brief (25 points)
3. Wireframes/Sketches (25 points) DONE
4. Online Marketing and SEO Plan (25 points)
5. Google Analytics (25 points)

**Website**

* Deploying a website (50 Points) DONE
* Design/Responsiveness (50 Points) DONE
* jQuery and jQuery Plugins (50 Points) DONE
* Creativity (50 Points) DONE
* Minimum of 5 posts/pages (100 Points) DONE
* Posting and formatting content Your grade will be based on the following parameters: DONE
  + Making sure your images and content express the intent of your site
  + Use HTML structure and semantic tags to provide information hierarchy
  + Use CSS tags such as, colors, fonts, grid, etc to create a theme and design for your website.
  + Use HTML and CSS tags to create professional design and layout for your project.
* Make sure that images are properly scaled and fit in your layout DONE
* Content quality – Clear message (what are you trying to saying) DONE
* Use jQuery functions and plugins to add thoughtful interaction to your website DONE

**Creative Brief, Wireframe, Inspirations**

In your final project folder, make sure you include the following information:

* Wireframes (25 points) DONE
  + Create simple layouts for each distinct page, scan or take pictures of your design and place them in your project folder
* Creative brief (25 points)
  + Look at the section below and answer all the appropriate questions, make it detailed
  + List 5 portfolios/websites that are inspirations
  + A creative brief is a document created through initial meetings, interviews, readings and discussions between a client and designer before any work begins. Throughout the project, the creative brief continues to inform and guide the work. A good creative brief will answer these questions:
    - What is this project?
    - Who is it for?
    - Why are we doing it?
    - What needs to be done? By whom? By when?
    - Where and how will it be used?

1. Background Summary: Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?

2. Overview: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?

3. Drivers: What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?

4. Audience: Who are we talking to? What do they think of us? Why should they care?

5. Competitors: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?

6. Tone: How should we be communicating? What adjectives describe the feeling or approach?

7. Message: What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?

8. Visuals: Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?

9. Details: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?

10. People: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?

This project is a 5-page portfolio, and interactive resume. I am the client for this website as I am making it for myself to give to potential employers so that I can showcase all of my work in an interactive way. When applying to jobs and internships, I will include the link to my website on my resume for anyone who wants more information, or visual examples of my published work and photography. The design of my website also reflects my style and creativity, which is important to highlight as I am applying to jobs that value aesthetics.

I used various websites for inspiration including HelloOliviaBlog.com. Olivia is a recent UM graduate from the School of Communication and is a fashion and lifestyle blogger in South Florida. I love the way she has her photography gallery at the very top of her home page. This stylistic detail will inspire the way I design my travel and food page. I was also inspired to create a minimalistic layout after seeing various websites such as Kimi Lewis Studio, \_\_\_\_\_, \_\_\_\_\_\_\_ and \_\_\_\_\_\_\_.

by the website for Kimi Lewis Studio, which influenced my minimalist .

When I create my website, I will introduce myself on the first page in a personal narrative format. I will begin with personal details, including the specifics of my unique childhood. Being well-traveled and adaptable is what makes me different so it is important to highlight on the first page for potential employees. Then, I will go over my extracurricular activities on and off campus to give readers an idea of the fields I’m interested in, including social media and photography.

My second page will include my resume with a headshot. I will link all of my social media accounts beneath my headshot, as well as my contact information. Then I will include details of my education, skills and professional experience.

My third page will be a gallery of all of my travel photography, designed in a format that is similar to Instagram. All of my pictures will be square to keep it consistent and minimalistic. I will also add a plug-in that allows the pictures to be black and white, until you hover over them. Then, you will be able to see them in color. This will make it easier for the user, as they will not be overwhelmed by the colors and pictures when they click on this page.

My fourth page will also be a gallery; however, it will focus on food. I am very involved in food journalism; I have a separate Instagram account where I post healthy food that I have made and purchased. This Instagram has been able to help me with my weight loss journey and connect me to other lifestyle bloggers in Miami. I chose some of my favorite pictures to showcase on the website. Again, I used a black and white plug-in to make it look more neat and professional. I also sized each image as a square to keep it consistent with my travel photography page.

My last page will consist of published work. Since I focused heavily on design in my previous pages, I am making this more simplistic. I will break up each publication that I have created work for and link them beneath the title. This website needs to be created by December 11th so that I can apply to internships as some of them are due on December 15th.

**Online Marketing and SEO Plan (25 points)**

* Come up with a marketing plan for your website. Explain your business rationale and how you are going to reach your target audience? Based on your objectives, come up with a marketing recommendation for your site. Choose either twitter, google adwords, or Facebook. List what keywords are you going to buy? What is the duration of your campaign and total cost?
  + When I finish this website, I am going to include the final link in my resume. However, I am also going to post it on all of my social media accounts such as Facebook, Instagram, Twitter, LinkedIn and Tumblr. On these accounts, I already follow people that have similar interests; therefor, this is a great way to promote my website and reach my target audience. Through Google Adwords,
  + I am going buy keywords such as: lifestyle, nutrition, food, photography, and travel. The duration of my campaign will be for \_\_\_\_ and will cost \_\_\_\_\_.
* Include screenshots of your campaign as well as your write up in a blog post or add in your homework index.