**Creative Brief**

My client would be anyone PR and media that is looking for someone who specializes in creating visual and editorial content. My skills in social media, photography and journalism are the services being sold. I am not including weaknesses on my website, as I am trying to put myself in the best light possible.

The project is a 5-page website that showcases my photography portfolio and includes my interactive resume. 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 am designing it to make it easier for potential employees to learn about me and my valuable skillset. I need this project to showcase my work in an interactive way.

The goal for this project is to generate something tangible to show potential employees. I am trying to achieve a job or internship in my specific fields. The purpose of my website is to help me do that. I have three top objectives. First, I want to create a website that I can link on my resume to enhance what I already have. Then, I want to increase my engagement by sharing the link on my social media platforms. Lastly, I want to network with other people in the industry; I can send them the link to my website with examples of photography in order to do this.

For this website, I will be talking to potential employers and clients. I want them to think of me as an adaptable person who can excel in all each field. They should care because they will be deciding whether or not they want me to work for them.

My field is very competitive, so the competition would be anyone else in the PR and media industry in Miami looking for a job or internship. However, I am different to them because I have coded my website individually while many other people use templates on sites like Wordpress. Although I am attracting a professional audience, I am also communicating in a casual, easy-going way to reflect the type of person I am and the type of employee I will be: fun, creative and enthusiastic. I want them to read my website and be excited to work with me.

This website is supposed to give readers an idea of the kind of person I am, and the skillset I have. I still need to develop the words I will be using because I want to make certain pages text-heavy, while other pages will be focused on my photography portfolio. Most of my text will be on the home page and the resume page as I want to avoid being redundant.

I will be using images I have personally taken to highlight my photography skills, and my editing skills as each image has been altered in some way with the levels of exposure, contrast, saturation, temperature and highlight.

All of the information on my 5-page website is mandatory so that employers can get an overall idea of what I can offer. When I create my website, I will introduce myself on the first page in a personal narrative format. This will be a simple overview of who I am. 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.

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 and fourth page will be individual galleries of my travel photography and my food photography. I chose some of my favorite pictures to showcase on these pages of my website. All of my pictures will be sized in a square format to keep the layout consistent and minimalistic. I will also add a plug-in that allows the pictures to be black and white, until the user hovers over them individually. This will make the entire layout look neat and professional. It will also prevent users from feeling overwhelmed by color and images.

My last page will consist of published work. Since I focused heavily on text and design in my previous pages, I am making this page more simplistic. I will list all of my published work underneath each company header name.

I used various websites for inspiration including [Hello Olivia](https://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](https://www.kimilewis.com/), [Leen Heyne Fine Jewelry](https://leenheyne.nl/), [Elite Paris](http://elitemodel.fr/fr/web.app) and [We Ain’t Plastic](http://weaintplastic.com/).

This website needs to be created by December 11th and I have a budget of $5 a day to promote it through Google AdWords. I am reporting this to my professor Zeven Rodriguez.