

Proposed Information Architecture

My website is going to be a portfolio website containing my 3D animation reels and projects as well as any other art worth showcasing. When I performed the card sorts I chose to do open ones to see what they thought would be intuitive topic naming. For the most part the two I tested stuck to traditional navigation bar words such as “contact info” and “demo reel”. The one thing that varied was the placement of cards that contained content not directly related to my demo reels. There was a mix of combining it all inside of a gallery, or separating them into professional and personal work.

The architecture that I propose is to have the following main pages to place my content under: Demo Reel, Resume, Contact info, Professional Work, and Personal Work - which will split off into specific fields such as concept art or VFX. I believe that these will give potential employers everything they need to navigate my site and get a feel for the quality of my work and work process.

Most employers will be given a direct link to a demo reel. If they are interested in me upon watching my reel they will most likely do one of two things. Go to find my contact information, or continue looking at the work that I’ve done. If they choose to look at other work I’ve done they have two intuitive paths to the work I’ve created: they can choose to look at professional work done for other employers or directly to personal work which will be categorized for them. The categorization will help them find the skills they require for a job and those they don’t.