

Step 1: Define Your Audience/Tone

1. Who will visit your site?

- *The people who visit my site include potential employers, new clients, existing clients, and parents of students who wish to be tutored.*

2. What can make you and/or your product stand out against your competitors?

- *My website will consist of an online portfolio for potential clients for printed material or website design, and price options for private tutoring sessions for graphics students of all ages. This website will benefit students into becoming graphic designers either taught online or in person, while clients and I can work hand in hand, to create their ideal design for a decent price, in a timely manner.*

3. How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

- *While communicating with clients both in person and digitally, I make sure to remain professional, speak clearly, take notes on their ideas, show the client my perspective on the project, while effectively obtaining the content needed to complete the project just as they imagined.*

4. What colors represent you or your product?

- *The colors I would use would be a blue monochromatic color scheme to represent trust, confidence, cleanliness, order, loyalty, and tranquility to promote my designing and tutoring skills.*

5. What images illustrate your message?

- *The message of my website will be within my portfolio images and the organization of the site layout. I will use icons to represent different tasks such as a blackboard tab for potential students, a design tab for potential clients to upload and submit project files. I wouldn't want to have too much clutter on my site, so it would simply include my logo image with my initials and images representing my causes being private tutoring, and freelancing work.*

Step 2: Identify Content

1. What are the three-to-five pages titled?

1. Intro page
2. Main homepage
3. Portfolio page
4. Contact page

The first page will be an intro page showing my logo, which will then fade out and direct the viewer to my main page. The main page will include an image of myself, a navigation bar, and a short biography. Next is a portfolio page including the different categories of work done in the classroom, in industry, privately, and student work from my instruction. The last page will be a contact page with my contact information, a comment box, and a price list for tutoring and the design of websites, video production, printed material, and corporate identity.

2. What should each page contain? Will there be textual content? Or just images?

- *Logo*
- *Title*
- *Navigation*
- *Biography*
- *Prices*
- *Portfolio with a title and description*

1. Intro page

- Logo fading in and out

2. Main homepage

- Short bio, Image, and Nav bar

3. Portfolio page

- Images and descriptions of the different categories of designs done (*logos, business cards, menus, commercials, music videos, etc.*)

4. Contact page

- Contact information (*email, phone*) and pricing.
- *Each page will have different content. The portfolio page will simply have images, while the contact page will include pricing information and contact information. The only textual page will be the main homepage with a short biography.*