

## Design Reasoning

In terms of color, I feel as though each hue compliments the others. As each of my main colors are different shades of blue, I believe the design is smooth and conveys a theme of professionalism. For the font styles, I chose four different types: Myriad Pro, Britannic Bold, Nirmala UI, and Century. Although I have different typefaces, I believe I chose four fonts which are very similar. By including fonts that are similar, my site will convey a theme of consistency.

I also included various pictures of myself. My landing page includes a picture of myself in a tie and will help to add in my attempt to show a professional image. On my bio page, I included photos of Michigan State, my family, and myself playing tennis. By doing this, I hope to show my personal interests, skills, and values to the intended audience. On the contact page, I included logos of Facebook, Twitter, and email to gain the viewer's attention to the various social media on which I can be found.

Viewing the portfolios of Professional Writing alumni helped me to gain an understanding of what kinds of photos are often used on portfolios. On many occasions I found that the biography pages of alumni included pictures of themselves, TV shows they enjoy, favorite travel destinations, or material they enjoy writing about.