

**Project Title:** Dorothy Delong

**Type & Scope:** Project was a desktop website composition for a one-page portfolio site for a photographer. Scope or deliverables for the project included website comp, logo, headshot photo, 6 sample photos, and 4 social media icons.

**Role:** I was the designer of this comp, and asked for feedback from the client.

**Overview:** The client, Dorothy Delong, needed a website for showing off her photography samples for magazines, and newest work, contact info and artist's statement for galleries.

**Goals & Problems Solved:** Project goals were to reach magazines and galleries, while displaying raw feminism along with her unique talents. Problems solved with this design were to display samples of different types of shots for magazines to view, so they can determine what type of shot they want, as well as samples, contact info, and artist's statement for galleries.

**Design Process:** Step one of the design process was to make a wireframe, with shapes to mark where text, photos, logo, and social media icons would go. A grid is activated in this step as well, to align content so that there is plenty of space around each section, and between elements.

Step two was to find colours that fit the theme of the website. A little bit of research on the feminist movement yielded a flag with the colours purple, white, and green, so I decided to take the purple and green, and pair it with pink, as pink usually signifies femininity.

Step three was finding a font pair. I looked at quite a few script and display fonts before settling on Great Vibes for the title, because I thought it fit Dorothy's creativity. I did decide that maybe it wasn't such a good idea for headings, so I went with Roboto (a sans font) for the headings, content text, and navigation.

Step four was to bring all the media images in, so all the sample images, the photographer's headshot, the social media icons, and the logo.

Step five was to decide placement and pattern. Logo, title, and navigation should always go in the header, of course. I also decided to add Dorothy's artist's statement up there as well. In the about section, I put Dorothy's headshot photo, and her target audience side-by-side. In the work section, I decided to stack Dorothy's sample photos in a 2 x 2 grid, which was later extended to a 2 x 3 grid after Dorothy's feedback. The contact section contained Dorothy's name and e-mail on the left side, and social media icons on the right side.

**Challenges & Takeaways:** The biggest challenge I've encountered with all design projects is adding enough whitespace between sections and elements. Reaching out to instructors and fellow students for feedback and help was huge, and I believe I'm getting better. Takeaways: add more whitespace so that every section and element can breathe.

**Conclusion:** My design solved the problem of showing off samples for both magazines and galleries, as well as displaying the artist's statement and contact info for galleries.

**Project Title:** Sit Conmigo Mobile Comp

**Type & Scope:** Project was a one-page portfolio website composition made for mobile, tablet, and desktop, made for an ethical, sustainable, fair-trade, fair labour chair-making business. Scope or deliverables for this project were the 3 different sizes of website for 3 different devices, as well as product photos, headshot photo, and logo for 3 different devices.

**Role:** I was the designer of this comp, and asked for feedback from the client.

**Goals & Problems Solved:** Goals for this website comp were to show photos of Sit Conmigo's products, invite clients to pre-order products, and show the owner's dedication to sustainable, ethical, fair-trade, and fair labour products. Problems solved with design were creating a comp that fit all device sizes, displaying Sit Conmigo's products, a way to pre-order products, contact info, mission statement and colours signifying a dedication to making products that are ethical, sustainable, fair-trade, and fair labour.

**Design Process:** Step one of the design process was to make three wireframes, one for mobile, one for tablet, and one for desktop, with shapes to mark where text, photos, logo, and social media icons would go. A grid is activated in this step as well, to align content so that there is plenty of space around each section, and between elements.

Step two was to find colours that fit the theme of the website. A little bit of research on ethical, sustainable production yielded the colours blue and green, and Yolanda said in her brief that she wanted something that creates excitement but doesn't distract from her chair's photos, so I chose reddish as the third colour.

Step three was finding a font pair. I chose Macondo font for the title because I thought it fit with the theme of sustainable and ethical, and I used Montserrat for the headings and other text content as I thought a sans serif font also fit with the Sit Conmigo theme.

Step four was to bring all the media images in, so all the sample images, the photographer's headshot, the social media icons, and the logo. I had to copy, resize, and place those two more times as there were three wireframes to work with.

Step five was to decide placement and pattern. Logo, title, and navigation should always go in the header, of course. In the about section, I put Sit Conmigo's mission, but I accidentally forgot to put the owner's photo. In the work section, I decided to stack Sit Conmigo's product photos in a 2 x 2 grid. The contact section contained Sit Conmigo's owner photo, phone and e-mail on the left side, and social media icons on the right side.

**Challenges & Takeaways:** Challenge number one: more whitespace. Challenge number two: the original colours I went with did not show up very well against the background. I ended up going with darker colours to make it show up better against the background.

Instructor feedback was a great help with making positive changes for accessibility reasons, as well as visual contrast.

**Conclusion:** My design solved the problem of pre-ordering, along with providing product photos for clients to view, mission statement detailing the owner's dedication to ethical, sustainable, fair-trade and fair labour chairs, and contact information.

**Project Title:** The Whole Bean

**Type & Scope:** Project was a landing page for coffee shop The Whole Bean, owned by Karla Kahvi. Scope or deliverables was a landing page comp, logo, four social media icons, and three photos.

**Role:** I was the designer of this comp, and asked for feedback from the client.

Overview: The Whole Bean's owner needed a landing page to get word out about the coffee shop's grand opening. Landing page needs to get word out about the coffee shop's grand opening, display a call to action, what the coffee shops offers for products, and contact information.

**Goals & Problems Solved:** Project goals were to announce the coffee shop's grand opening, display contact information, shop offerings, and call to action. Problems to be solved were acquiring client e-mails, displaying contact information and shop offerings, and making the grand opening announcement.

**Design Process:** Step one of the design process was to make one wireframe with shapes to mark where text, photos, logo, and social media icons would go. A grid is activated in this step as well, to align content so that there is plenty of space around each section, and between elements.

Step two was to find colours that fit the theme of the website. The message I wanted to convey with this page was friendly and inviting. Colours I picked were orange for cheerful and cheerful, yellow for warmth, and grey for calm.

Step three was finding a font pair. I chose Cooper STD font for the title and navigation because I thought it fit with the theme of a friendly coffee shop, and I used Open Sans for the headings and other text content as I thought a sans serif font also fit with the Whole Bean theme.

Step four was to bring all the media images in, so all the atmospheric images, the menu and product icons, the social media icons, and the logo.

Step five was to decide placement and pattern. Logo, title, and navigation should always go in the header, of course. The call to action section held 3 photos side-by-side above the text. The signup section held the form for first name, last name, e-mail address, and signup button. Also in that section was the menu and product listings, with a couple icons. The contact section held the Whole Bean's address, e-mail, and phone number on the left, and social media icons on the right.

**Challenges & Takeaways:** Challenge one was whitespace, as per usual. Challenge two was alignment to the grid and the rest of the content. Challenge number three was making sure the logo fit with the rest of the landing page, giving a friendly and inviting vibe to the page. Takeaways were always add more whitespace than you think you need, make sure your content alignment is correct across the whole page, and make sure *\*all\** content, including colours and images, fit the vibe you are going for.

**Conclusion:** My design presented a landing page that radiated friendliness with its colours, typography, images, and logo, while announcing the coffee shops grand opening, giving details of where and when, gave a call to action for e-mails in exchange for a hand-made pastry, gave menu and product details, and presented contact details.