




Portfolio ~ Design Brief



Outline

- Aesthetic
- The Decision Making Process
- Components and Elements
- Sitemap
- Home.html wireframe
- Home component highlight
- Home.html wireframe
- Home.html component highlight
- Work.html wireframe
- Work.html component highlight
- Blog.html wireframe
- Blog.html component highlight
- Contact.html wireframe
- Contact.html component highlight
- Summary



Website Aesthetic

- An introduction to me and what it might be like to work with me
- Multidisciplinary approach to my work
- Simple, post-modern design - doesn't crowd the screen (still exciting)
- Links to different versions of my CV
- All the information is in the one place
- A blog to stay in the loop with my projects
- Option to follow my social media
- Animations and effects are subtle, but effective
- A highly opaqued image of me is the background



The decision making process

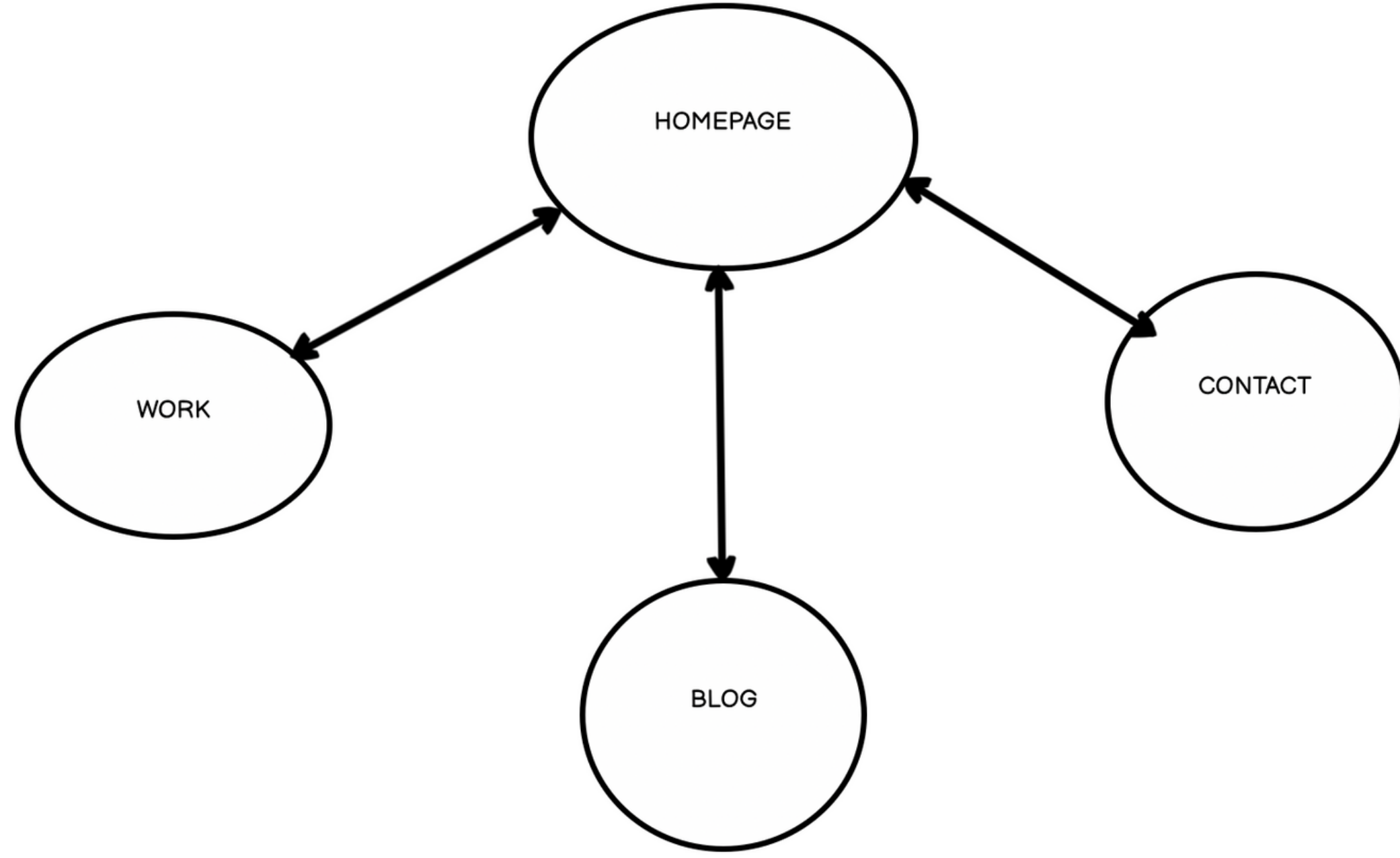
- Originally drawn to minimalism although it didn't feel very 'me'
- I don't suit the clean and preciseness of minimalism
- Investigated brutalism - very modern,
- Brutalist aesthetic is often clumsy and anti-establishment
- The site is to help me find work, so neither of these options were right
- Researched design styles until I found felt the most 'me'
- Came across post-modern design (furniture and architecture, funnily enough)
- Re-using the same image hroughout site so that visitors are remembering my face
- The goal is for visitors to be continuously putting the information they're gathering to my face and name

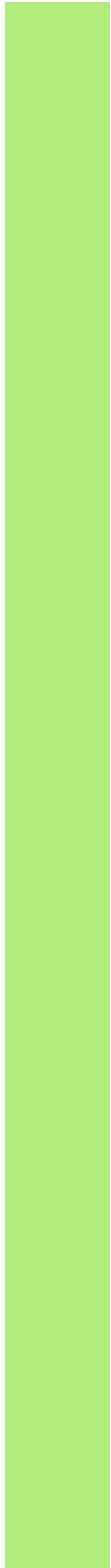
A thick vertical grey bar is positioned on the left side of the slide. To its right, a white wavy line curves upwards and to the right, partially overlapping the text.

Components and elements that will be used

- Grid containers used to style and ensure perfect positioning
- Flexbox used to make page responsive to different devices
- Justify and align used to position the "GEMMA ELSOM" tab to the left of the page, and to space out sub-headings
- Animation and Effects (such as keyframes) used on the background image
- Fade to a different shade/to semi-opaque depending on the page
- Hover used often eg. headings will change colour upon hover

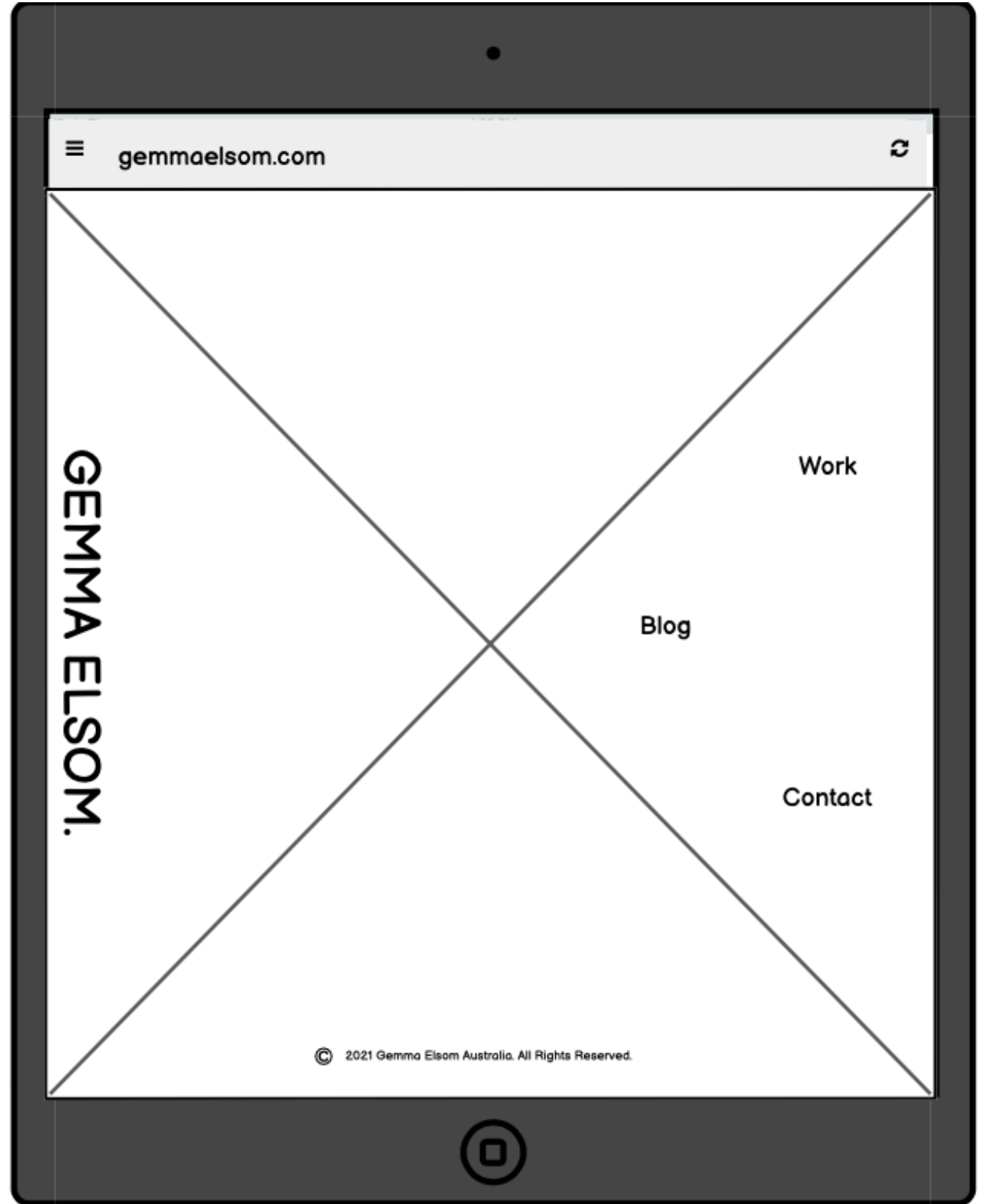
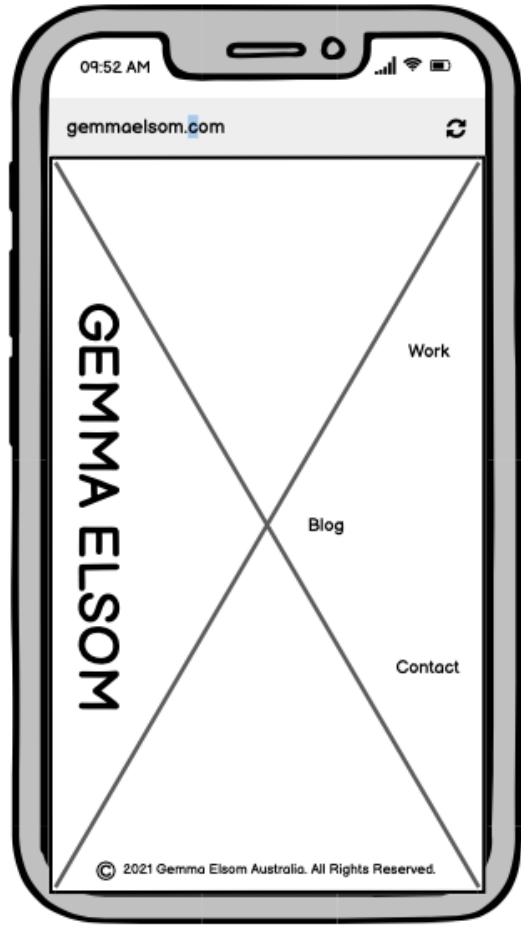
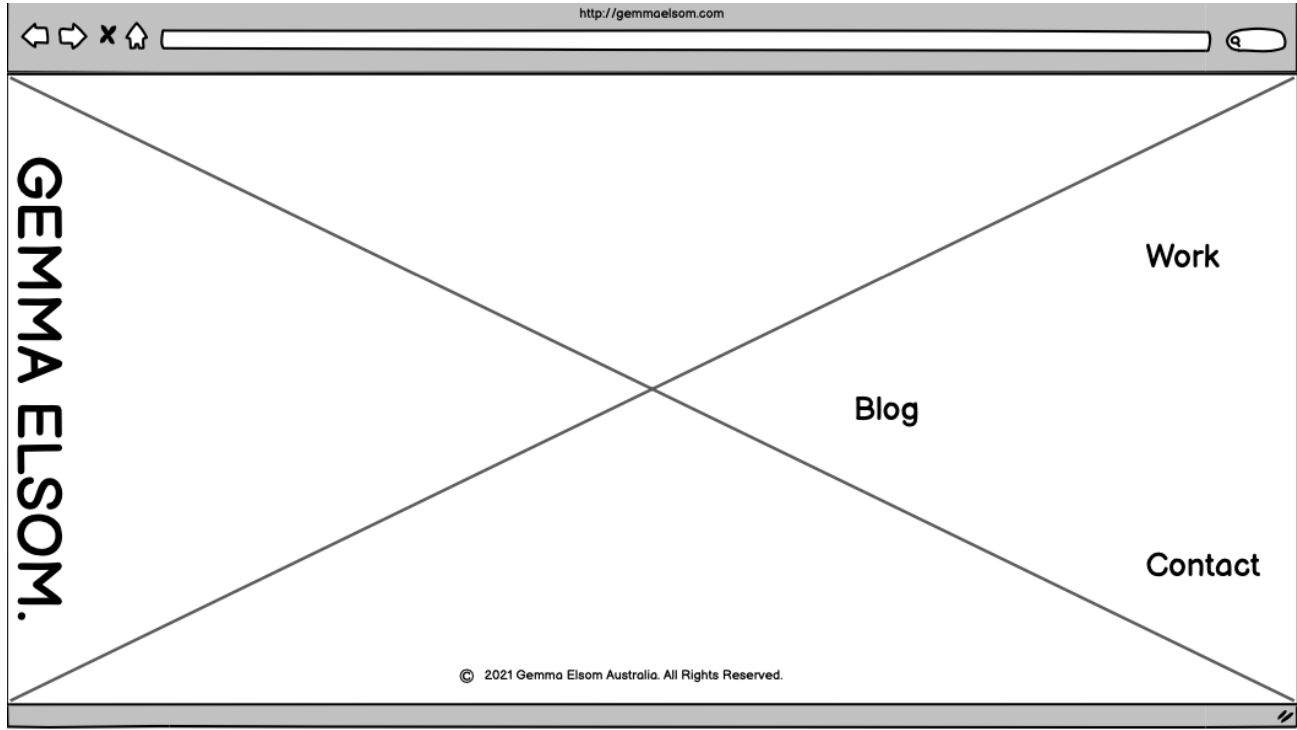
sitemap





Wireframe |

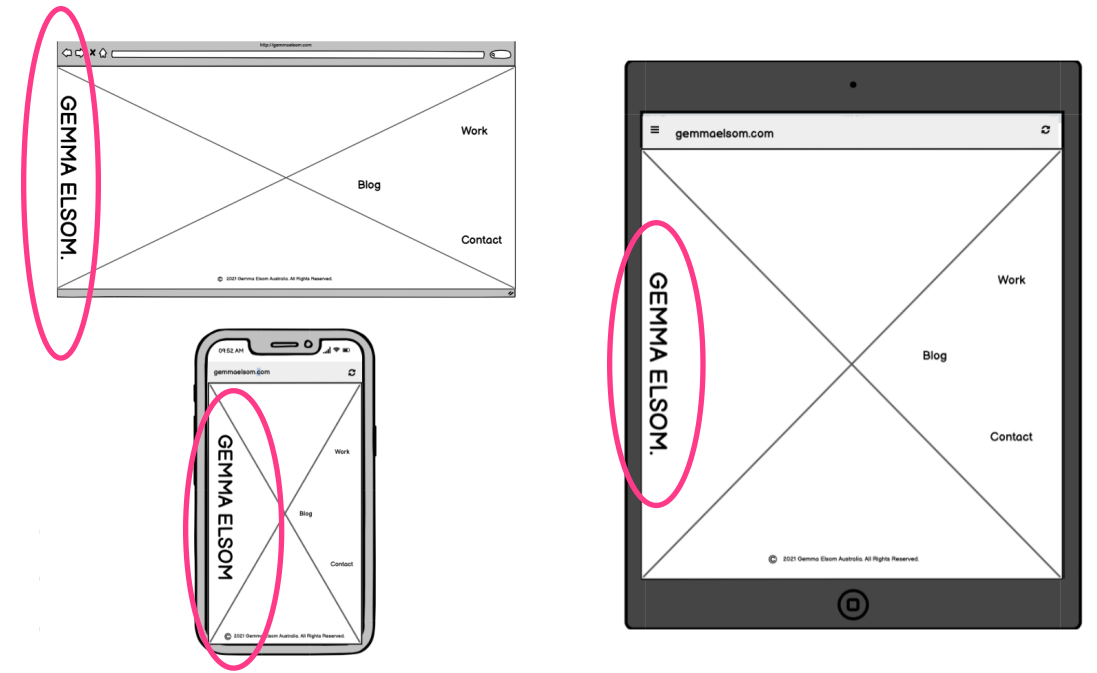
home.html



Wireframe |

home.html | components

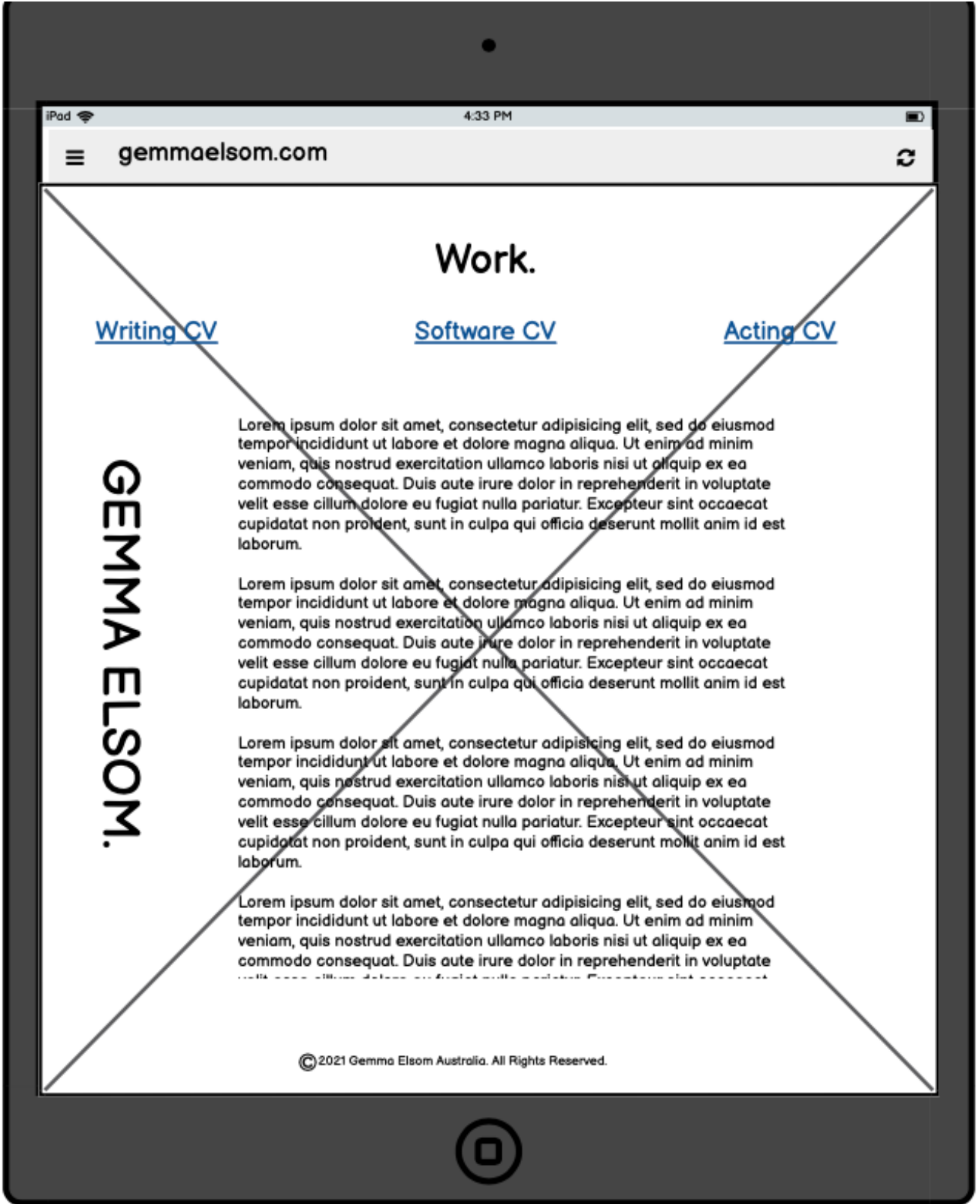
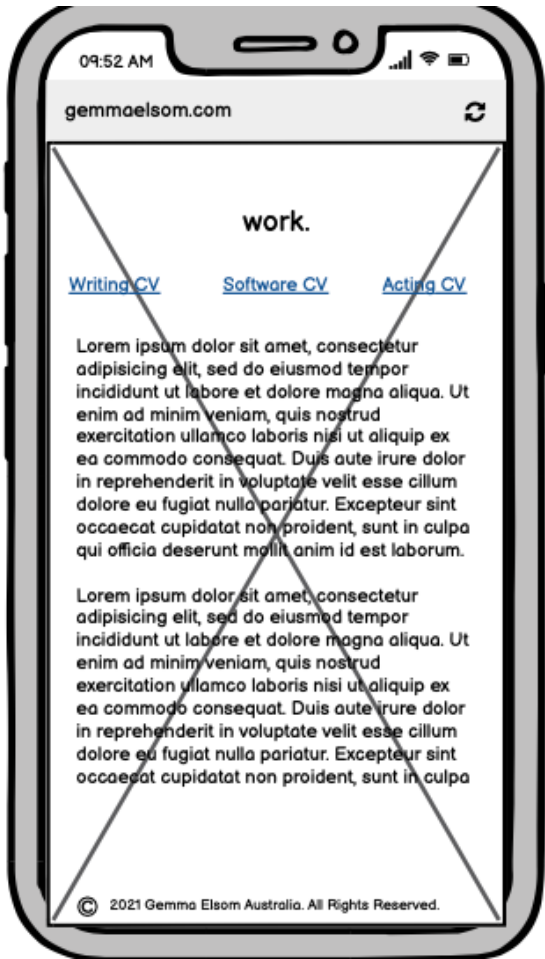
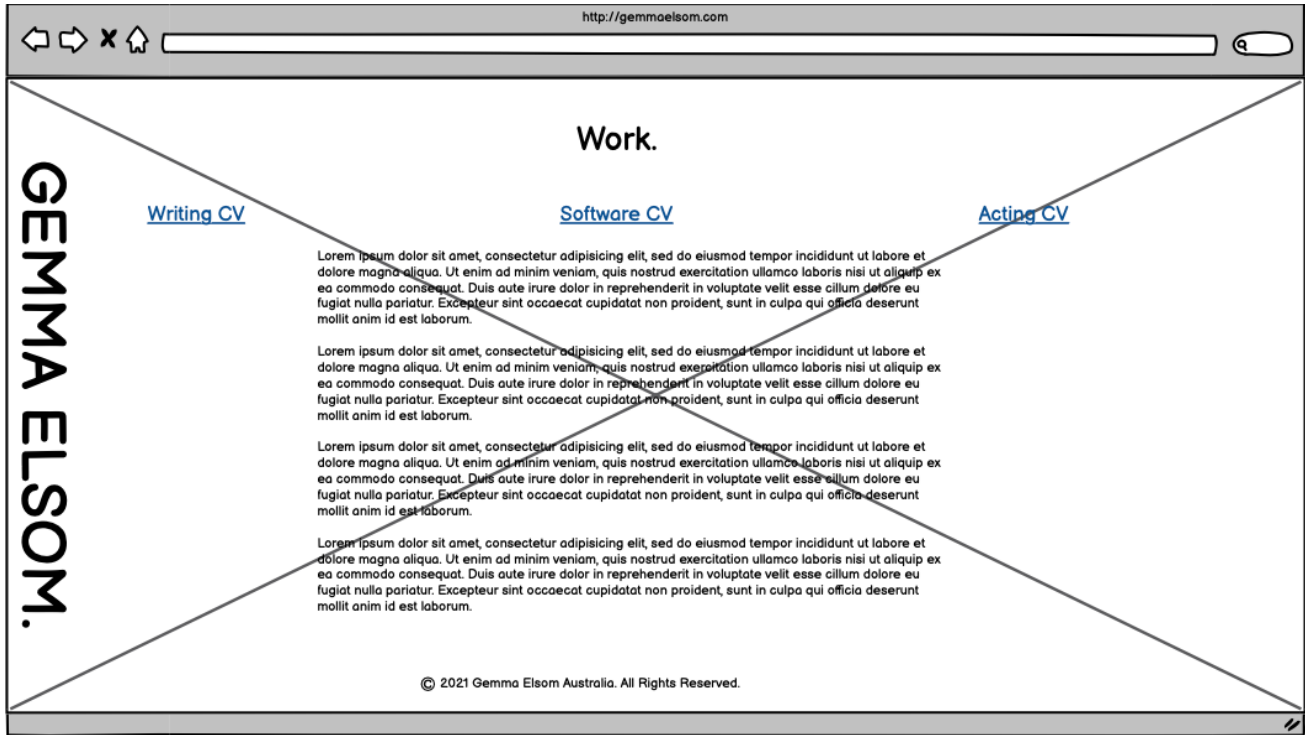
- I wanted the layout to be consistent across all platforms
- I wanted the sidebar to be functional as well as aesthetically pleasing
- Acts as a home button
- Considered making a home button, but decided not to - felt redundant
- Visual anchor





Wireframes

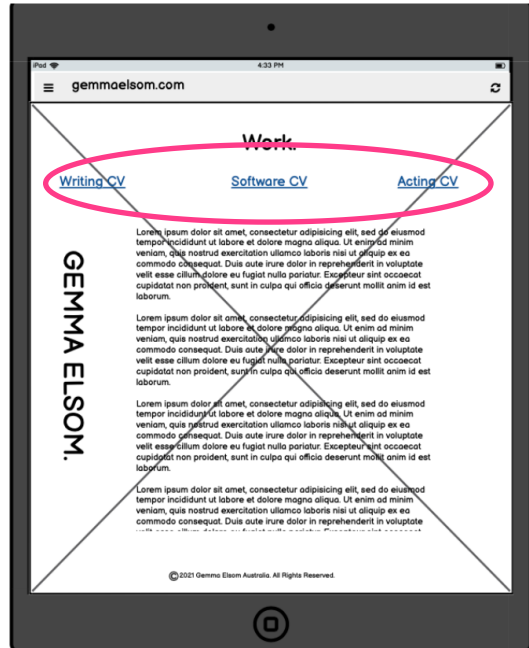
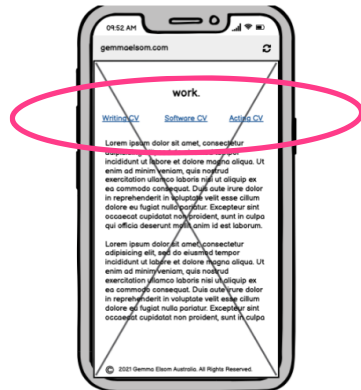
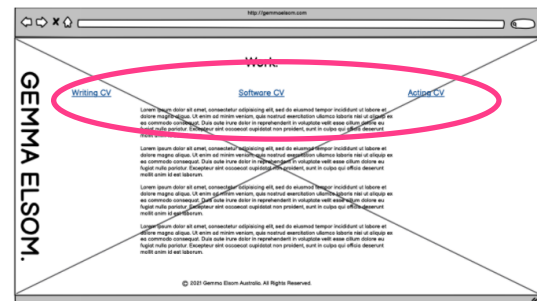
work.html



Wireframes

work.html | components

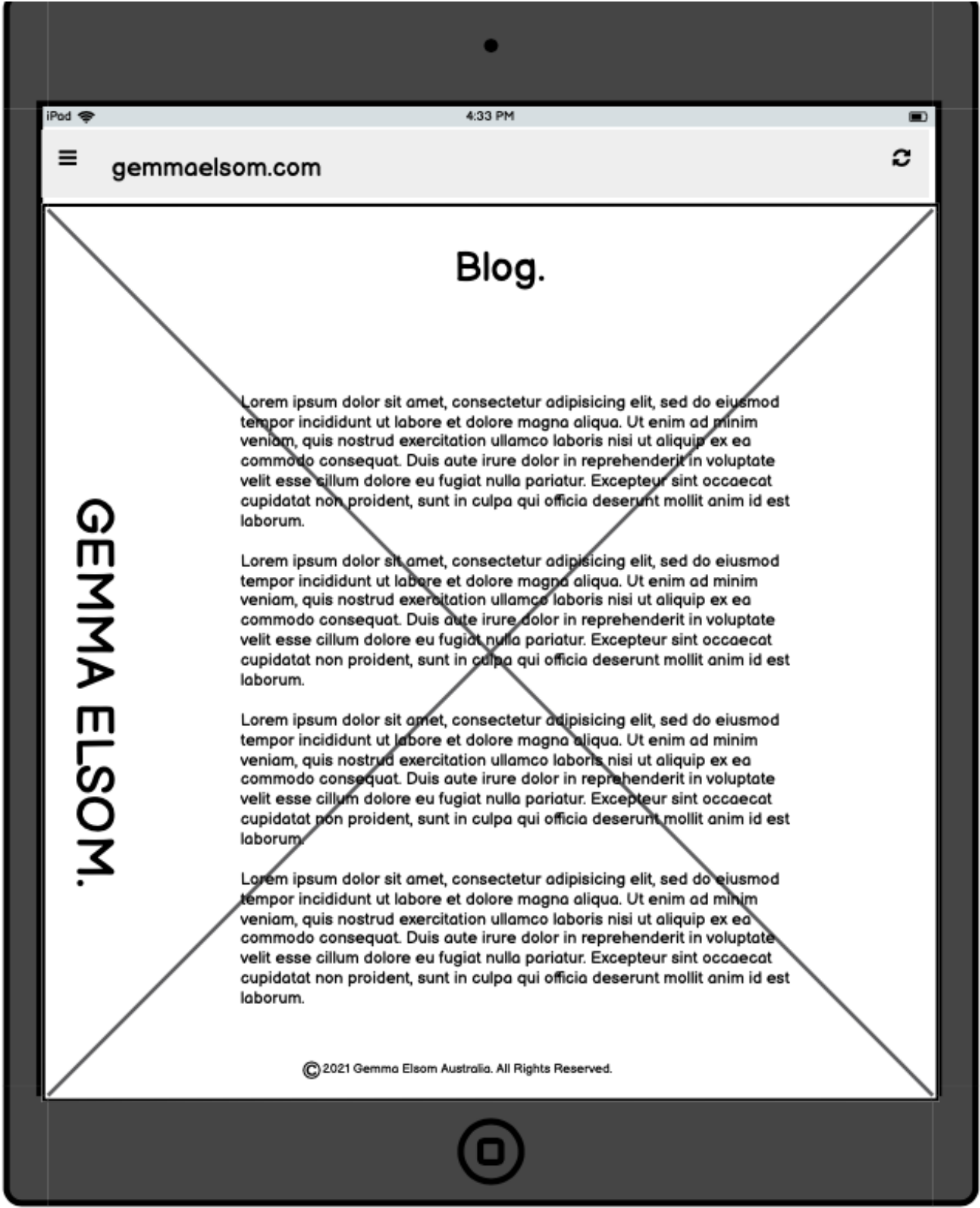
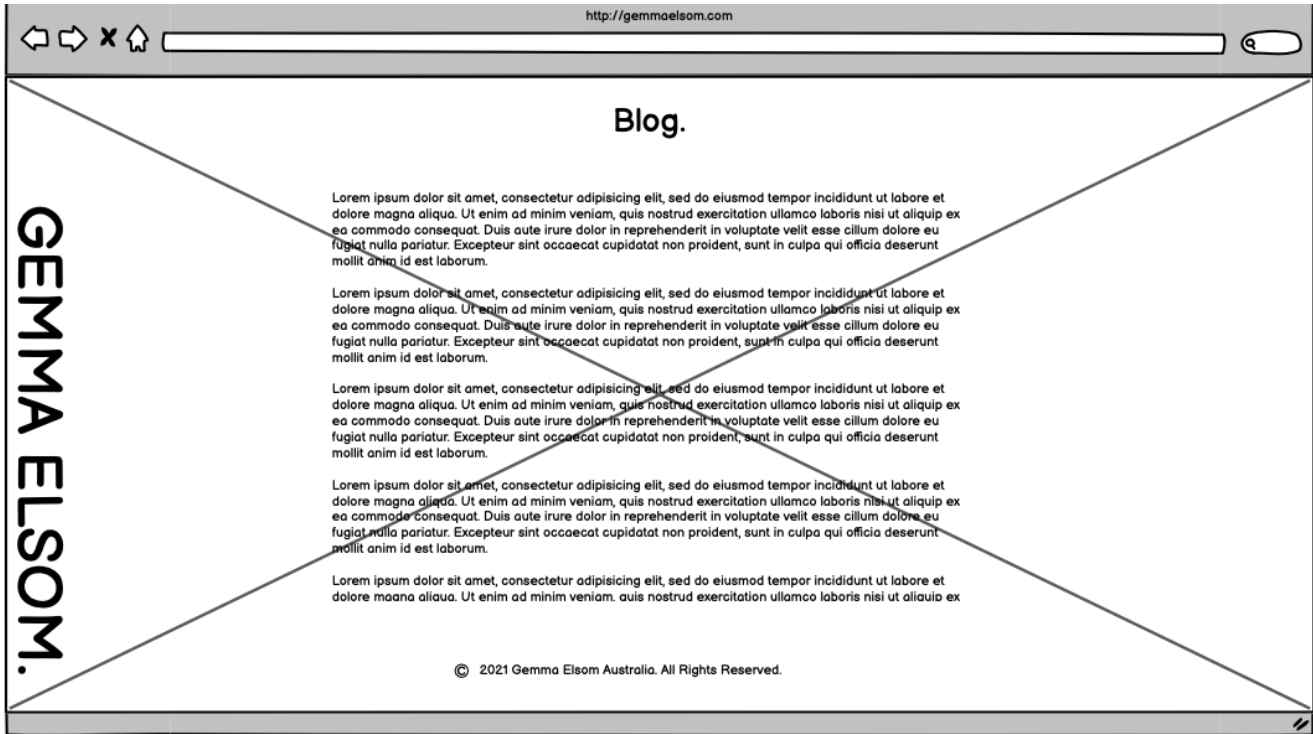
- Nav bar with Individual links to each resume
- Short personal bio below
- Visitor is given the option to read my bio in more detail or download the PDF of the relevant CV





Wireframes

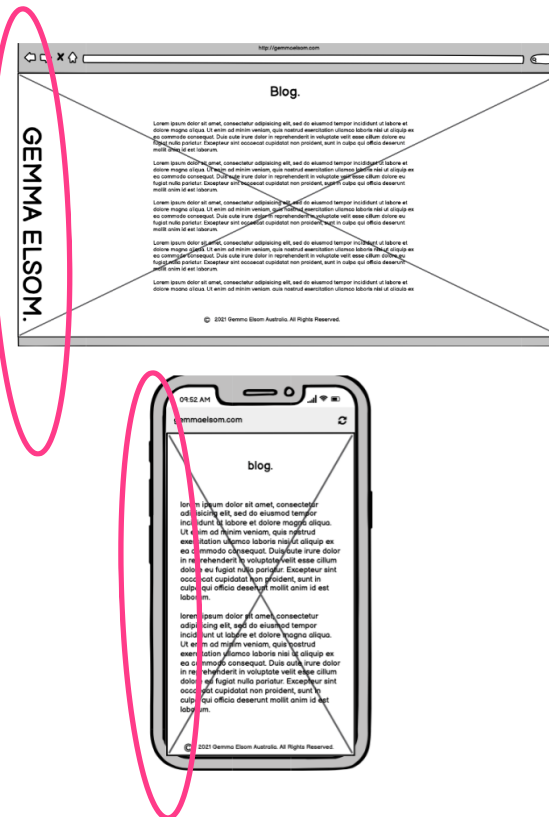
blog.html



Wireframes

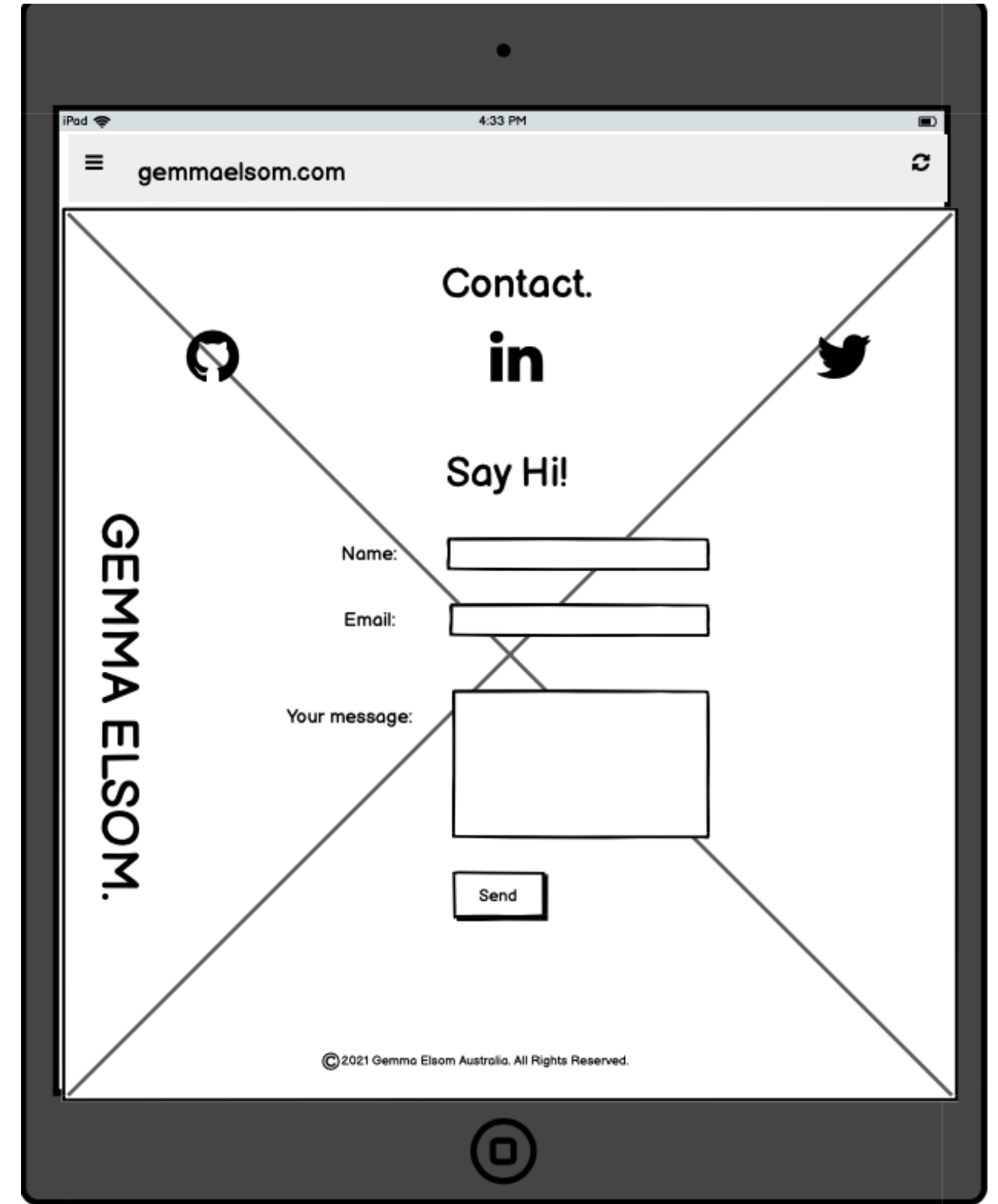
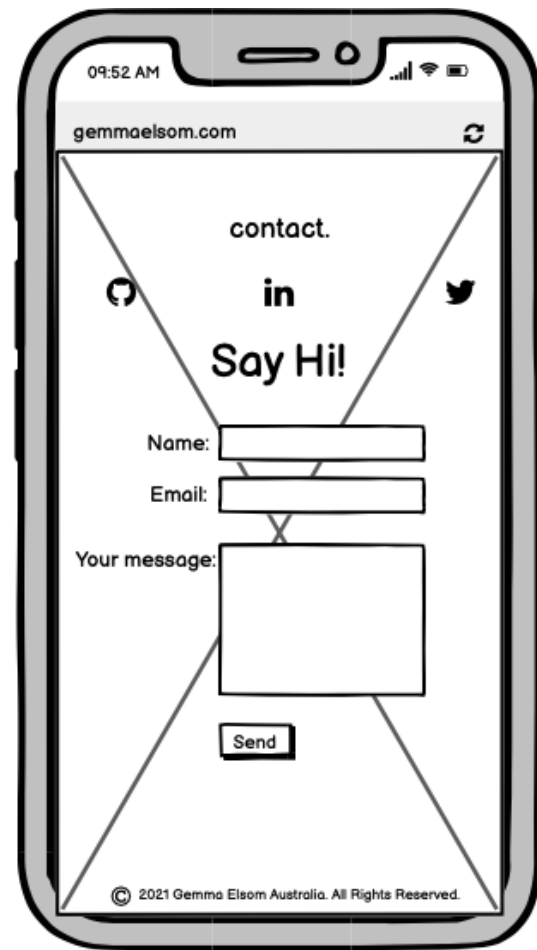
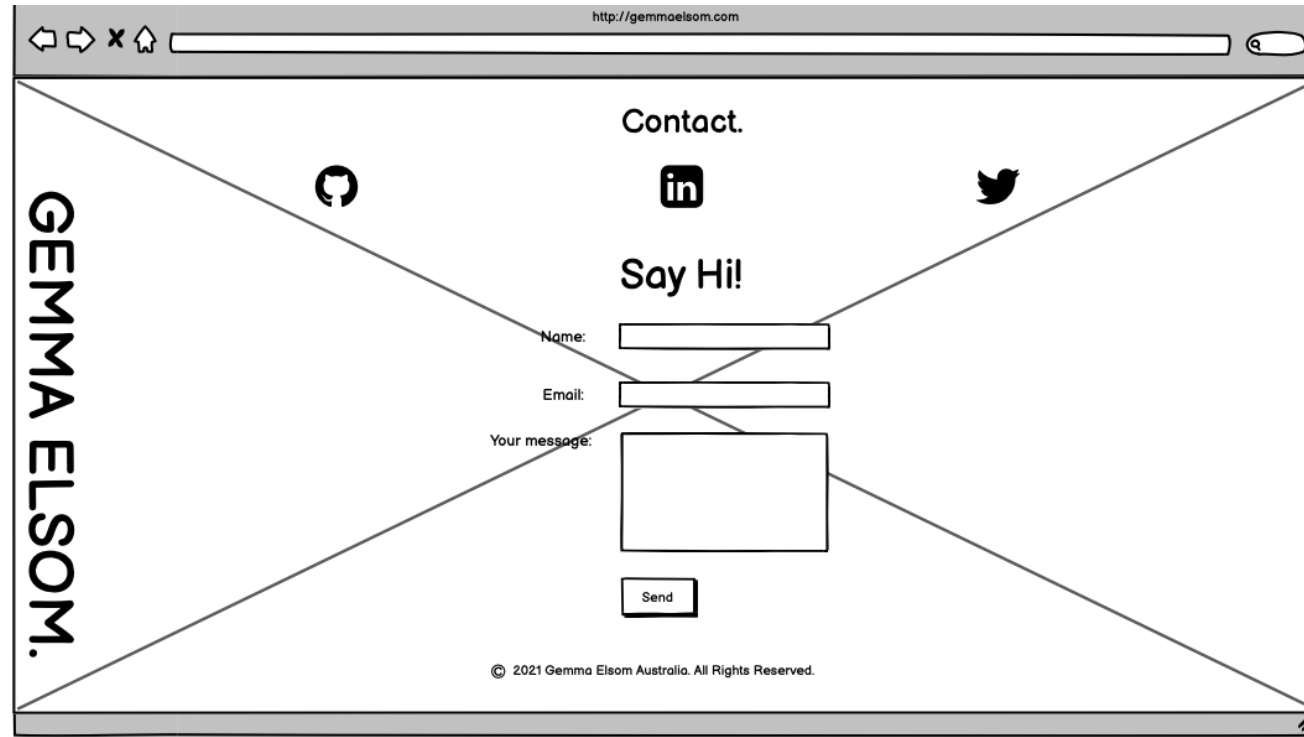
blog.html | components

- You'll notice that the sidebar is missing from the mobile device documents
- Smaller screen = smarter design
- Side bar will re-appear when visitor taps the side of the page



Wireframes |

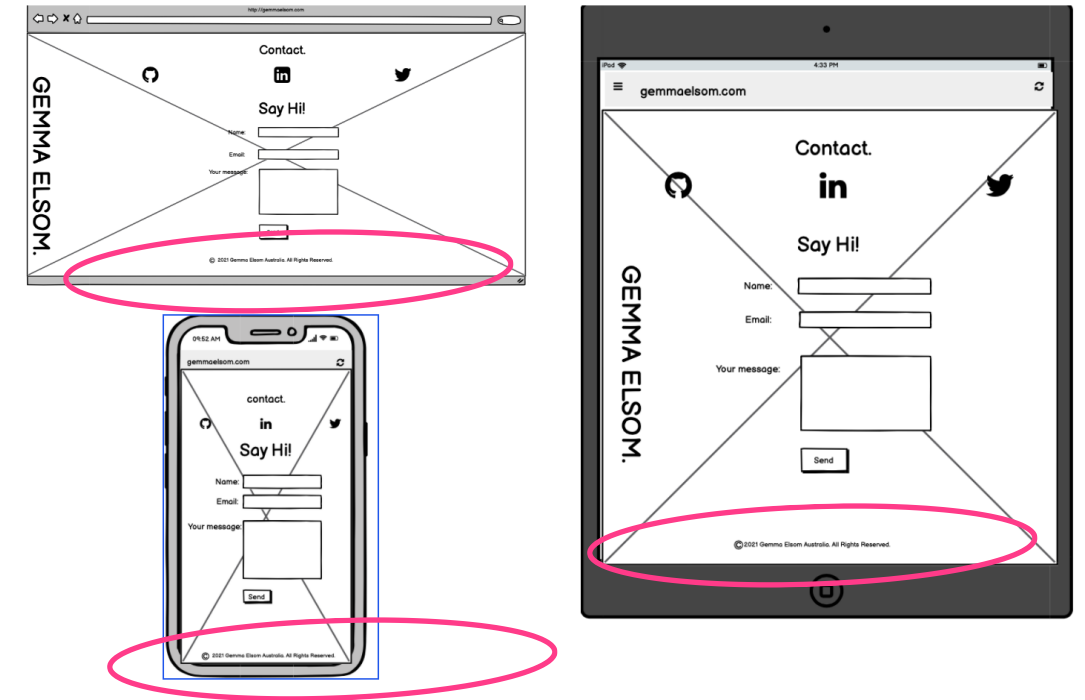
contact.html



Wireframes |

contact.html | components

- A footer is included on every page with my name and a copywrite symbol
- The same background image is also included on every page
- The contact page includes a form so visitors can email me directly





Summary

- Post Modern Design
- A portfolio that acknowledges the multidisciplinary approach to my work
- SIMPLICITY IS KEY
- Grid, Flexbox, Animation and Effects will be used for the layout, responsiveness, and to grab attention
- Approachable, Professional and Character-driven
- Responsive and mobile-first