

Personal Website

Evan Higgins

Description

- Mainly acts as a display for my visual artwork
- Photography, Graphics (2-D and 3-D), Web Design (implemented, no dedicated page)
- Also contains brief informational and contact pages

What, Who, Why and How

- Main focus of the website is my visual artwork
- Target audience is design/photography employers, potential customers, and peers in the field
- The goal of creating the website is to have an online presence in the world of visual art and design, and make almost an online resume
- I intend to present myself as a young professional looking for experience to build on my current knowledge

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Levon Biss

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Hierarchy

Style (color, font, archetype)

Euan Higgins

Brush Script MT

Courier New (bold)

Lucida Sans

Brush Script MT

Courier New (bold)

Lucida Sans



Creator

Creators (also called builders) are non-conforming by nature, they want to build a better world using the tools at their disposal.



Explorer

This archetype wants to travel the world and experience everything it has to offer.



Page Layout

- Each page will contain a simple header and pretext, followed by the pages respective content
- On the pages with images, the “best” image will be bigger than the others, which are in a gallery layout lower on the page
- There is a consistent banner and left aligned menu tab
- There will also be a small contact tab on the right side of the page
- For visual consistency’s sake, the pages will all be very similar in layout and will only differ in content



Menu
Nav
System

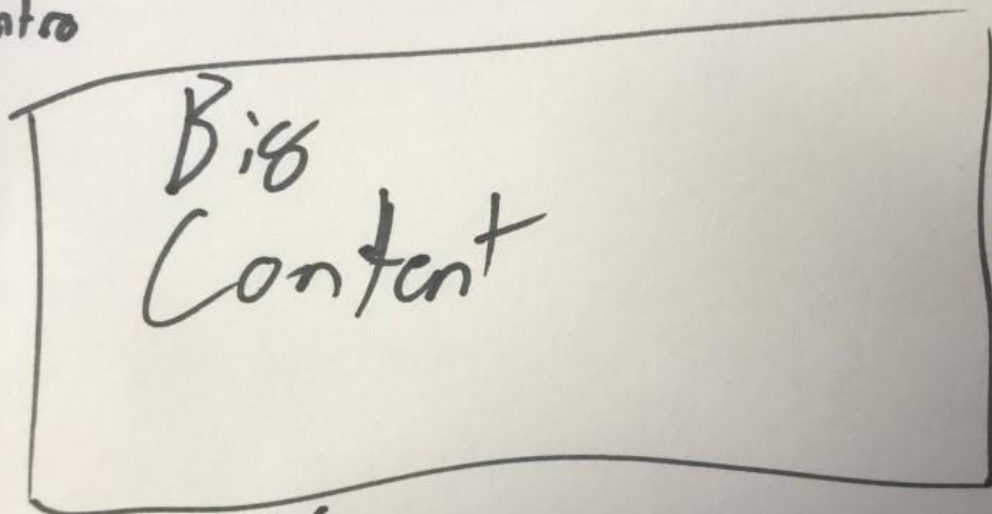
Welcome
(Photo)

Graphics
Contact

Evan Higgins

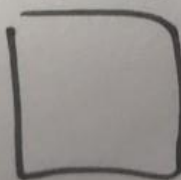
Big Graphics Here
(banner)

Head
intro

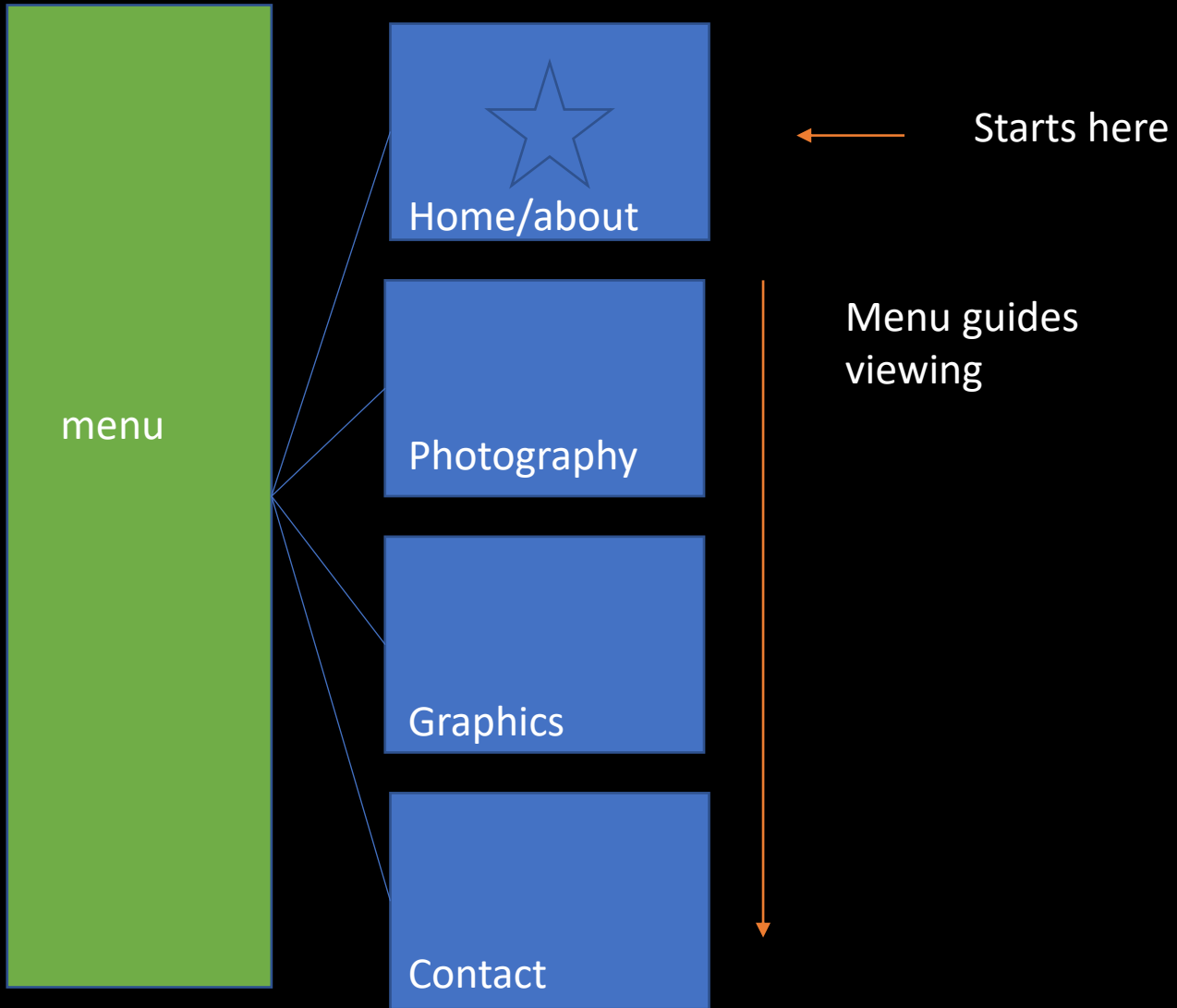


Info

Other Content in Gallery



Additional
Contact
Hub
(visual balance)



Menu keeps the pages linked and available from any other page. Paired with visual continuity, this could provide for a more immersive experience for a viewer. The goal is for the user to comfortably navigate the website and look at the work presented in an overall pleasing experience.