

My process for Unit 5 & 6

Audience/Tone

- My target audience companies that would like to retain my services as a conceptual art director, print and web designer/developer and production designer.
- The tone of the site is to showcase my work, talent and skill in bringing design and technology together to create successful branding solutions

Inspiration

- Sites I am most inspired by are interactive scrollable sites, with parallax.
- My intent is to start with a modular scrollable design, and add interactivity as the class progresses and my skill level increases.

Struggles I encountered

- Huge gap between watching the videos and being able to code
- Difficulty taking the design and coding it on my own

Parts of development process I overcame

- I was able to successfully code when had longer practice sessions with mentor
- Was able to implement Adobe Typekit fonts on GitHub

Struggles I encountered

- Finding what was wrong when the code didn't work
- Using GitHub on other machines than the one originally set up
- Understanding the relationship between HTML and CSS, in various situations (i.e. what selectors to use, what should be in HTML, what goes in CSS, etc)

What I learned

- Understanding how to code intellectually, is not the same thing as being able to do it
- I need more hands on practice and collaboration