**Client & Topic**

My final website project will be a website for my own personal portfolio and graphic design resume. This is my final year at the University of Maryland, Global Campus. As I start to reach out to companies for employment opportunities, I will need to build a clean and enticing website that showcases my work and personality both inside and outside of the office.

**Development Process and Engagement**

I will be designing this website for myself as a personal portfolio. As someone with an Adobe Suite membership, I will use that platform to research what other graphic designers’ portfolios look like, specifically through Adobe [Behance](https://www.behance.net/). Adobe Behance gives you the option to narrow your search down to the exact platform that you generally use, whether it be Adobe Illustrator, Adobe XD (UI/UX Design), Adobe Photoshop, etc. Through each platform, designers from all over the world showcase their work and personal portfolios. As my expertise is in Adobe Illustrator and Adobe InDesign, I will research the top-rated portfolios on those sub-groups and take note of my favorite aspects of each website so that I can implement those practices on my personal portfolio website.

**Testing**

Prior to the launch of my personal portfolio website, to ensure that everything I’ve created works as designed without errors, I will start with creating a handwritten resume and printed version of my best portfolio pieces. The hard copies will be reviewed by my success coach, partner, and family members to ensure the content is useful and concise. This will then be used as a frame for my website to make sure that it meets the requirements of a genuine resume and portfolio. When complete, I will ask my success coach, partner, and family members to look at the website to compare it to the hard copy. They will determine if it flows the same way and if the website is clear. I will focus on these pages of the website by asking:

* **Home**

Does this front page draw someone in within the first few seconds of looking at it? Is it clear that this is a front page for my personal portfolio?

* **About**

Does this page have a personal feel? Does it properly showcase my past and current experiences? Does the reader get to know my personality a bit more by reading about me, the ‘author’ of the website? Lastly, does this information and this headshot make the reader want to see more of my work to learn more about me?

* **Work**

Is this section organized well to divide my work between the different skillsets (ex: Illustrator tab, Photoshop tab, InDesign tab)? Is it clear what the audience should be looking at? Are my skills being showcased properly? Does this page nicely flow and is it easy to navigate my different pieces? Does it encourage the user to click on my personal art page to learn more about me?

* **Personal/Art**

Does this page showcase a different side to me, more specifically, what would it be like to work with me? Are there any hobbies or themes amongst my art that the user and/or potential employer can relate to here?

* **Contact**

Have I listed all methods of contact? Are all my desired social media links shared? Does it seem intuitive on how to reach out to me? Have I listed an estimated reply time (reply within 24 hours)?

**Description**

I am a current fourth-year student at the University of Maryland, Global Campus majoring in Digital Media and Web Technology. The skills I’ve learned best so far are Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and HTML/CSS. My goal is to find a job that allows me to use these skills in some way, ideally through freelance graphic design, front-end web design, or brand design as a career path. The purpose of this website is to showcase my level of skill in each of those categories to a potential employer or client.

This website will be designed specifically for employers who are willing to collaborate and pay for my design work. The intended audience is someone who needs a graphic, brand, and/or front-end web designer to create something. While my target audience is ideally in Chicago, where I will be moving to at the end of this year, all this work can be completed digitally, therefore my audience can be opened to anyone willing to receive remote design work as well. This will allow for me to reach a wider audience. An example persona listed below:

1. Matthew Kujawinski

Director of UX and Content Design Team at Accenture

Located in Chicago, Illinois

Willing to allow employees work remotely

Seeking Associate Visual Designer for 3-month contract with Fjord

Seeking employee with a BA, 1+ year of experience, knowledge in Adobe Creative Suit

and creating digital prototypes.

Because this website will be designed for an employer like the example listed above, the website will have a professional design. All the content will have to be created by myself so that I may fully showcase my own abilities and strengths. This will also show my target audience, an employer, my creative process and personal design style both in digital media and written copy. As I am constantly designing new pieces and will be working with different people as a freelance artist, I will update my website each time I have completed a full design process. I will also update my contact information as needed and my personal work/hobbies page whenever I create something in my free time.

**Growth and Maintenance**

To continue growing and evolving over time, I will have to personally continue to create digital designs in different areas such as InDesign, Photoshop. To showcase my HTML/CSS skills, I will conduct website maintenance once a month to ensure that my website is up-to-date with the current design and accessibility standards, as they are always evolving with societal and cultural changes. It is important that my website is updated and maintained at a minimum of once a month so that employers can see that I am using my time to create, solve design problems, and use my skills.

**Organization (Wireframes)**

The website will be designed in a hierarchal format, starting from the homepage and branching out into sub-pages. The four main sub-pages will be the “About”, “Work”, “Personal” and “Contact” pages. Within the “Work” page there will be four sub-pages and within the “Personal” page there will be two sub-pages, each labeled below in the flowchart. Each “Work” sub-page will showcase a different skill (Illustrator, InDesign, Photoshop, and UI/UX Design). The “Personal” page will be divided into my personal, free-time digital art and personal miscellaneous art (pottery, embroidery, painting). The “About’ and “Contact” pages are single page. Wireframes are attached below to demonstrate the rough look of the website and how content will be organized on each page.

**Diagram

Description automatically generated**

**Homepage**

**Diagram

Description automatically generated with low confidence**

**About Me Graphical user interface, diagram

Description automatically generated with medium confidence**

**Work Page, where the user can choose which page to see  
Diagram

Description automatically generated**

**Layout for Illustrator, Photoshop, InDesign, UI/UX, Personal Digital and Personal Misc. Pages, slide**

**(Image + Description will alternate sides with each project)Graphical user interface

Description automatically generated with medium confidence**

**Contact Page**

**Graphical user interface

Description automatically generated**

**Security**

There will be no need for the user to create an account, as well as no need for the website to be password protected. I will not be including an e-commerce aspect as I do not have a goal to sell anything, but to simply showcase my work. I will be sure to keep my website safe by making sure it is up to date, browse security software and/or plugins, and use HTTPS vs HTTP.

**Web Hosting**

When looking for the right web host, I will be checking for the following criteria: adequate storage space, strong security features (ex: SSL), 24/7 customer service report in the case of an issue (example: website is down), adequate bandwidth, various server locations, scalability in the case that my website grows, backups, and fair pricing. The most important features for my personal website at the launch phase will be fair pricing and customer service support; quick response and resolution time operating 24/7 is key and it is even more important that this is all within my personal budget for a web host.

The website will be using HTML, CSS, and Javascript as programming/scripting languages to operate. According to [network solutions](https://www.networksolutions.com/domain-name-registration/domain-name-search-results.jsp), the domain name I will be using is “imanhaidarzada.com”. It is personal to my name and users will not be confused as to where they’re being directed to.

**Marketing**

My website will be marketed through my social media accounts such as Instagram, YouTube, Facebook, Twitter, LinkedIn, Indeed.com, Adobe Behance, and through the use of SEO (search engine optimization). During the beginning phases of building the website, I will incorporate meta-tags, keywords, and titles that uniquely correspond with the information on each page to practice good SEO.