Graphic Design '11

School of Design

# a case study of JESSICA PORT DESIGN

## PHASE 1

assess usability, content, and identity. Research tools for best design practices relating to the web. Determine domain name, register, and set up hosting.

## RESEARCH / WEBSITE INVESTIGATIONS

Investigate design-related websites to

This degree project will establish the identity of Jessica Port Design through a professional website and print materials for the purpose of promoting my graphic design services, and to showcase my portfolio.

An array of skills will be utilized to complete will be followed and implemented wit the project including design principles of information architecture, layout and composition, form and function, typography, and user experience in conjunction with

technical skills such as web coding. An identity will be created that reflects my work and services. The identity will be consistently applied throughout the website and print materials, including

The website will be created with a focus on user experience. Design principles effective function in mind, while working within standards-compliant coding.

The intended audience for the website will be employers and potential clients for freelance projects. It will be potential client, and also informative for the fellow designer or possible employe Print materials will also serve the purpose business cards, letterhead, and résumé. of promoting my services and skills.

Google to it directly (5)

# PHASE 2

understandable to the non-designer and

Create brand identity to apply to website and print materials. Explore the possibilities of logos, and typography. Create a color palette for website and print collateral. Apply the color palette, logo, and typeface chosen

to business card, letterhead, and résumé.

DENTITY DESIGN /

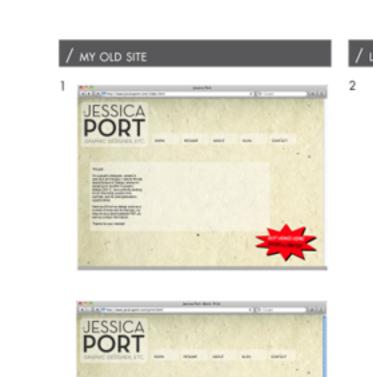
## PHASE 3

### Establish the site structure and organization of information. Create and prepare the content to be included. Design a mockup of the interface with consistent identity. Determine layout and on-screen typography. Consider user experience and accessibility.

# PHASE 4

### APLEMENTATION & CODING / and content for the web. Accurately implement the design using HTML, CSS,

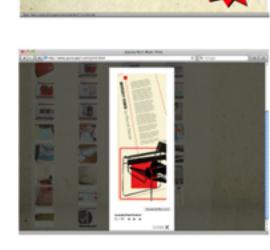
Using interface mock-up, export graphics Javascript coding. Find best methods to execute interactive functions. Resolve any technical issues, test cross-browser compatibility, and upload to domain



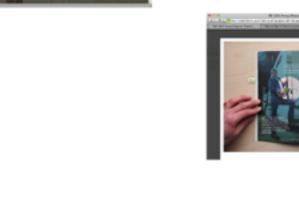














www.highchairdesign.com

bright, and nice grid structure. Portfolio page includes big thumbnails. On mouse-over a description pops up in bold red black over image. I like that the work is put into context within the photos [ex: Book design shown on a shelf of books]. 3. www.thedesignoffice.com Home page grabs attention with image placed in background, and text beginning at the bottom of page. Nicely balanced. Only thing is it doesn't keep

http://www.studiofluid.com/

handwriting. The bold simple color scheme is effective. The bio page is casual and humorous. Contact pa contains all info including social networking sites. The "go" button slides the website to the next page columns) lets the user know where they are within the site.

### a clickable box that opens up. 8. www.robvanwyen.com their project. Clean, professional looking design. Project pages include what aspects they were responsible for. At the bottom of each page is contact

The shading of the background color gives a more real,

# Nice grid use, and arrangement of content within columns.

## age, and rotates with a new image of her work ever the work. Navigation is very easy and clear. roject pages display work horizontally, and allow switching between images by using keyboard arrows (right and left). Description of projects are provided in

out on the black background. A short tag-line promoting

information and networking links. Useful to always have available, rather than put on a separate page. multiple websites using templates create their own website. The downside is that all of these tactile feel. The background color changes depending on the area of the site, and I'm not sure that helps the user.

Content is fairly easy to navigate, but something between the choice of thumbhail images and the tabs/links creates some confusion.

websites have the same cookie-cutter look, making it hard to distinguish one from another.

They look very sterile. With so many of these sites, no single one can be memorable, you can begin to forget whose site your on. So hopefully the content is unique enough!

screen) support at least 1280 x 1024 pixel resolution.

# The use of templates (such as Cargo) are understandable for "The grid is equiped with a 28px baseline-grid for a

reate their own website. The downside is that all of these to distinguish one from another. They look very sterile. so many of these sites, no single one can be memorab you can begin to forget whose site your on. So hopefu the content is unique enough!

# the left and right, which create 20 pixel wide gutters between columns." This is very narrow. Too narrow

http://code.google.com/webfonts available via the Google Font API. All fonts in the directory are available for use on your website under an

## smooth vertical rhythm. Each block (DIV) is defined with a margin of 1 square (28px) from the next block." This seems to be the most flexible design.

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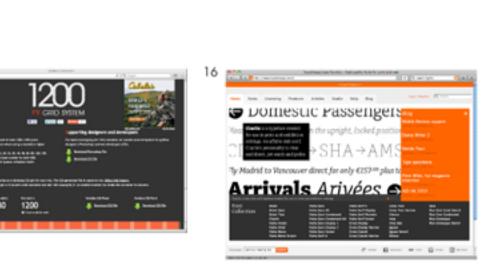
**(1)** 

## This site proposes that the 960px grid is passé and doesn't utilize space within a browser window well. They propose a grid based on 978px.

14. http://www.webdesignerwall.com/tutorials/ 17. http://www.fontslive.com



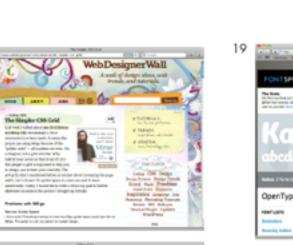
18. http://www.typekit.com to certain library of fonts, for use on 2 websites, and 5 fonts per website (for under 50,000 page views a month). websites, and unlimited fonts for \$49/year. Seems the most reasonable pricing model. Good selection.







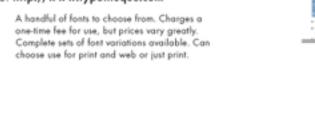


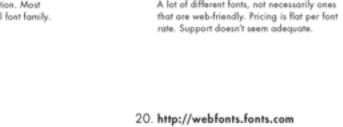




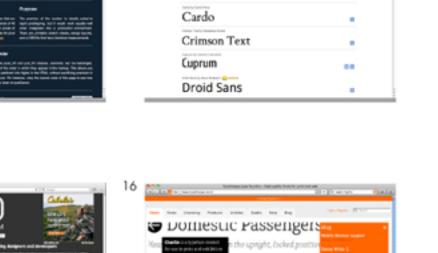


16. http://www.typotheque.com





http://webfonts.fonts.com







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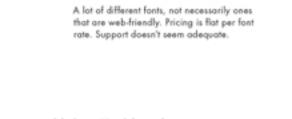




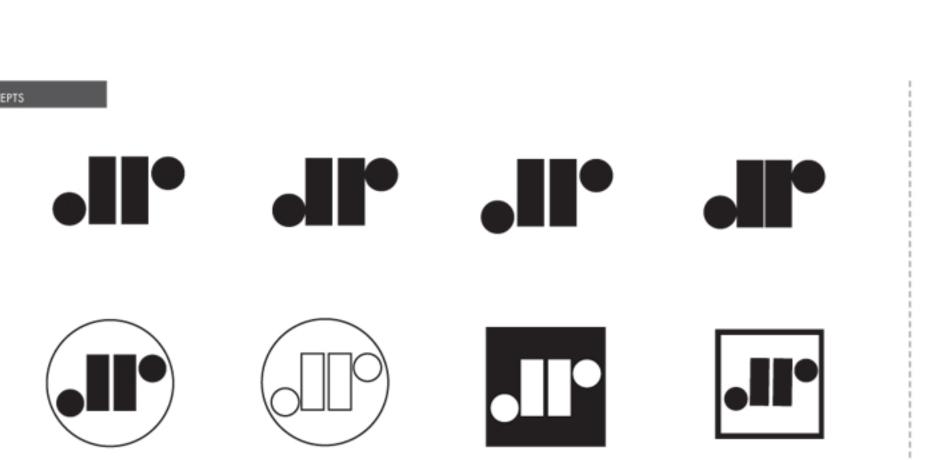
by illustrating a J and P in the simplest forms possible.



http://www.fontspring.com











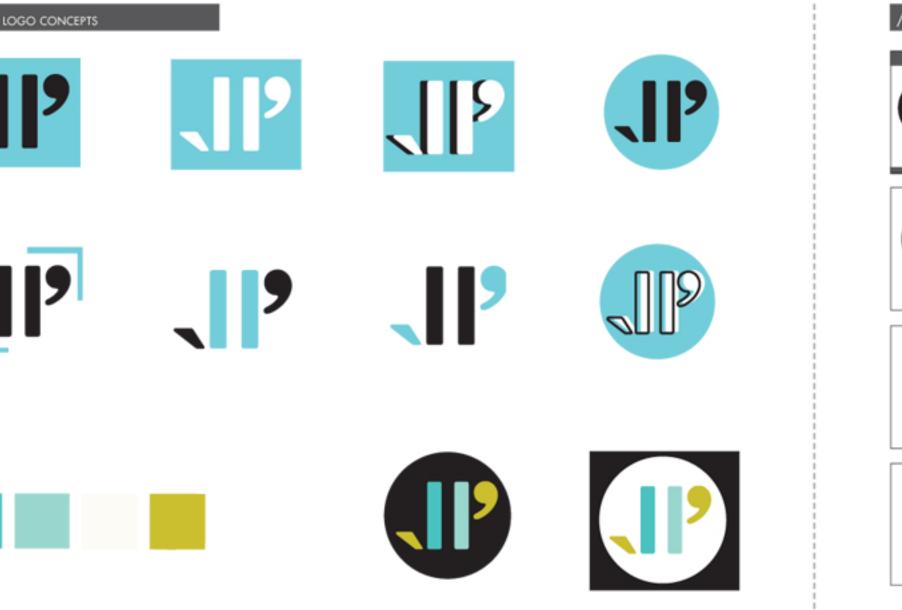


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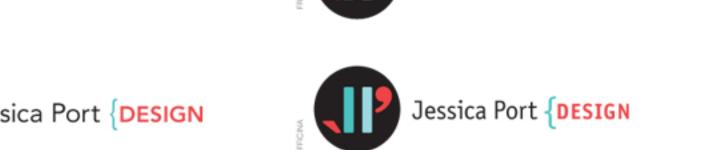






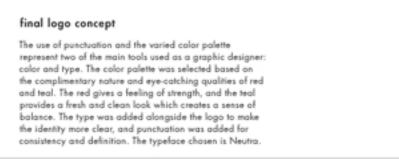


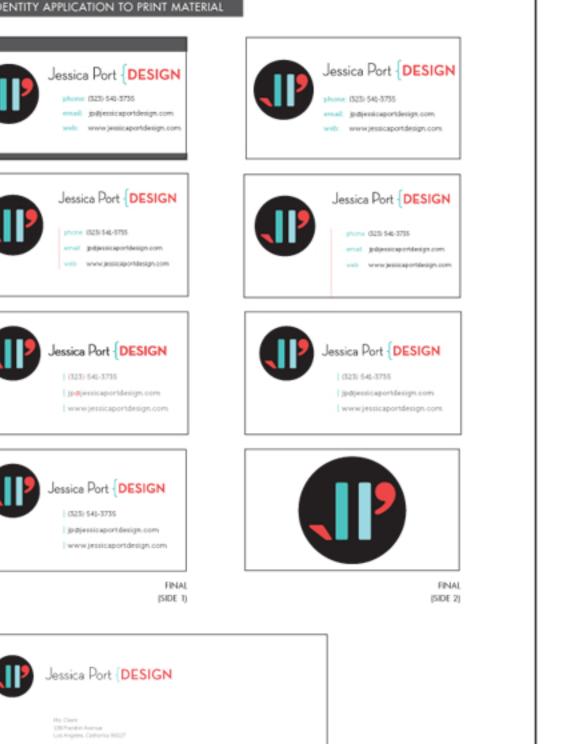


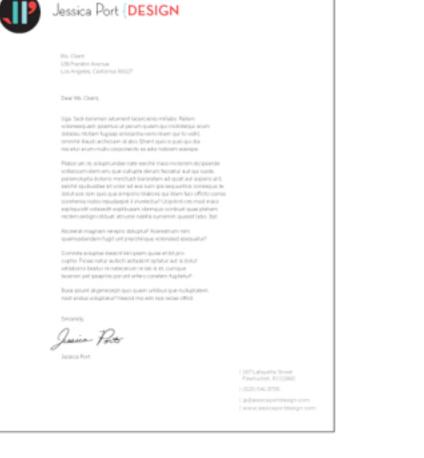


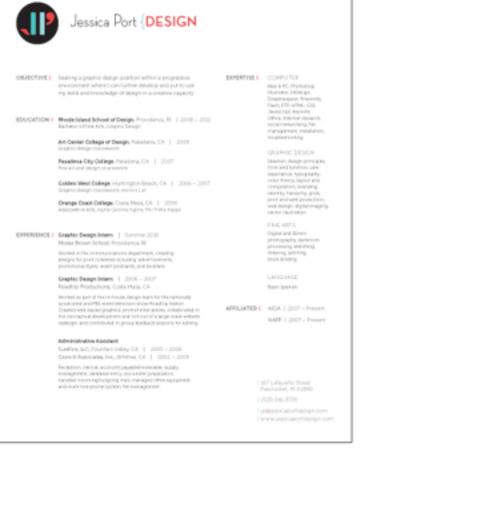






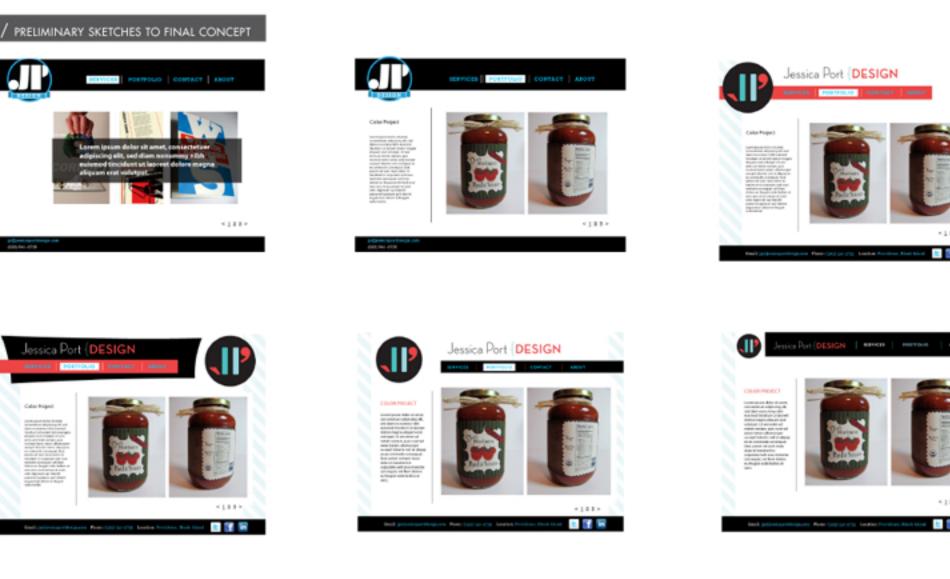


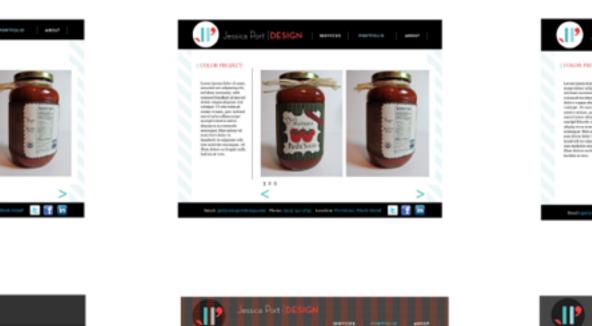




identity application to print Using the final logo as a starting point, I redesigned my business card, résumé, and created a letterhead for professional use.

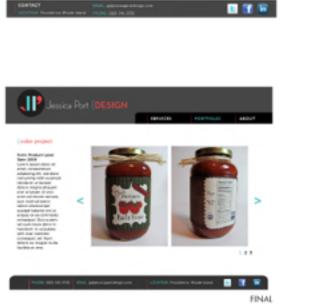
Consistent colors, and punctuation elements were used thoughout.











preliminary interface designs

The preliminary designs were created with a lot of focus dr

to the upper logo and navigation. Realizing this was not ide a more subtle approach was used to define the heading and





final interface design

The final design includes refining of typography, and

effectively, giving a much more structured layout while

incorporates all original body copy. It utilizes the grid more

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Thanks for your interest!



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