Assignment 2 Process Document

By Jessica Ly

Goals and Personal Brand

- I would like to showcase my skills in programming and photography.
- My personal brand statement: Programmer and communicator who will provide her services in creating clear, concise, and flexible solutions.
    - The articles I read to help develop how I want to be seen, as well as my brand
        - https://www.thebalance.com/how-to-write-your-personal-branding-statement-2295809
        - https://theundercoverrecruiter.com/how-craft-your-personal-brand-statement/
        - https://business.tutsplus.com/tutorials/how-to-write-a-personal-brand-statement-for-your-resume--cms-25619
        - https://www.robertwalters.com/blog/how-to-write-a-personal-brand-statement.html
    - Some of the brainstorming that I did based on what was recommended
        - Coding and nature photography = green
        - Strong but mute colours
        - Problem solver, initiative, team player, resourceful, communicator
        - 4 years of programming and photography experience
        - Open minded
        - Simple and clear
        - creative solutions both practical and effective
- I would like my colour scheme to be minimalistic and quiet, but also have accented colours and features that make it stand out. This would reflect myself as a person, since I'm an introvert.
- The relationship between nature and technology could be incorporated

Font Brainstorm:

Calibri Jessica

Calibri Light Jessica

Cassannet Outline Jessica

Cassannet Regular Jessica

Cassannet Bold Jessica

Caviar Dreams Jessica

Century Gothic Jessica

Clear Sans Jessica

Clear Sans Thin Jessica

Gill Sans MT Jessica

Gill Sans Std Jessica

GILL SANS STD SHADOWED JESSICA

HelvLight Jessica

HP Simplified Light Jessica

Kozuka Gothic Pro EL Jessica

Kozaku Gothic Pro L Jessica

Channel Jessica

Gill Sans Std Light Shadow Jessica

Kaushan Script Jessica

Quicksand Jessica

Nirmala UI Semilight Jessica

Ness Light Jessica Ness Jessica

Myriad Pro Jessica

Malgun Gothic Semilight Jessica

Lucinda Sans Jessica

Lucinda Sans Typwriter Jessica

Liberation Sans Jessica

LEMON / MILK LIGHT JESSICA

Kozaku Gothic Pro R Jessica

Sergoe UI Light Jessica

Sergoe UI Semilight Jessica

Verdana Jessica

Yu Gothic UI Light Jessica

Yu Gothic UI Semilight Jessica

BEBAS JESSICA

Montserrat Jessica

Montserrat Light Jessica

Montserrat Thin Jessica

Monserrat Bold Jessica

Muli Jessica

Open Sans Jessica

Poppins Jessica

Poppins Light Jessica

Poppins Thin Jessica

Sofia Pro Light Jessica

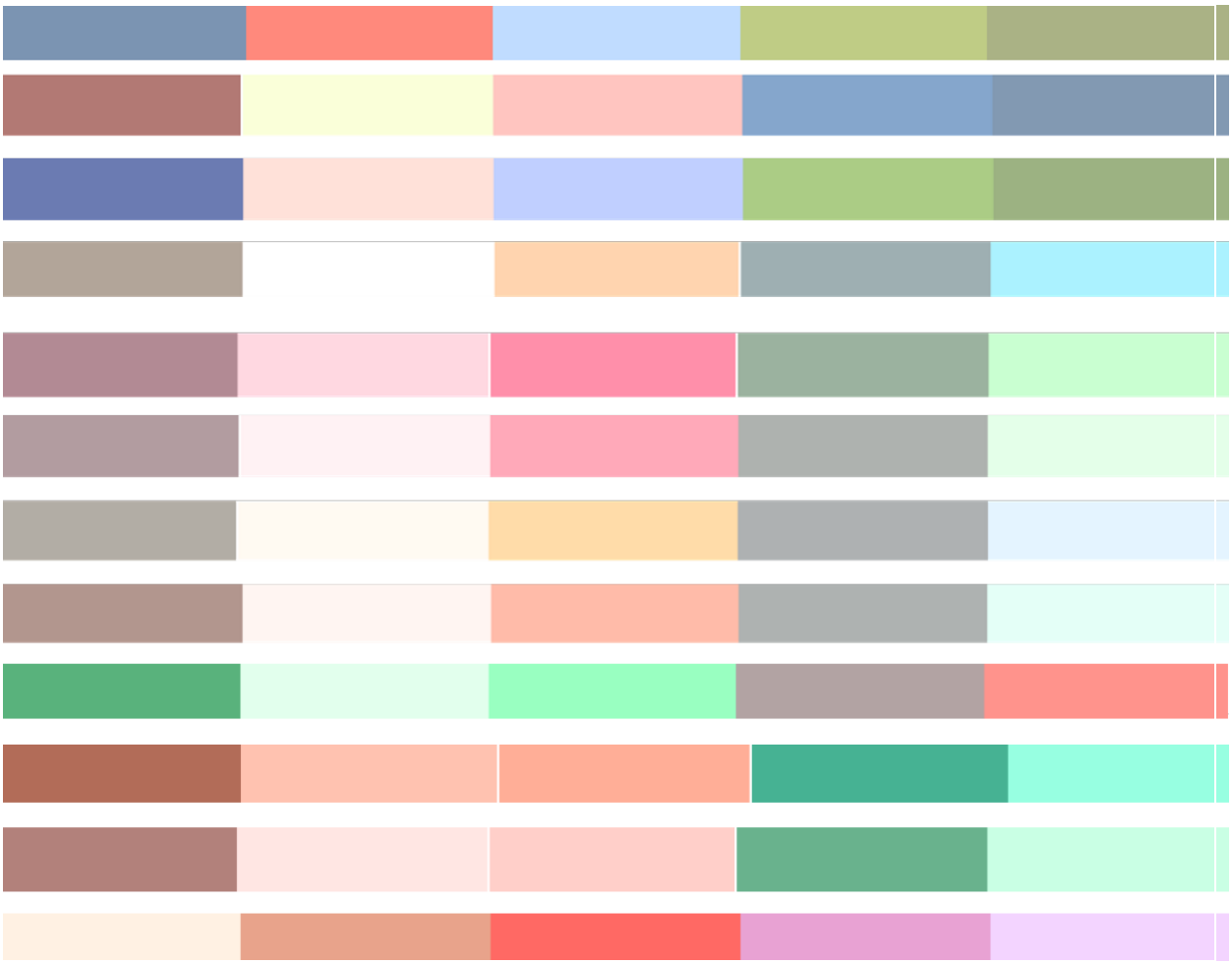
Source Sans Pro Jessica

Source Sans Pro Light Jessica

Streetlight Script Jessica

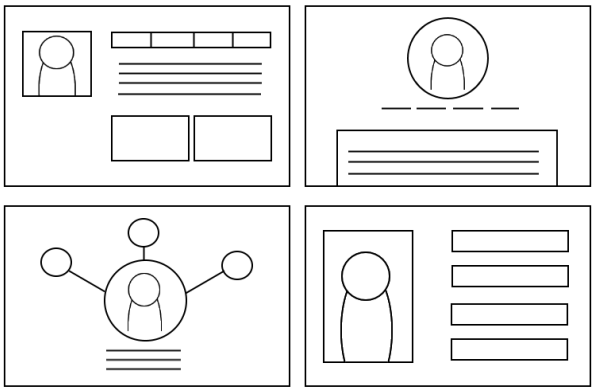
WATER JESSICA

Colour Palette Brainstorm:

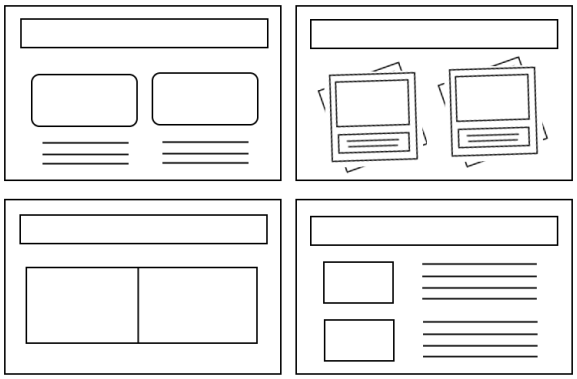


Wireframe Drafts:

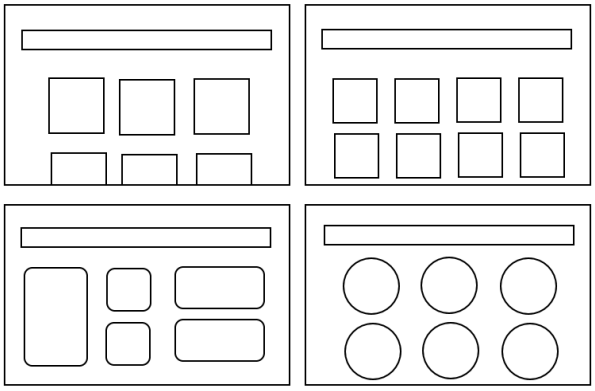
Homepage



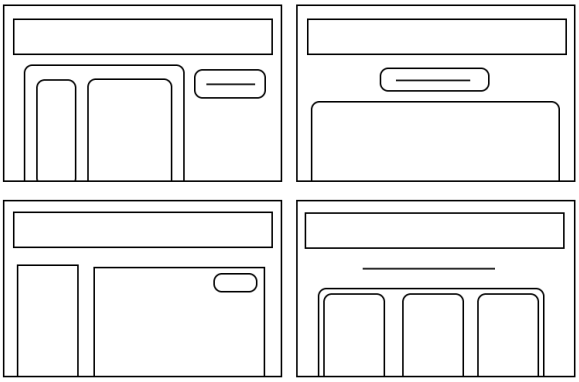
Code Portfolio



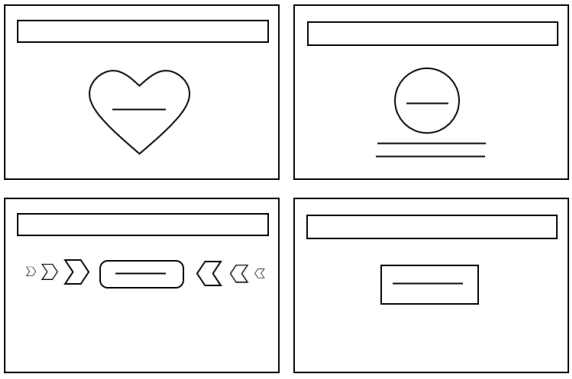
Photography Portfolio



Resume

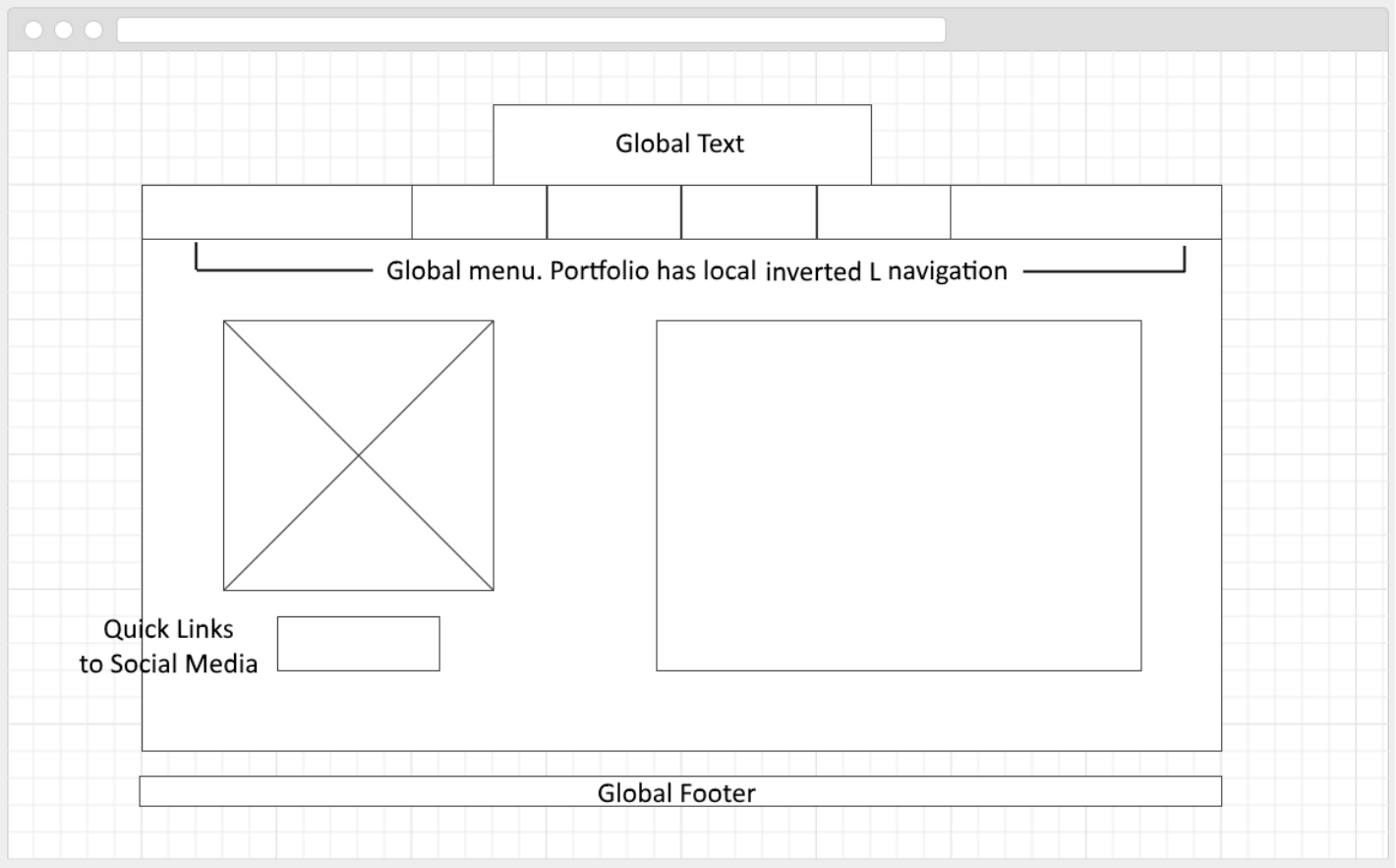


Process

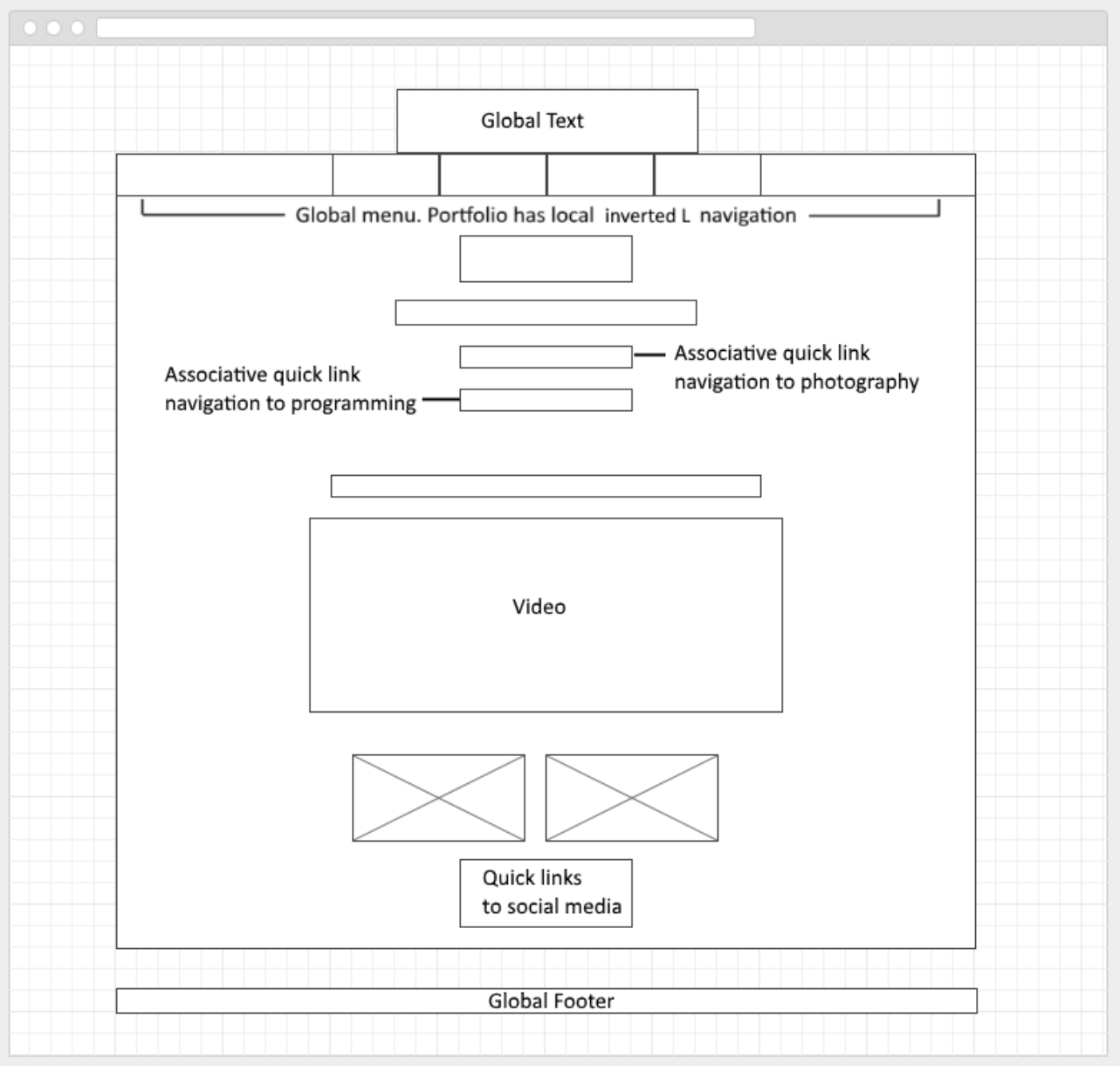


Final Wireframes:

Index/Homepage



Portfolio: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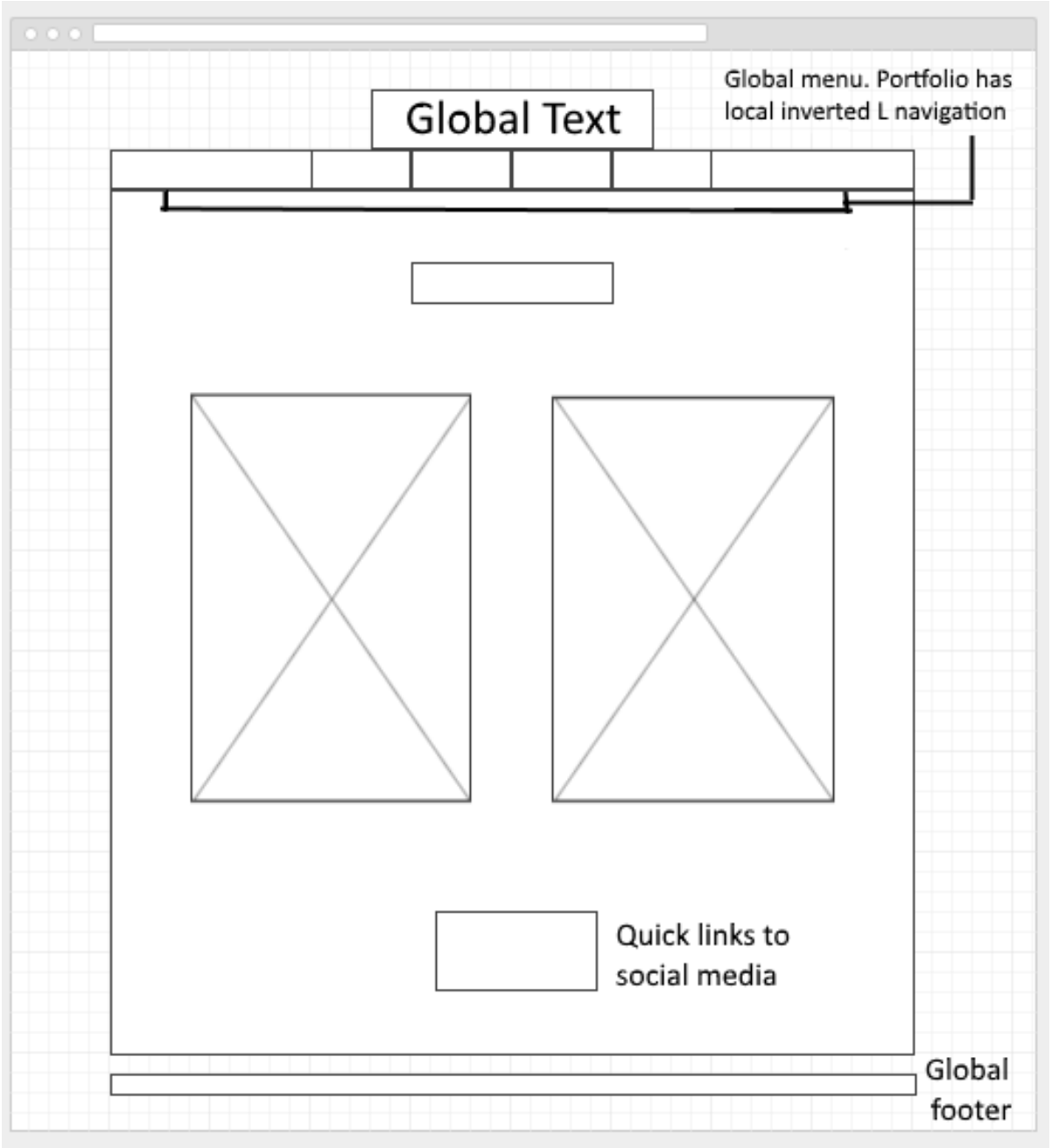
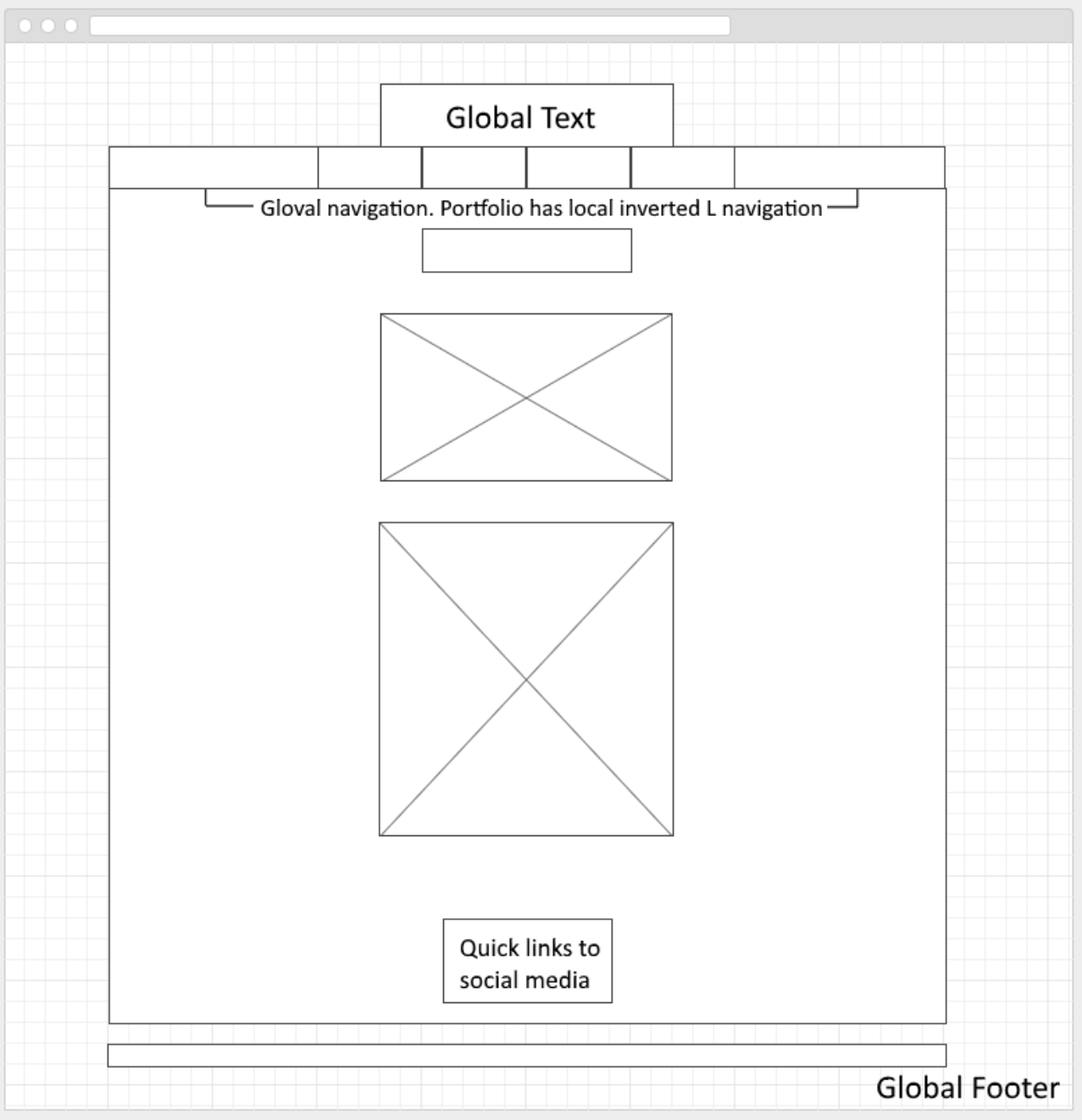
Global menu. Portfolio has local inverted L navigation
Associative quick link navigation to programming
Associative quick link navigation to photography
Video
Quick links to social media
Global Footer

Photography:



Programming:



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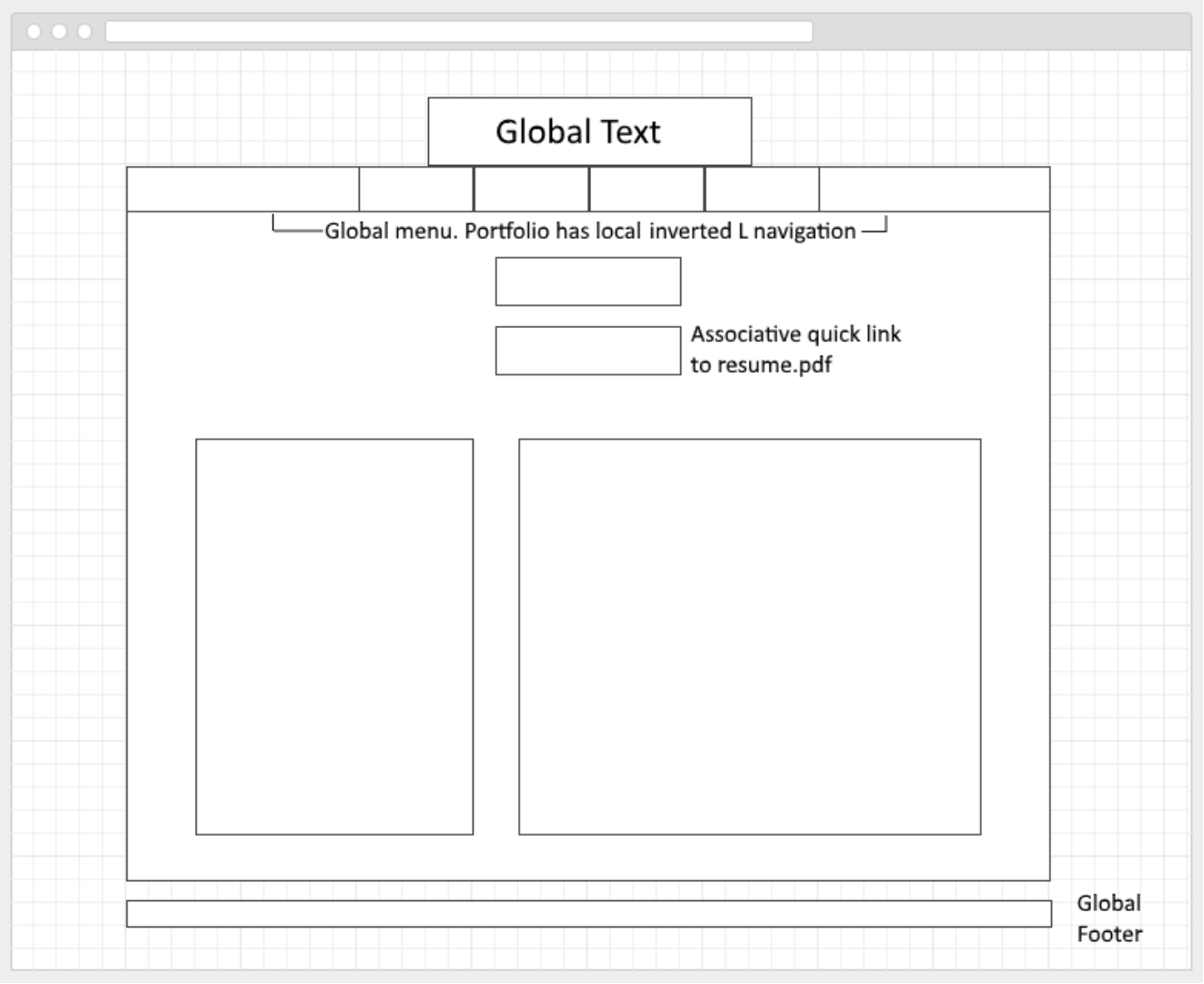
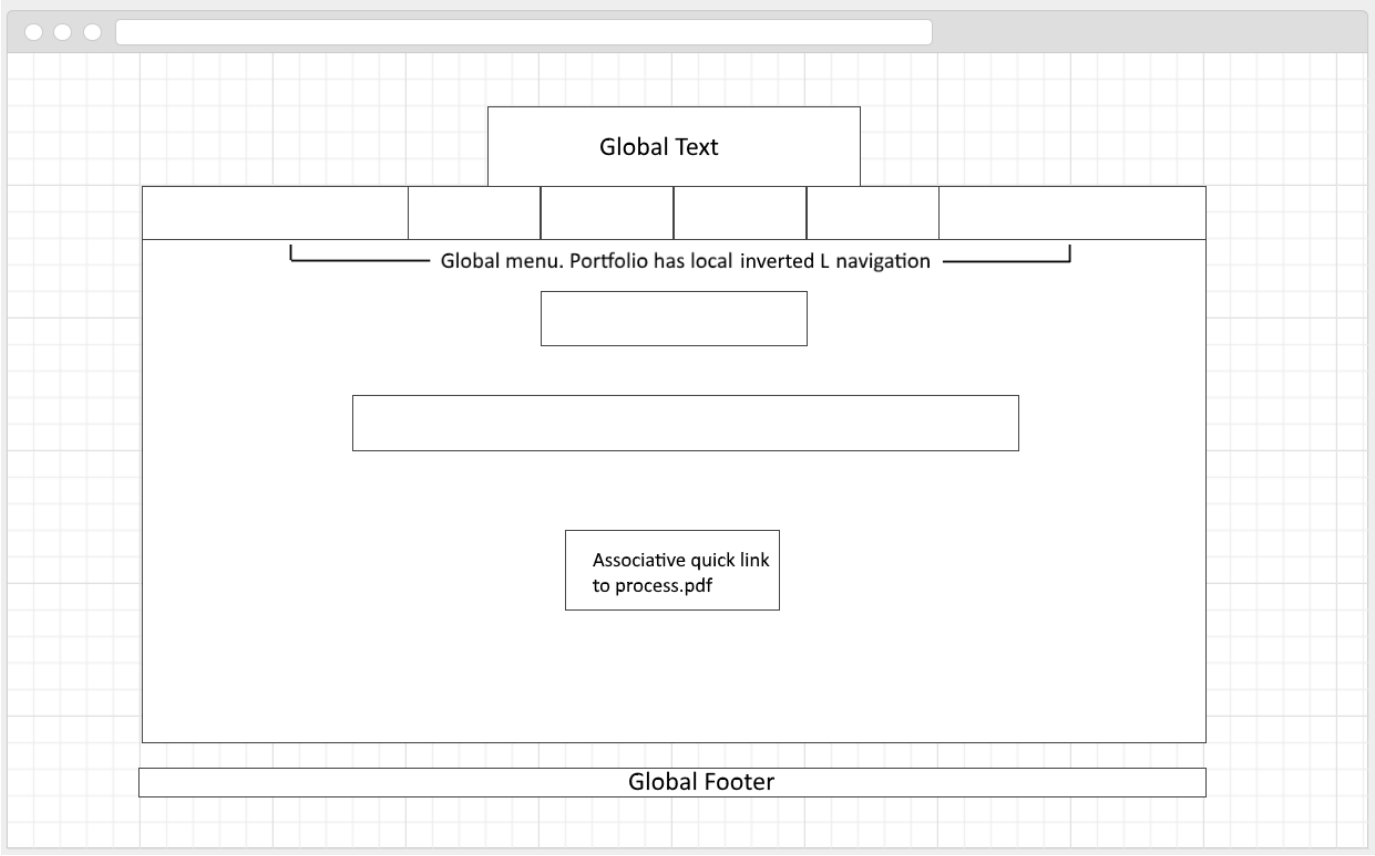

Global Text
Global menu. Portfolio has local inverted L navigation
Associative quick link
to resume.pdf
Global
Footer

Process: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