Step 1: Define Your Audience/Tone

Who will visit your site? Potential employers? New clients or customers?

This site will be my professional portfolio. I will use it to attract potential employers.

What can make you and/or your product stand out against your competitors?

Well, I’m great, so, there’s that. But the site sill showcase my work in a way that draws potential employers in.

How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

I’m such a millennial so that carries over in my tone and the way I phrase things. I’m translating my curiosity, sass and attention to detail in the font and color choices and my consistent use of AP Style.

What colors represent you or your product?

Blue, ocean –like colors.

What images illustrate your message?

The header will be Hilo Bay. This image represents where I’m from which is a huge part of who I am.

Step 2: Define Site Structure

What are the three-to-five pages titled?

Home, bio, Portfolio, Resume, Recommendations and Contact

What will be the purpose for each?

What should each page contain? Will there be textual content? Or just images?

Homepage: Just an image

Bio: About me, contains professional headshot

Portfolio: Six to eight pieces of my best work represented by images. The images will link to the work and will contain a title, description of each piece and when applicable a downloadable file.

Recommendations: Will contain three letters of rec. Same format as portfolio with a link to the person who gave the recommendation and a PDF of the letter.

Contact: Contact information and a contact box

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