Web Design 1, Project 2 Rationale

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As a graphic designer, it is essential to have an archive of your work to show potential employers and recruiters, as well as your peers. In this digital age, portfolio websites have become more popular than the traditional print portfolio, due to convenience. In this project, I have developed my own portfolio website, showcasing some of the work I have created this semester.

The layout of my website is quite minimal, reflecting my personal aesthetic and preference of simplicity. Typography being one of my favourite disciplines within graphic design, is a prominent aspect in my portfolio design. For the homepage, my name and job title are the first items seen. The typeface chosen for all text is the Google font, Poppins. For all headers, the bold weight is used, while for paragraphs and other text, the light weight is used. It is also used for my wordmark and navigation to bring cohesion.

The colours chosen for my design are #151515 (dark grey) as the background colour, while #FE6F61 (coral) and #FFFFFF (white) as the accent colours. I wanted my work to stand out while also being easy on the eyes, thus choosing a dark background colour. #FE6F61 was chosen as I thought it represented my style well.

Simplicity and accessibility were two key components I wanted to integrate. The minimalism makes navigation much easier. There are no excess colours, patterns, or textures to complicate legibility of buttons. Icons and buttons are simply white with a round boarder. White against a dark background also makes legibility easier. The social media icons used are derived from Font Awesome, which was a great resource as I did not have to design the icons myself. As for typography accessibility, all type is no smaller than 12pt.

All images on the portfolio page are cropped (and saved in web format) to a 1:1 ratio to fit well in an image gallery, stacking evenly in top of each other.

Developing a website for the first time was a very fun experience and I am excited to keep practicing, learn more and improve my skills in the future.