Joyce Yin

VMD 140

Project 4

One Page Promo

Proposal

Site Goals

To create a website that briefly introduces who I am and gives users access to my resume

Content

A list of my education, skills, and experience, and an email for people to contact me

Target Audience

Potential employers or clients

Visual Personality

Rather than a conventional landing page with the logo in the middle of the page, I wanted to play with negative space and formatting which is why I placed the logo and text on the edges. It's unconventional but still feels grounded against the edges of the browser.

The header typeface I chose - outrun future - was to communicate an edgy feel with its jagged edges along with a slightly more informal feeling in how it looks handwritten. For the subheader and body text, because the header typeface is so dramatic, I wanted something that was clean and simple as contrast which is why I chose Avenir Next Condensed. I also like how it's slightly tall and skinny to contrast with how fat the stroke weight is on outrun future.

For colors, I chose black and deep mustard to connotate a fierce, slightly mysterious aesthetic. White was chosen to provide readability against the black and to maintain a simple color palette, allowing the mustard yellow to shine.

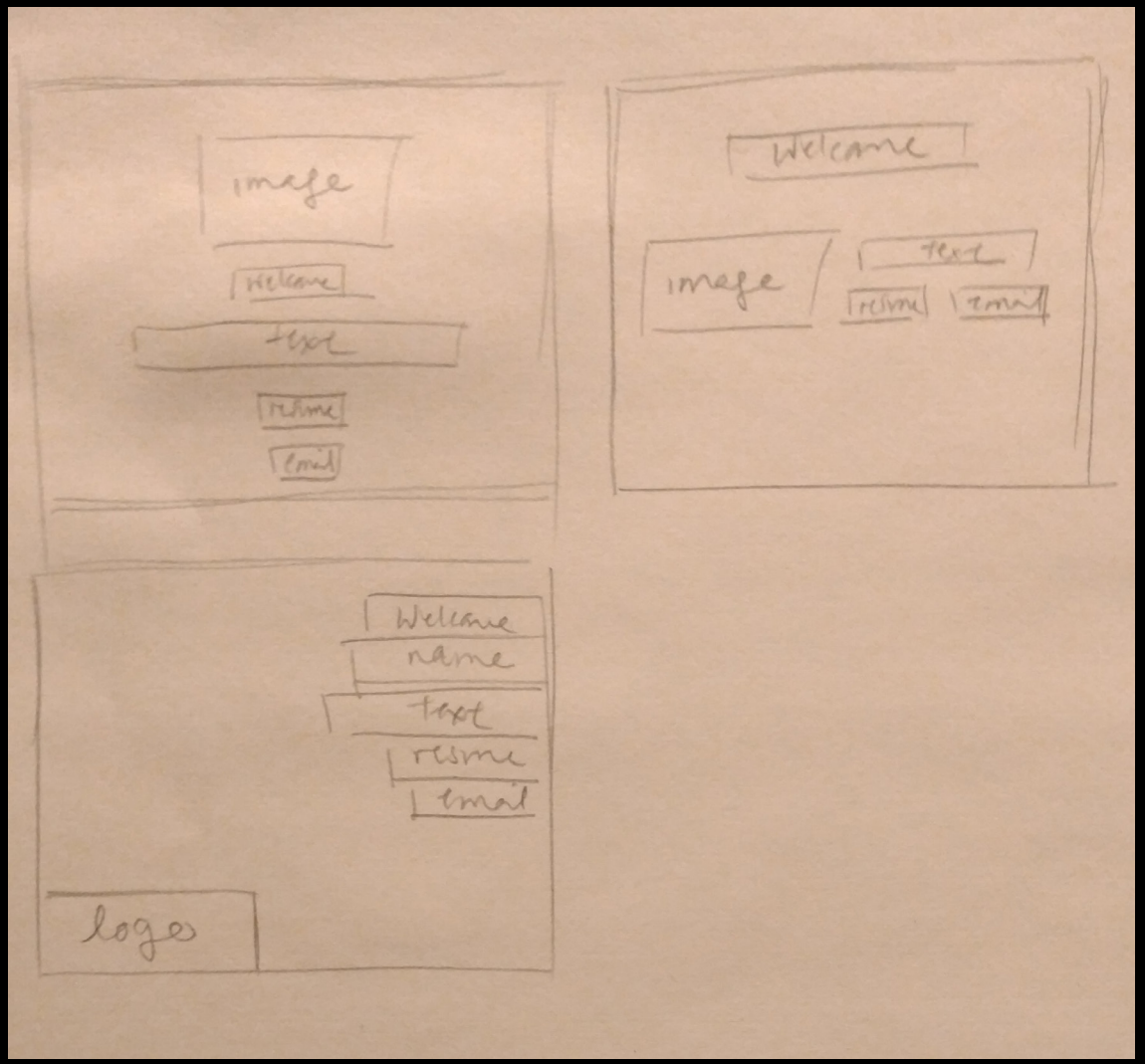
image
Welcome
text
resume
email
Welcome
image
text
resume
email
Welcome
name
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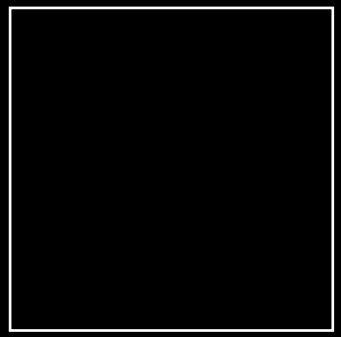
resume
email
logos

SKETCHES

WIRE FRAME

#ccb730

#ffffff



#000000

This is an example of a button

This is an example of a button

STYLE TILE

This is an example of a header

Font Name: outrun future

This is an example of a subheader

Font Name: Avenir Next Condensed

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EDGY

FIERCE

UNAPOLOGETIC

Joyce Yin

Visual Designer & Style Enthusiast

Resume
Email

Page Comp