Kaedyn Brouse

Dr. M. Brousseau

IASC 1P02

2020.12.06

Design Reasoning

I am designing a portfolio website for an artist. My primary hobby outside of school is studying traditional and digital art, so this felt like the design which was most applicable and effective for my life. The website is intended to be mobile/tablet friendly, and created with a large margin to be easily transferable to those devices without suffering a loss in quality. The website focuses on minimalist content to not overwhelm the user while maintaining a specific focus on the art content. The website is themed in black and white, or more specifically light grey and dark grey, for a crisp contrast that is easy on the eyes, while allowing for any form of art to be displayed without the colours having a negative interaction. The header has various resources with links to the digital art programme I use, some inspiration, and educational content. Outside of the navigation bar are the contact and about pages for easy access and business prioritisation. The ‘Portfolio’ header button functions as an easy home button to return to the home page as is standard per most webpages. The banner is a useful way to represent the artist and is meant to be the first thing which catches the user’s attention. It can be any form of artistic representation of the artist’s work, but is meant to be appealing and engage the user to scroll further into the website. The content is configured in a two by two layout. This way, the user is not overwhelmed by the content presented on the screen and is able to appreciate and examine each image a considerable amount while examining the portfolio, but is not forced to sift through the images one after another. Clients generally appreciate when artists present what they are looking for immediately rather than hiding it or layering it behind many panels, pages, and other content. Foregrounding the page with the art portfolio at the center was the key element that the design revolved around. The footer is designed specifically to stand out from the header while truncating the end of the displayed portfolio, while containing links to social media so that the user’s attention is drawn to the social media each time they finish looking at the art and are more and more likely to click on them through each proceeding page of the portfolio. The about section of the page is emphasised, and particularly placed before the contact section, in order to generate interest in the artist and create a sense of emotional connection or similarity between the user and the creator, therefore making the user more likely to purchase art or feel more comfortable/open proceeding to the contact section. Similarly, the contact section is emphasised in order to sell the artist’s art, make marketing connections, and be open for various available job inquiries, the form fill option is used instead of displaying a personal or business email in order to prevent potentially unwanted or dangerous emails from robotic software or unfriendly people on the internet.