



Personal Portfolio Design

DESIGN BRIEF

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Design Problem

The biggest issue with my current portfolio is that it decreases my visibility. It limits my ability to get my name out there, becoming known, and connecting with multiple potential employers because it is only found in a hard copy or PDF form that I must send out on my own in order for it to be seen. Graphic design is a competitive job market and not being able to my information as visible and accessible as possible could hinder my job seeking process.

Design Solution

My solution is to create an online portfolio. Having a strong online presence with my portfolio will not only increase my visibility and accessibility but it will also ensure that the most current, professional, and accurate information about myself is available online. My online portfolio will act as an extension of my other job application materials by allowing me to market myself beyond my resume or cover letter. My solution is to create a very simple and accessible website that showcases my designs in the best way possible by using a muted color palette so I do not detract from the vibrant colors that I tend to utilize within my designs. My website will feature my artists statement, resume, my designs, illustrations, current projects and my contact information as well. Later on, I plan on adding a large collection of photos, videos and buttons to share my work on social media (e.g. Facebook, Instagram, Twitter, and Google+). Having all of my professional documents and information in one single place will allow everything to be convenient and organized and also act as backups for my materials in case something happens to the originals.



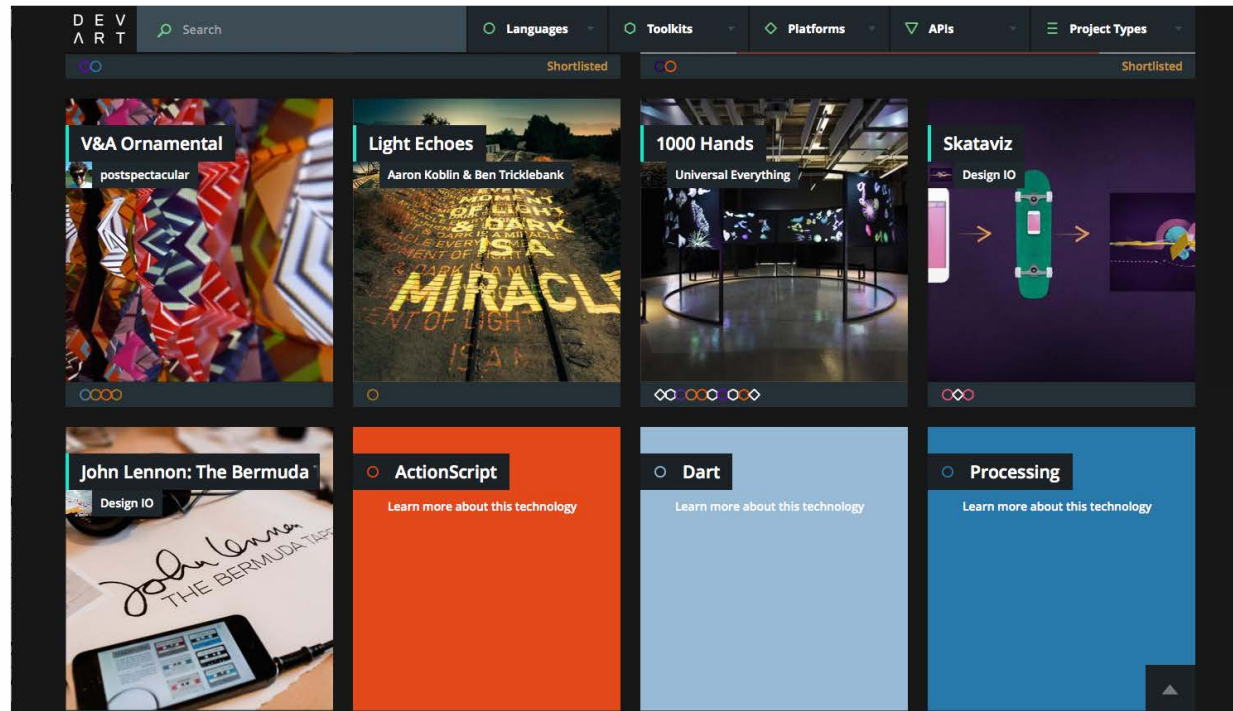
Target Audience

Potential Employers/Clients: As a designer, my target audience is mostly directed towards potential job opportunities and employers/companies that would be interested in my work. For possible employers, both women and men of any ethnicity around 30-34 years of age is around the range that I am designing my portfolio prescences around. However, for clients, the same demographics apply except there is a wider age range from 24 years of age and up. This is because clients might not necessarily be a business or a long-term employer and can range anywhere from a young college student to a older, small-business owner.

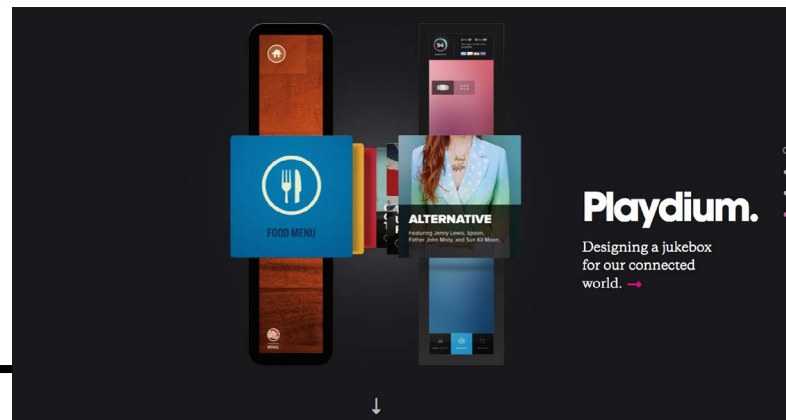
Peers: My website will also be targeted towards peers and other people my age who are interested in art and browse the Internet or Social Media. There will be buttons later added to share and showcase my work on various social media networks such as Instagram, Facebook and Twitter which are more commonly used by people around my age range (18-24).



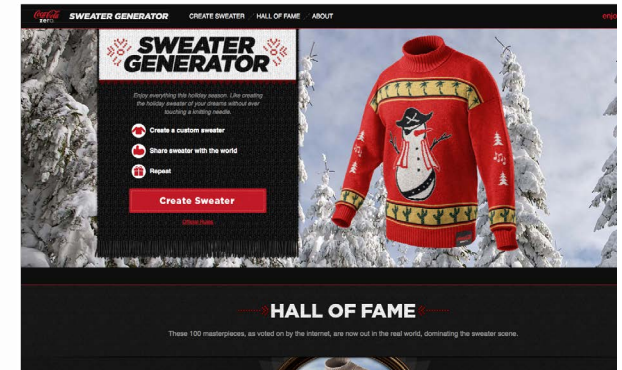
Visual References



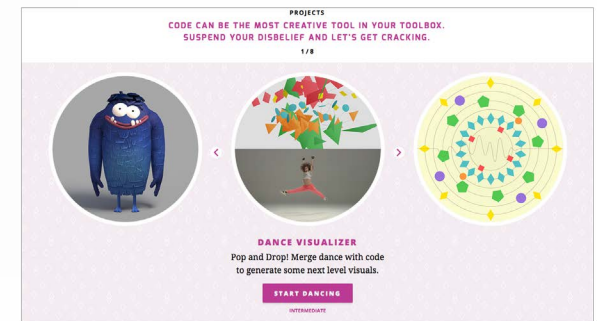
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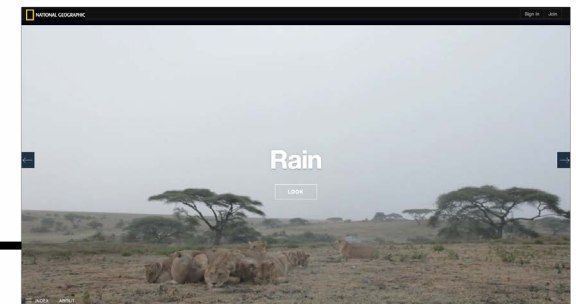
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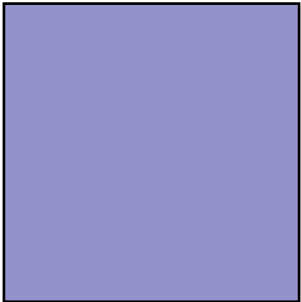
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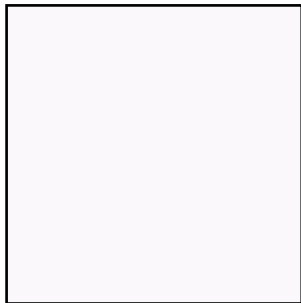
Color Palette



Hex: #282829
Websafe: #333333
CMYK: (71,65,63,67)
RGB: (40,40,41)



Hex: #9492ca
Websafe: #9999cc
CMYK: (27, 28, 0, 21)
RGB: (148, 146, 202)



Hex: #faf8fb
Websafe: #ffffff
CMYK: (1, 2, 0, 0)
RGB: (250, 248, 251)

Type Specimens

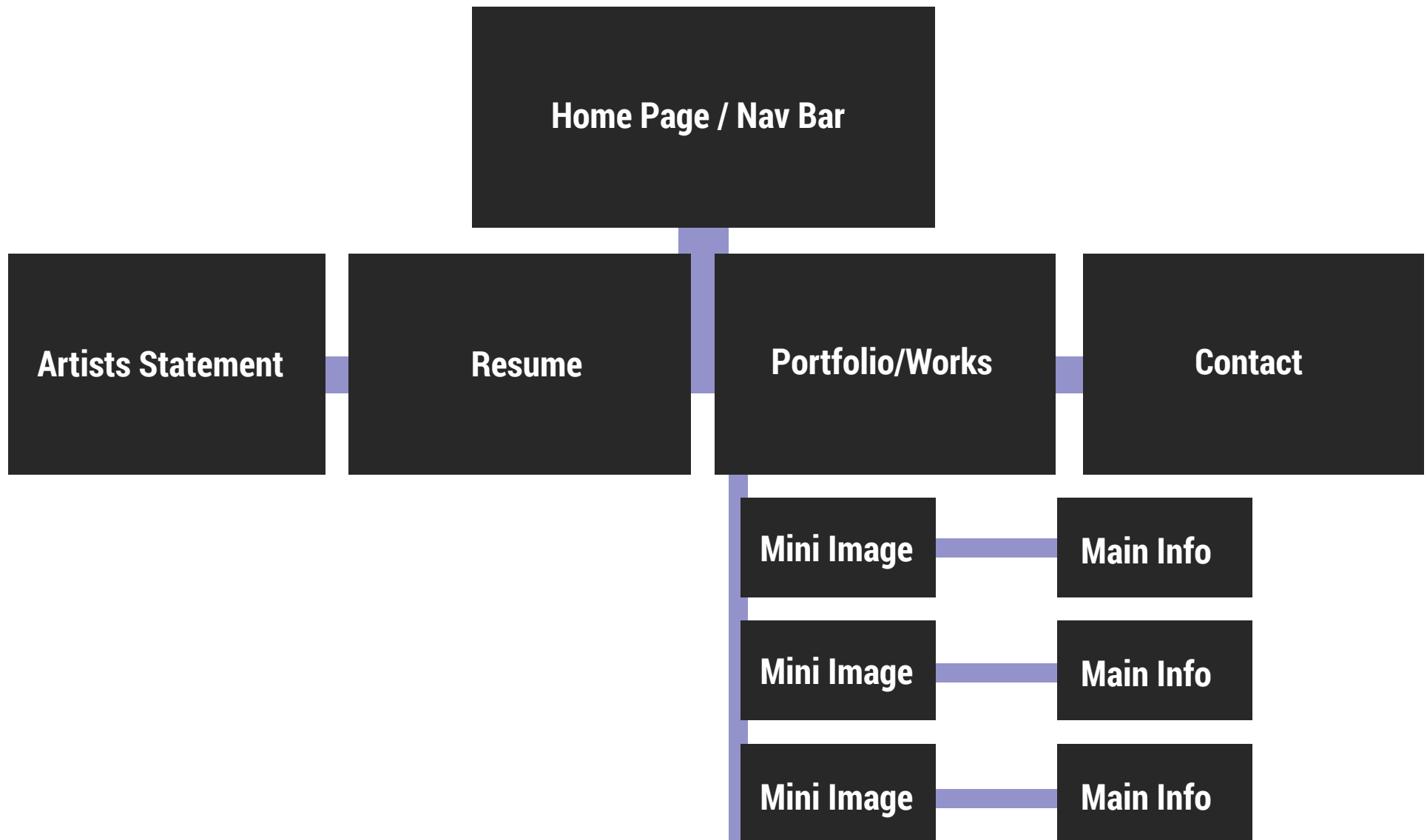
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Option 1

Press Style } Main Page Head
Option 2

Roboto Black
Roboto Black Italic
Roboto Bold
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Roboto Medium
Roboto Medium Italic } Sub Heads

Roboto Regular
Roboto
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Roboto Light Italic
Roboto Thin
Roboto Think Italic } Content

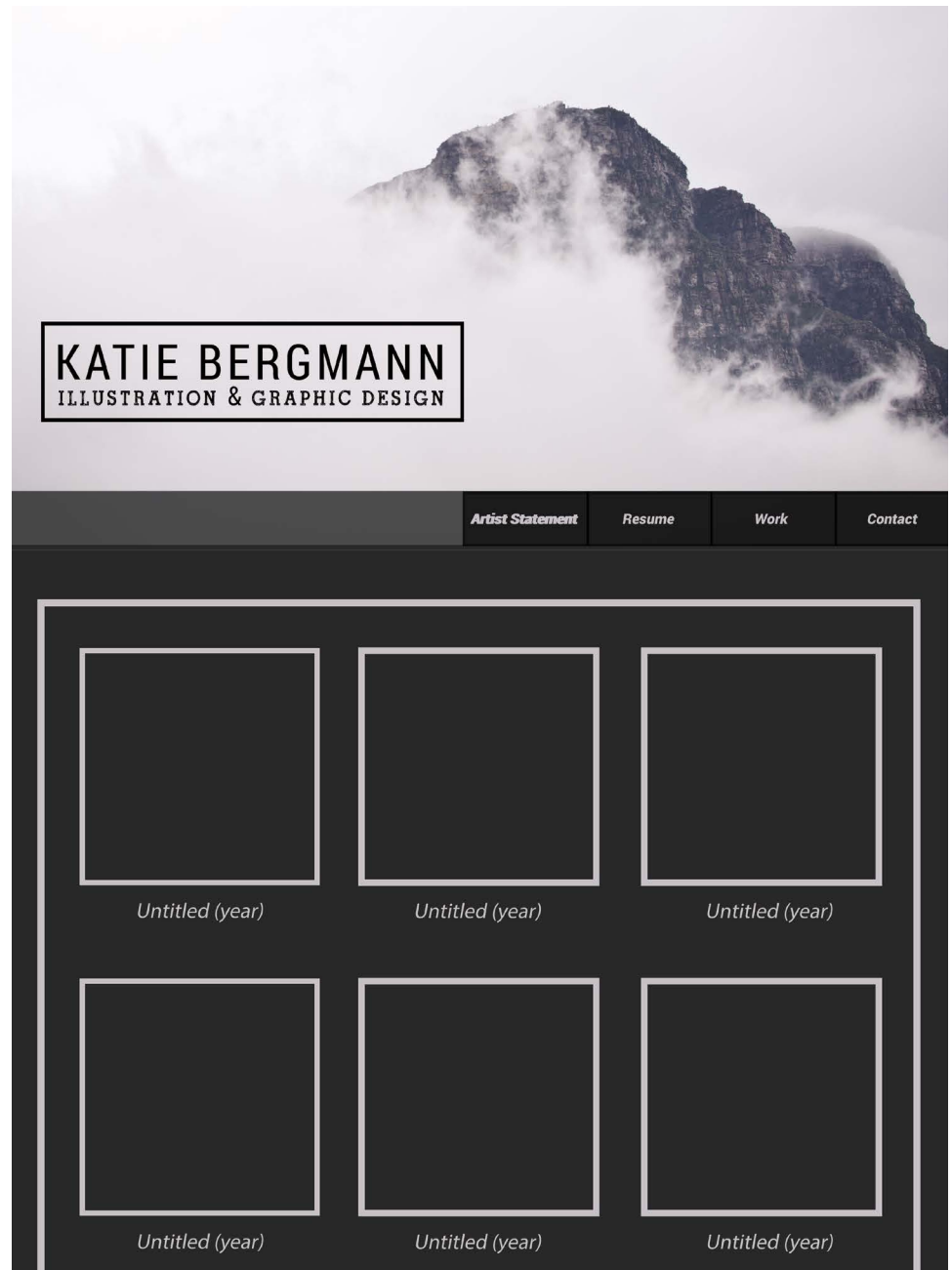
Site Map



Wire Frame

Home Page / Navigation Bar

Content / Sub Pages



Sources

1. "Communication Arts - 2015 Interactive Annual - DevArt: Art Made with Code." Communication Arts. Web. 8 Apr. 2015.
2. "Communication Arts - 2015 Interactive Annual - Coke Zero Sweater Generator." Communication Arts. Web. 8 Apr. 2015.
3. "Communication Arts - 2015 Interactive Annual - Made with Code." Communication Arts. Web. 8 Apr. 2015.
4. "Communication Arts - 2015 Interactive Annual - The Serengeti Lion." Communication Arts. Web. 8 Apr. 2015.
5. "Communication Arts - 2015 Interactive Annual - Huge." Communication Arts. Web. 8 Apr. 2015.