

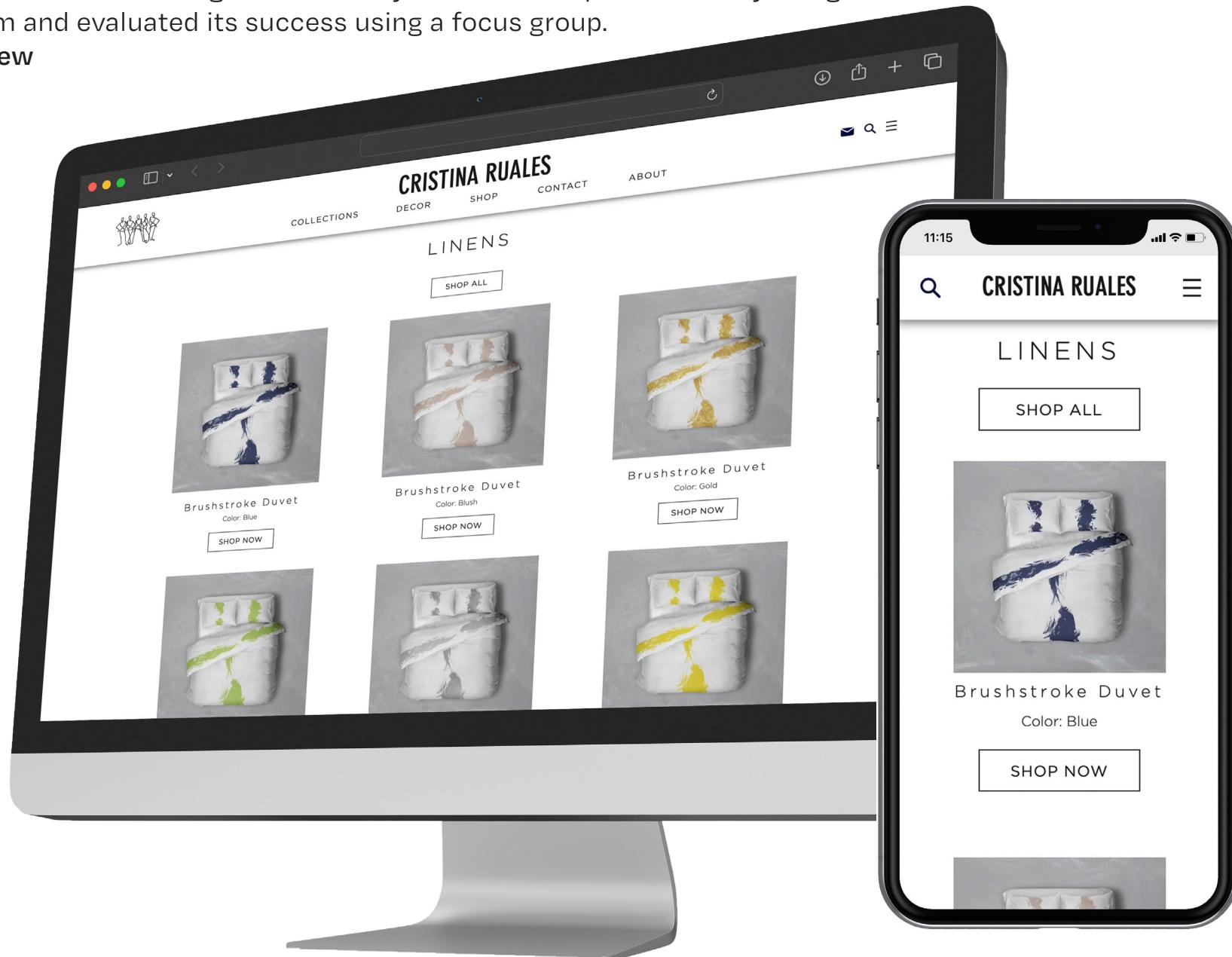


Portfolio • 2023
K A T I E C L O D E

Brand Credibility Through Web Design

For my senior project, I redesigned the Cristina Ruales Co website. I sketched and wireframed a new design based on my research. I implemented my design on Wix.com and evaluated its success using a focus group.

[Click to View](#)



<https://digitalcommons.calpoly.edu/grcsp/217/>

Color Analysis Website Design

This website utilizes Javascript and JQuery to teach about color analysis and includes a working quiz. I designed and coded a website using HTML and CSS and can be viewed on both desktop and mobile devices. [Click to View](#)

The screenshot shows a desktop browser window with the URL <https://katieclode.github.io/grc340/> in the address bar. The main title "COLOR ANALYSIS" is at the top, followed by navigation links "WHAT IS IT?", "QUIZ", and "RESULTS". A section titled "What is Color Analysis?" contains text explaining how certain colors can make you look tired or stunning. Below this is a detailed paragraph about color analysis in the fashion industry. A list of items to evaluate for color analysis is provided. To the right of the text are three portrait photographs of women with different hair colors (blonde, brown, and dark brown) and a color palette with labels for skin, hair, and eye tones.

The screenshot shows a mobile phone displaying the same website. The layout is responsive, with the "COLOR ANALYSIS" title and navigation links at the top. The "Eyes" and "Skin" sections are visible, each with a question and a dropdown menu. The "Hair" section is also shown with a question and a dropdown menu. A large green "Submit" button is at the bottom. The phone's status bar shows the time as 3:54 and signal strength.

Luminate Website Design

Luminate is a fictitious jewelry store based in San Luis Obispo. I designed and coded a website using HTML and CSS for the business that can be viewed on both desktop and mobile devices. [Click to View](#)

The image displays the Luminate Jewelry Store website across two devices: a desktop browser and a mobile phone. The desktop view shows the homepage with a green header containing the logo "LUMINATE" and navigation links for "ABOUT", "PRODUCTS", and "LOCATION". Below the header is a large banner image showing a variety of jewelry items like necklaces, bracelets, and rings displayed on wooden stands and mannequin heads. To the right of the banner is a "PRODUCTS" section featuring a heading and a paragraph about handmade products. The mobile view shows a "PRODUCTS" page with a heading "EARRINGS" and a product card for "Clay Earrings". The card includes a small image of the earrings, a title, a description, and a price of \$20.00. The URL "https://katieclode.github.io/grc338/website-final/" is visible at the bottom of the mobile screen.

LUMINATE JEWELRY STORE

Welcome to Luminate! Everything in our store is 10% off until Friday. Explore our handmade products and visit us in-store today!

PRODUCTS

Explore all of Luminate's handmade products which include necklaces, earrings, and rings.

EARRINGS

Clay Earrings

Hand-painted clay chandelier earrings

\$20.00

<https://katieclode.github.io/grc338/website-final/>

ISO 800 Website Design

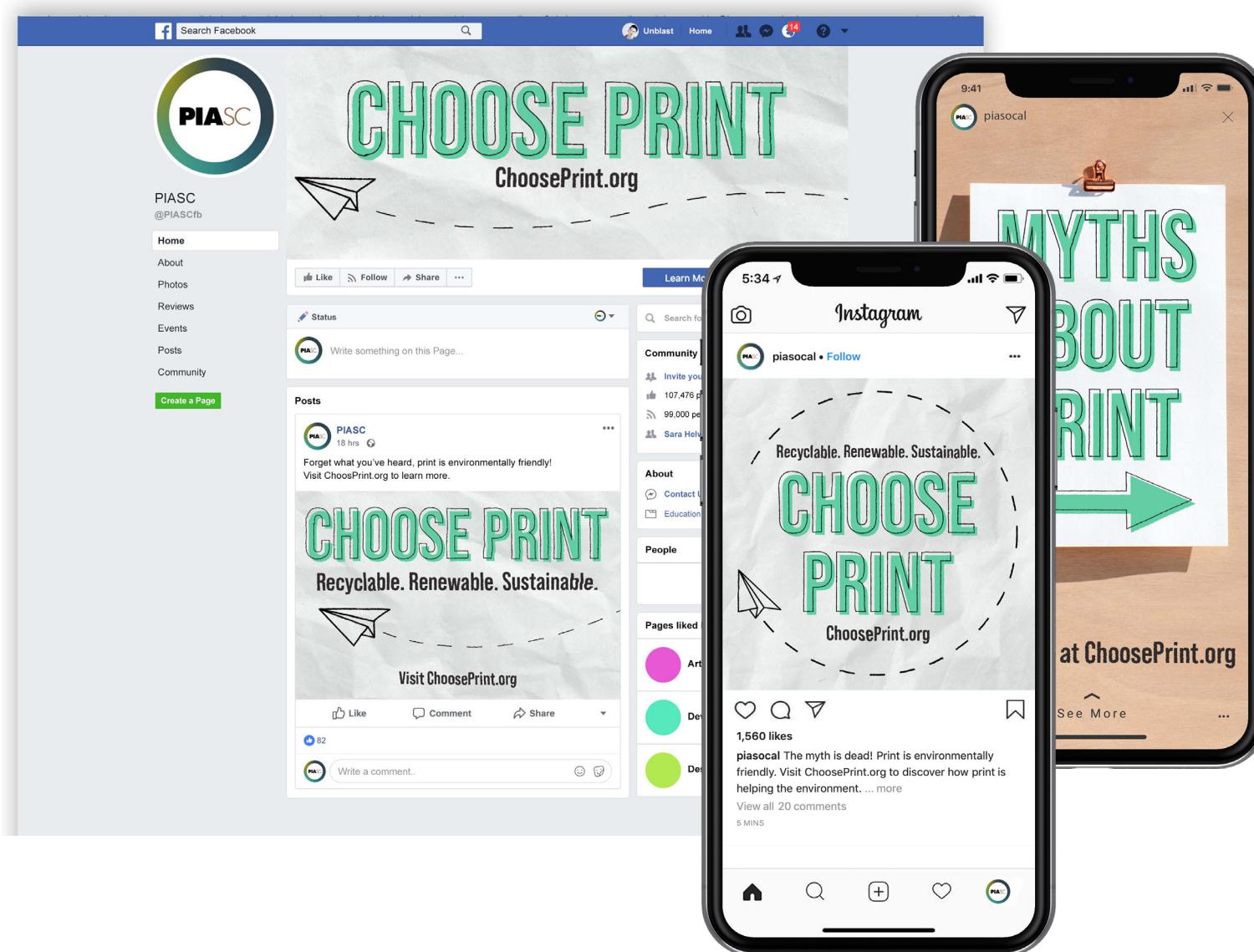
ISO 800 is a fictitious online magazine for low-light photography. I designed and coded a website using HTML and CSS for the magazine that can be viewed on both desktop and mobile devices. [Click to View](#)

The ISO 800 website is a responsive design for low-light photography. It features a prominent header image of a city skyline at night. The desktop version includes a navigation menu with links to 'FEATURED PHOTOGRAPHERS', 'TUTORIALS', 'NEW TRENDS', and 'EDITING'. Below the header are several article cards. One card is titled 'CITY PHOTOGRAPHY' with a subtext about capturing city lights. Another card is titled 'SUBSCRIBE TO OUR NEWSLETTER' with a brief description of monthly content. A third card is titled 'HOW TO MASTER ISO' with a subtext about vantage points and research. A fourth card is titled 'WHAT IS THE TONE CURVE?' with a subtext about Lightroom's tone curve. A fifth card is titled 'ADOBE LIGHTROOM 101' with a subtext about the software's features. A sixth card is titled 'TAKE CONTROL: USE MANUAL, APERTURE-OR SHUTTER SPEED-PRIORITY' with a subtext about nocturnal photography. The mobile version has a similar layout but with smaller images and text.

<https://katieclode.github.io/grc339/digital-magazine/>

PIASC Social Media Campaign Competition

I created a cross-platform social media campaign for ChoosePrint.org using Illustrator and Photoshop. This was a statewide competition for college students held by PIASC.



Recipe Book Spread

I designed a recipe book spread including a front and back cover for Chef John's Lemon Bar recipe. I used my own photography and created the document in InDesign.

Chef John's Lemon Bars

Yield: 1 8x8-inch pan, 16 bars
Total Time: 1 hour 40 minutes

Ingredients

Lemon Layer

- 2 eggs, large
- 1 egg yolk, large
- 1 cup white sugar
- 2 tablespoons all-purpose flour
- ½ cup freshly squeezed lemon juice
- 1 tablespoon freshly grated lemon zest
- 1 teaspoon confectioners' sugar

Shortbread

- 1 cup all-purpose flour
- ½ cup unsalted butter, room temperature
- ¼ cup confectioners' sugar
- ½ teaspoon vanilla extract
- ¼ teaspoon salt

Directions

- Place an oven rack into middle position in oven and preheat oven to 350°F (175°C). Lightly oil an 8x8-inch baking dish.
- Place 1 cup flour and butter in a mixing bowl and mash with the back of a spatula or wooden spoon until thoroughly combined. Mix in ¼ cup confectioners' sugar, vanilla extract, and salt; mash mixture together until mixture looks like a slightly crumbly cookie dough.
- Moisten your fingers with a little water and press dough into bottom of prepared baking dish. Use a fork to prick holes all over the crust.
- Bake crust on center rack in the preheated oven until crust edges are barely golden brown, 22 minutes.
- Beat eggs and egg yolks together in a bowl; whisk in white sugar and 2 tablespoons flour until smooth. Add lemon juice and lemon zest; whisk for 2 minutes. Pour lemon custard over crust.
- Bake on center rack until custard is set and top has a thin white sugary crust, 25 minutes. Let cool completely before cutting into bars. Dip knife into very hot water, run around the edge, and cut into 16 squares. Dust cookies with 1 teaspoon confectioners' sugar.

Playing Card Deck Design

I designed an entire deck of cards using Illustrator to create the graphics and InDesign to composite each card into a print-ready file.



University Graphic Systems

During my internship at University Graphic Systems, I designed two stickers and a mug using Illustrator.

