

Unit 5 Project Sample: Kat M{art} Design Website

Step 1: Define Audience / Tone

- Who will visit your site? Potential employers? New clients or customers?
 - Potential clients and collaborators
 - Potential Employers
- What can make you and/or your product stand out against your competitors?
 - Variety/non-traditional arts/writing education background
 - Emerging skills in code
 - Solid visual samples with potential to grow
- How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?
 - I would be focused, light-hearted, and ready to get down to business. In order to translate this digitally, I want to create a simple site with a beautiful image up front and easy architecture under the hood.
- What colors represent you or your product?
 - Dark indigo and a bluish toned purple for depth and inventiveness, and splashes of peach tones to illuminate off the darkness.
 - The purple will also shift into warm lavender tones to balance the darker colors.
- What images illustrate your message?



Step 2: Define Site Structure

What are the three-to-five pages titled?

Projects, About, Blog

- What will be the purpose for each?
 - Projects - To showcase my various creative projects
 - Design - Web, Print, Production
 - Paintings - Random sampling of paintings
 - Photography
 - About - This will include a blurb and resume
 - Blog - The blog link will link to writing samples

Homepage - Kat Mart Design

Contains:

- Logo
- Navigation
- Hero Image
- Footer with Social Media Icons

Work

Showcase the design and development portfolio

- Title
- Navigation
- Images linking to portfolio work. 3x3 columns/rows
 - Design - Web, Print, Production
 - Paintings - Random sampling of paintings
 - Photography

About

About our process and philosophy

- Title
- Navigation
- About Paragraph
- Resume
- Contact Information

Blog

- Link to a WordPress Blog