

**To:** Christie Daniels

**From:** Katie Cox

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**Subject:** Module 2

For this module, I used 2013 Professional Writing alumna Allegra Smith's portfolio, which can be found at: <http://allegra-w-smith.com/>

1. Contrast-In the Allegra W. Smith in the upper left corner-not only is it white, but shadowed as well, making it stand out even more.
2. I love the teapot and name in the upper left corner. I find it appealing because it is both simple and complex. The teapot is quiet and classy, and just couples so perfectly with the gorgeous script name next to it. I think by choosing to keep the teapot simple, and then adding a scripted name next to it, which seems to fit the era that the teapot is from.
3. Out of all the elements on Allegra's portfolio, the element that I like least is the menu bar. As it stands, it is a dark gray and it slightly off from the name next to it. I think that using the CRAP principles of Repetition and Alignment would improve the bar. If it became the same white as Allegra's name, and was moved down, it would fit the site better and also be more aesthetically pleasing.
4. If you were to mimic or replicate one aspect of your alum's design on your own portfolio, what would it be and why?
5. Though I would not want to duplicate it exactly, I would like to also create a sort of logo for myself that would be memorable after people exited my portfolio. I would also like to have the scrolling photos of the elements of my portfolio rolling across the home page.