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Creative Brief

This project is a 5-page portfolio and resume. I’m creating this website for myself and also to give to potential employers and clients in lieu of a traditional resume. I think it would be unique to have a comprehensive and interactive platform to showcase my professional abilities. In order to complete this website, I need to determine what skills are valuable enough to have their own page and organize content based on that. I have decided to include a homepage with an overview of who I am and what my website is about, a page for my resume, a page for my design work from the Adobe creative cloud, a page for my photography, and a page for my commissioned writing works. I will use this website to potential employers and clients so they can have a one-stop shop for all my accomplishments.

1. Background

I am the client for this website as I am making it for myself to give to potential employers and clients. I am highlighting my achievements and skills, therefore I am the service being offered. Since it's a personal website, I will not be listing my weaknesses and only highlighting my strengths. I have organized all the necessary documents including my design work, photos, and PDFs for the website.

1. Overview

I am designing a personal website that demonstrates my skills and capabilities as a potential employer. I believe this will work to set me apart from other people seeking the same opportunities as me because instead of just submitting a simple resume, I will be submitting an interactive website.

1. Drivers

The goal is to create a pretty and functional resume website that could be used in lieu of a traditional resume. I want it to be beautiful, work seamlessly, and showcase both my professional talents and my personality.

1. Audience

My audience is potential employers and clients. I have some existing clients that have been happy with my work in the past and I will include work I’ve done for them on my website. Hopefully, my potential employers/clients will already have a good opinion of me but I think this website will be an impressive way to stand out from the competition.

1. Competitors

As I’m entering the workforce, I have a lot of competition. However, I’m assuming that most people wouldn’t have their own interactive portfolio website ready to go in undergrad so that will set me apart.

1. Tone

As this is a professional website, I believe the tone should be concise and proper but because it is also meant to showcase my personality, I also want it to be fun.

1. Message

This website is supposed to give whoever is looking at it a feel for who I am and some of the things I am capable of. I still need to develop the words on the homepage because so much will be explained on the other pages and I don’t want my website to be redundant.

1. Visuals

I will be using existing images from my documentary photography portfolio and my design portfolio as well as using icons that either I designed or downloaded.

1. Details

Everything on my resume is mandatory because this is an interactive resume website. I want my homepage to be a simple overview of who I am without giving too much away and to also include my plans for the future. I want my photography page to include captions that explain how I styled the shoot. I want my design page to be my jQuery page so that it’s easier for people to see all my designs without scrolling. And I want my writing page to be where people can download my writing directly. The budget is $0.

1. People

My professor Zeven Rodriguez.

Websites that inspired me:

* <http://www.callieschweitzer.com>
* <https://www.devonstank.com>
* <https://www.babyface.nyc>
* <http://www.pascalvangemert.nl>



