

PROJECT BRIEF · WEB PRODUCTION II · JULIANA LIMA

CLIENT

Inna Razumova

DUE DATE

December 2019

PROJECT OBJECTIVE

To redesign www.innarazumova.com portfolio. The website should have several pages to display her drawings, bio, digital work, among others. It should also be responsive. And it will be designed for mobile first. Currently, her portfolio doesn't have a mobile version. And it isn't responsive.

BACKGROUND

Inna Razumova was born in Moscow, Russia. She has been living in California since 1991. She studied Painting and Drawing at Stroganoff Art College in 1991. She got her BFA degree in 1997 from UCLA. After that, in 2003, she received her MFA in Digital Media Art from San Jose State University. Currently, she is teaching illustration and drawing at City College of San Francisco.

TARGET AUDIENCE

The main audience is art directors and artists. Art students and people interested in commission art might be part of the audience.

CONCEPT/MESSAGES

A mix of science, art, and myth-making.

The website will have an architectural, technological, and artsy feeling.

VISUAL STRATEGY

I use color, shapes, typography, and imagery to convey the role of an artist conflated with the role of a researcher. I will keep the color palette of the original website (#c5d6c5 and #fc6928). About the typeface, I will use Cabin for paragraphs and captions throughout the website. I will use hexagon shapes as a reminder of the inherent mental properties of all matter.



Age: 30–33 years old

Status: Married with no kids

Profession: Art Director

Hobbies: travel, yoga, cooking, hiking, read manga (japanese comic books), watch anime, and biking.

City: San Francisco, CA.

Neighborhood: North Beach.

“Have no fear of perfection—you’ll never reach it.”

—Salvador Dali

Needs & Goals:

- Find new artists/designers
- To take advantage of her time in an efficient way
- Find inspiration/trends to inspire her team
- Keep up with the art community
- Innovate
- Be a good listener

Frustrations:

- Portfolios that are hard to navigate
- Portfolios that are busy
- Website without white space

Behaviors:

- Always create a moodboard for every project
- Love to sketch new ideas
- Always looking for new Art/Artists
- Share her Pinterest folders
- Create concepts for new projects
- Love to go to art galleries

Technical Profile:

- Primary Device: Macbook
- Primary Browser: Google Chrome
- Internet Usage: Frequently
- Favorite Social Media: Pinterest
- Device Use: Iphone 7



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Inna Razumova Logo



[view portfolio](#)



Inna Razumova

My work can be envisioned as commentary on the fluctuating membrane between science, art, and myth-making. It combines scientific methods with non-scientific data, so that the distinctions between reality and fable are intentionally collapsed to reveal a universe of evolving archetypes. To this end, among my influences are medieval manuscripts that fuse mythology and science, biological illustration, the history of science and pseudoscience, curiosity cabinets, and natural history museum displays—all of which prevail upon specific historical and aesthetic contexts. My work is informed by old maps, architectural garden plans, and various classification systems such as taxonomic structures in evolutionary biology and computer databases, and explores their hierarchy and potential for unpredictability, which to me is an intriguing part of art-making process.

Caption

Caption

Caption

Caption

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Caption

Caption

Caption

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Inna Razumova Logo

Drawings ▾

Stuffed Animals, 2011
series of 3 drawings
pastel & gouache on paper

Mezoscope, 2011
series of 5 drawings
graphite & watercolor on paper

Happy Hunting Grounds, 2010
series of 9 drawings
charcoal & wax on paper

Metagarden Relics, 2009
series of 37 drawings
watercolor & pencils on paper

Metagarden & Mazes, 2008
series of 12 drawings
watercolor, pencils on paper

Space Dogs, 2007
series of 3 drawings
watercolor & graphit pencil

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Digital ▼

Muscular Baroque, 2011

series of 13
inkjet print on vellum

Hybridology, 2002-2004

installation
inkjet prints

Affectu Quem Secreto, 2006

digital video

Gene[rations], 2001

software, installation

Pink Bunny Odyssey, 2000

3D animation

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Inna Razumova Logo

About



Inna Razumova was born in Moscow, Russia, and has been living in California since 1991. She studied at Stroganov School of Art in Moscow and graduated from UCLA in 1996 with a BFA in Painting. In 2003 she received her MFA from CADRE Laboratory for Digital Media Art at San Jose State University.

Inna is a tenured faculty in the Art Department at the City College of San Francisco and has exhibited her work locally and internationally in venues such as GenArt (San Francisco, CA), Institute of Contemporary Arts (San Jose, CA), Works Gallery (San Jose, CA) and internationally at MAD'03 NET (Madrid, Spain), Museum of Contemporary Art (Krasnoyarsk, Russia), and the 2006 International Symposium of Electronic Art (San Jose, CA).

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Inna Razumova Logo

Contact

Name

Email

Messages

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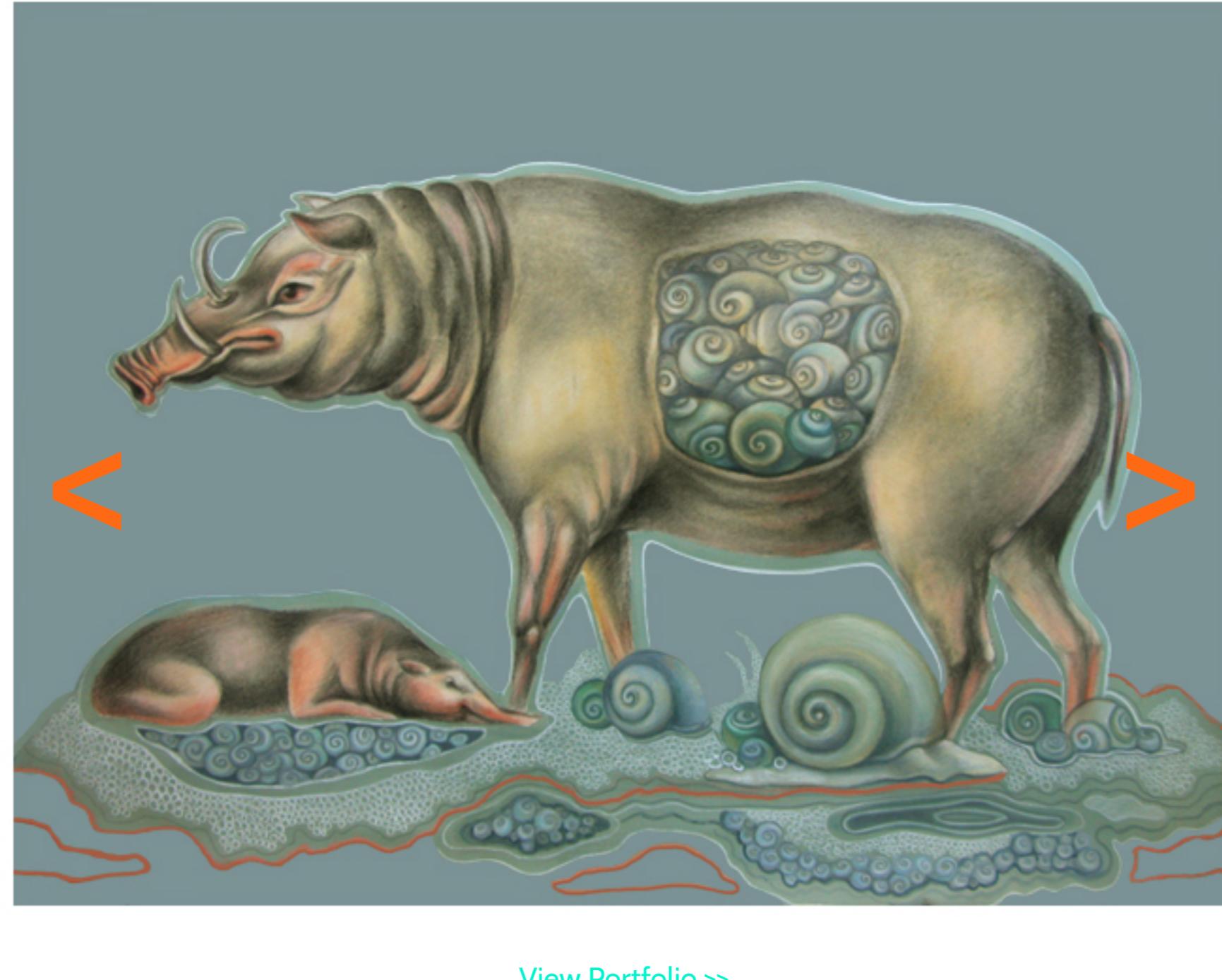


Typography:

Cabin · Nav, Body, and most of the headings.

QWERTYUIOPASDFGHJKLZCVBNM

qwertyuiopasdfghjklzcvbnm

[View Portfolio >>](#)

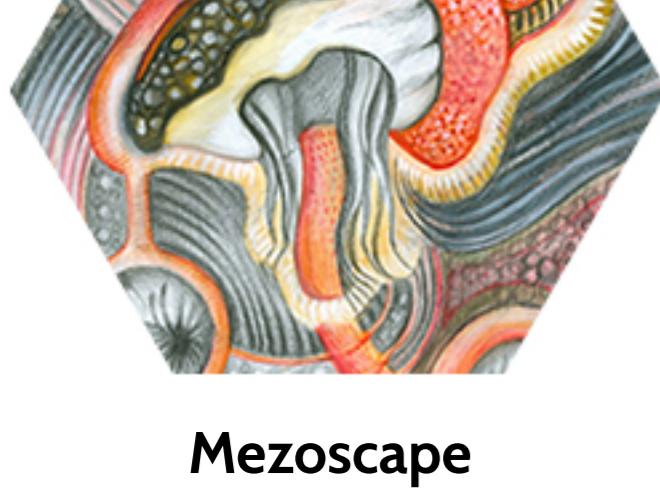
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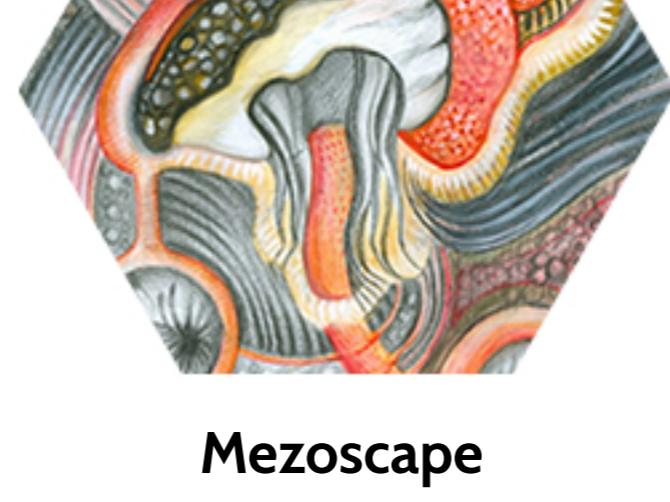
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Portfolio

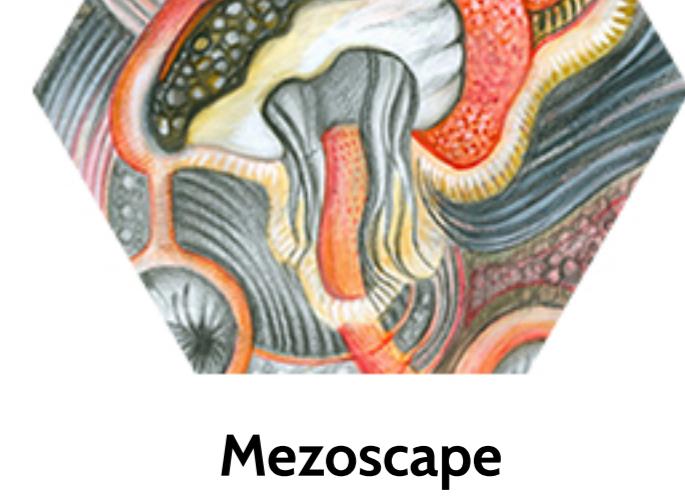
Drawings:

**Mezoscope**

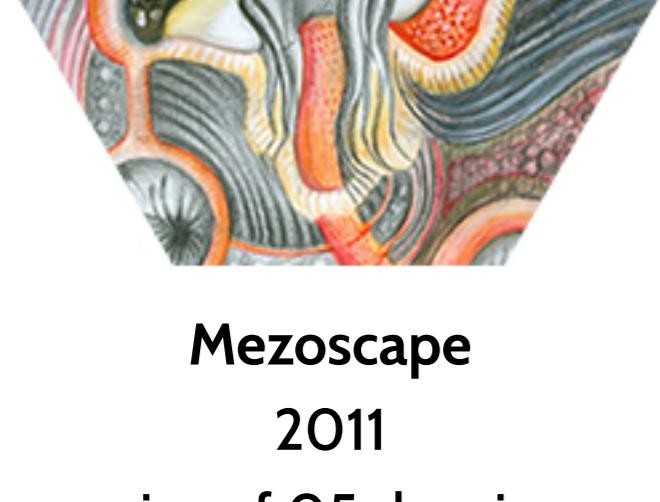
2011

series of 05 drawings
graphite on paper[Details >>](#)**Mezoscope**

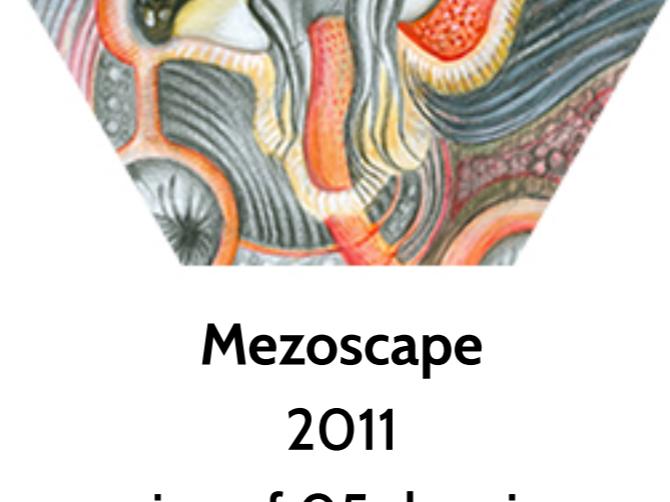
2011

series of 05 drawings
graphite on paper[Details >>](#)**Mezoscope**

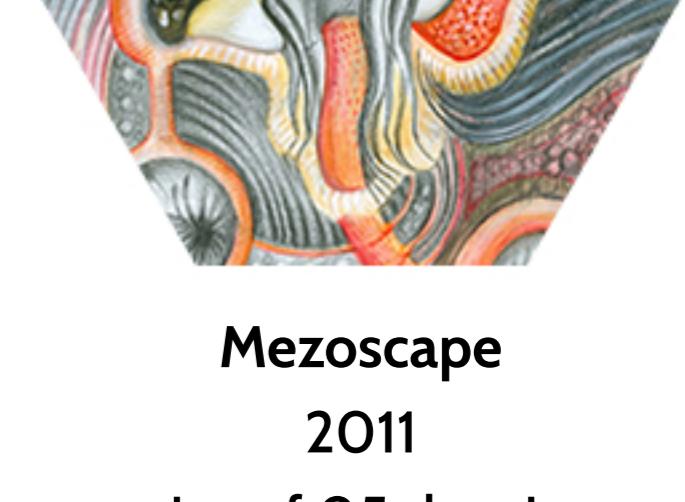
2011

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graphite on paper[Details >>](#)**Mezoscope**

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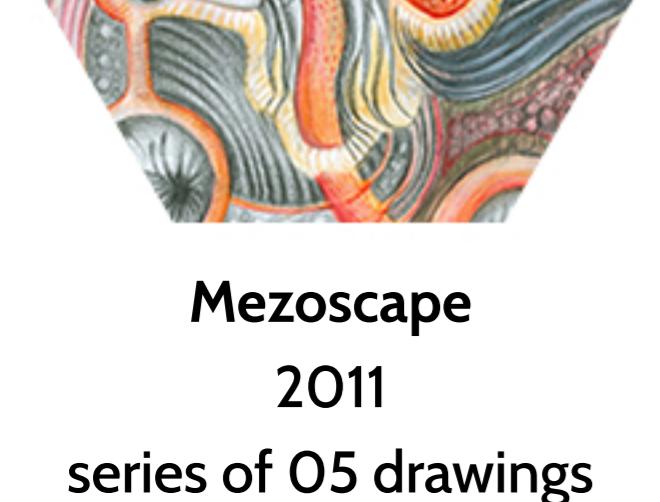
2011

series of 05 drawings
graphite on paper[Details >>](#)**Mezoscope**

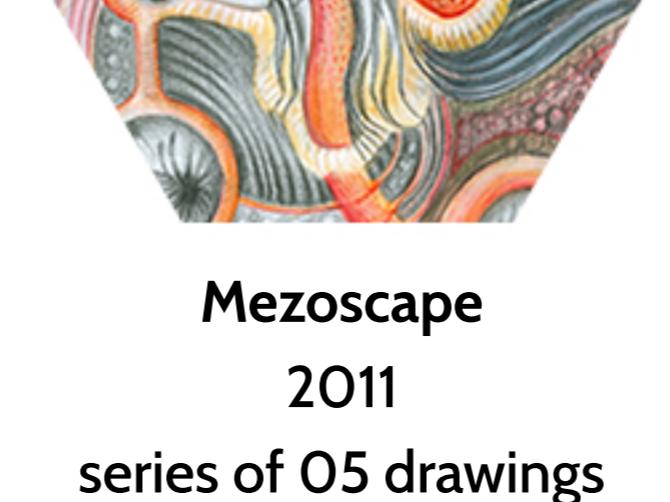
2011

series of 05 drawings
graphite on paper[Details >>](#)

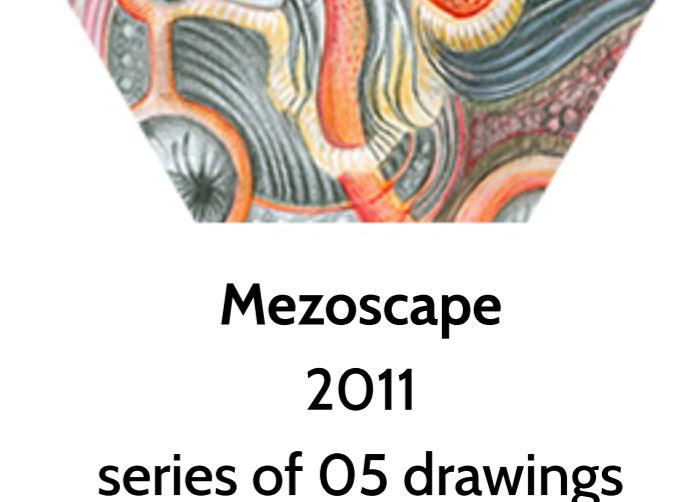
Digital:

**Mezoscope**

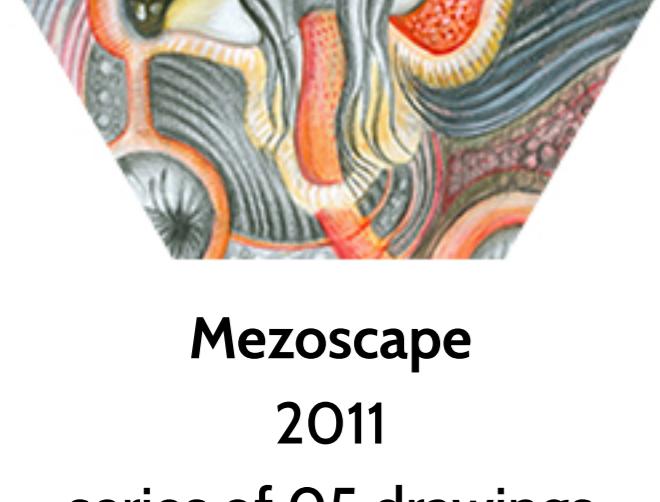
2011

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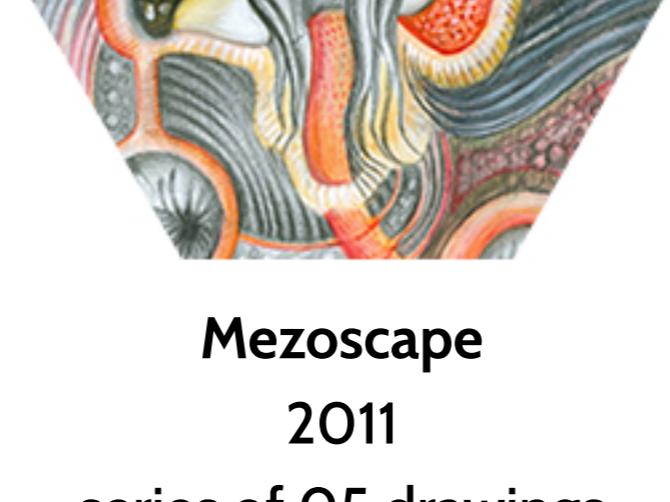
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