

# **Delcan.Co**

## **Delcan & Company**

---

### **Portfolio Website Redesign v2**

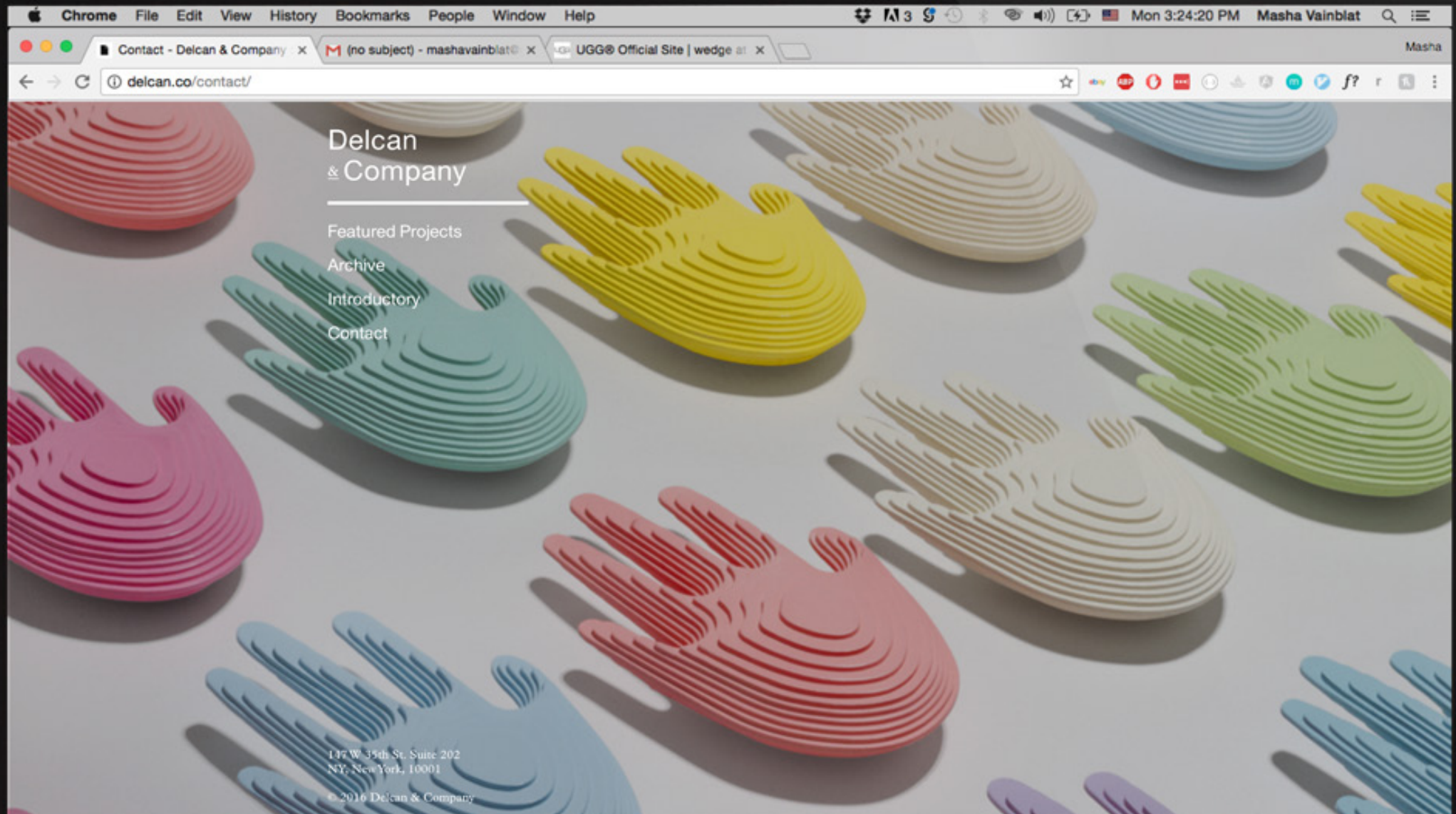
GOAL:

- Develop desktop first approach design
- Clearer viewed images – less reliant on arrows/slideshows
- Create clean portfolio design containing interactivity that stays true to Delcan & Company brand

**Masha Vainblat**  
Dec. 14, 2016

**Version 1**

---



# Landing

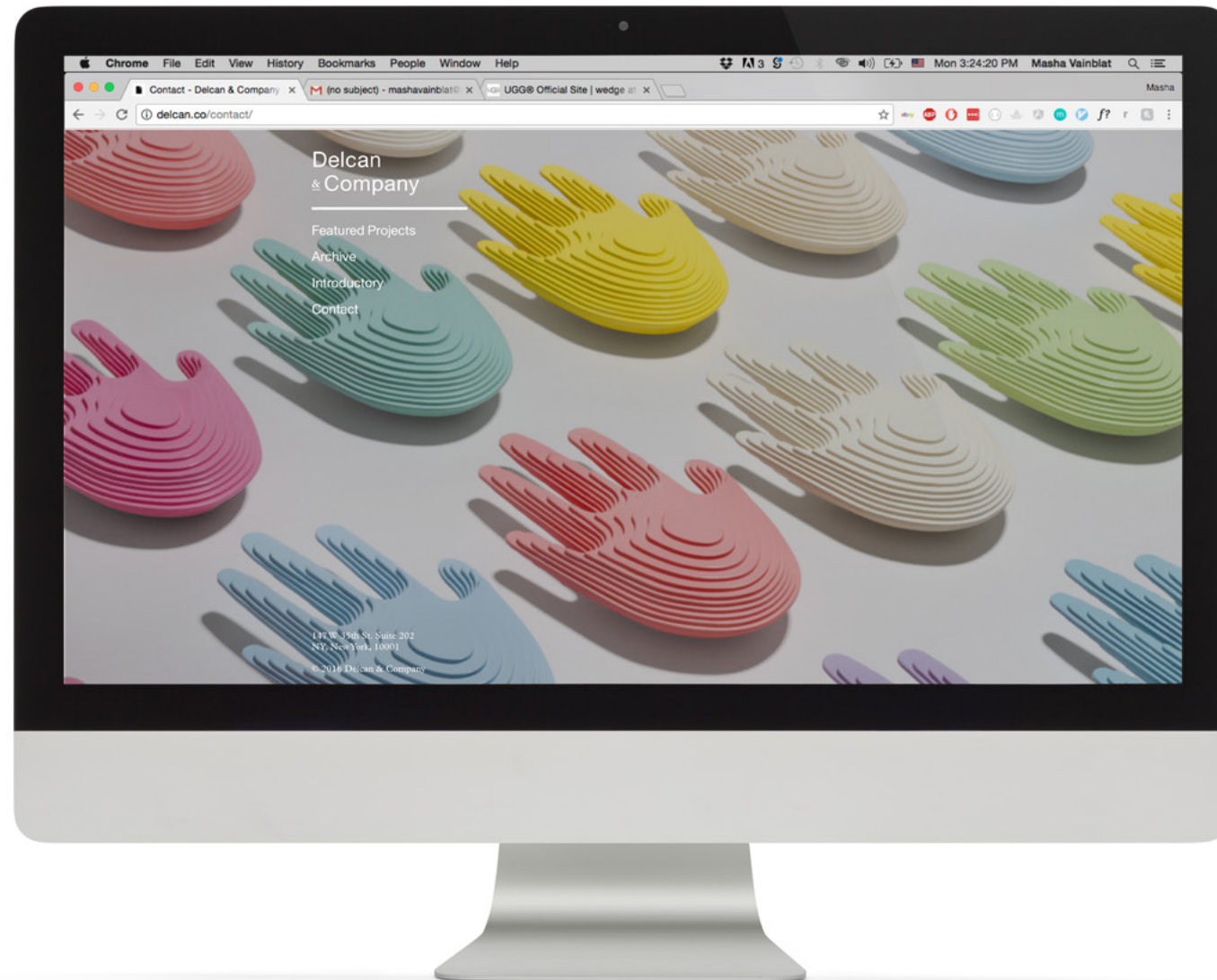
---

Full screen hero image creates an instant visual impact for the viewer.

A single featured project or slideshow of images can be displayed which allows Delcan.Co to be an ever evolving website. This image can be changed whenever you please.

Wordpress (if we continue to use it) has a plugin for a full screen background slideshow of images.

Header, navigation and footer remain as anchors throughout the website and are responsive friendly.

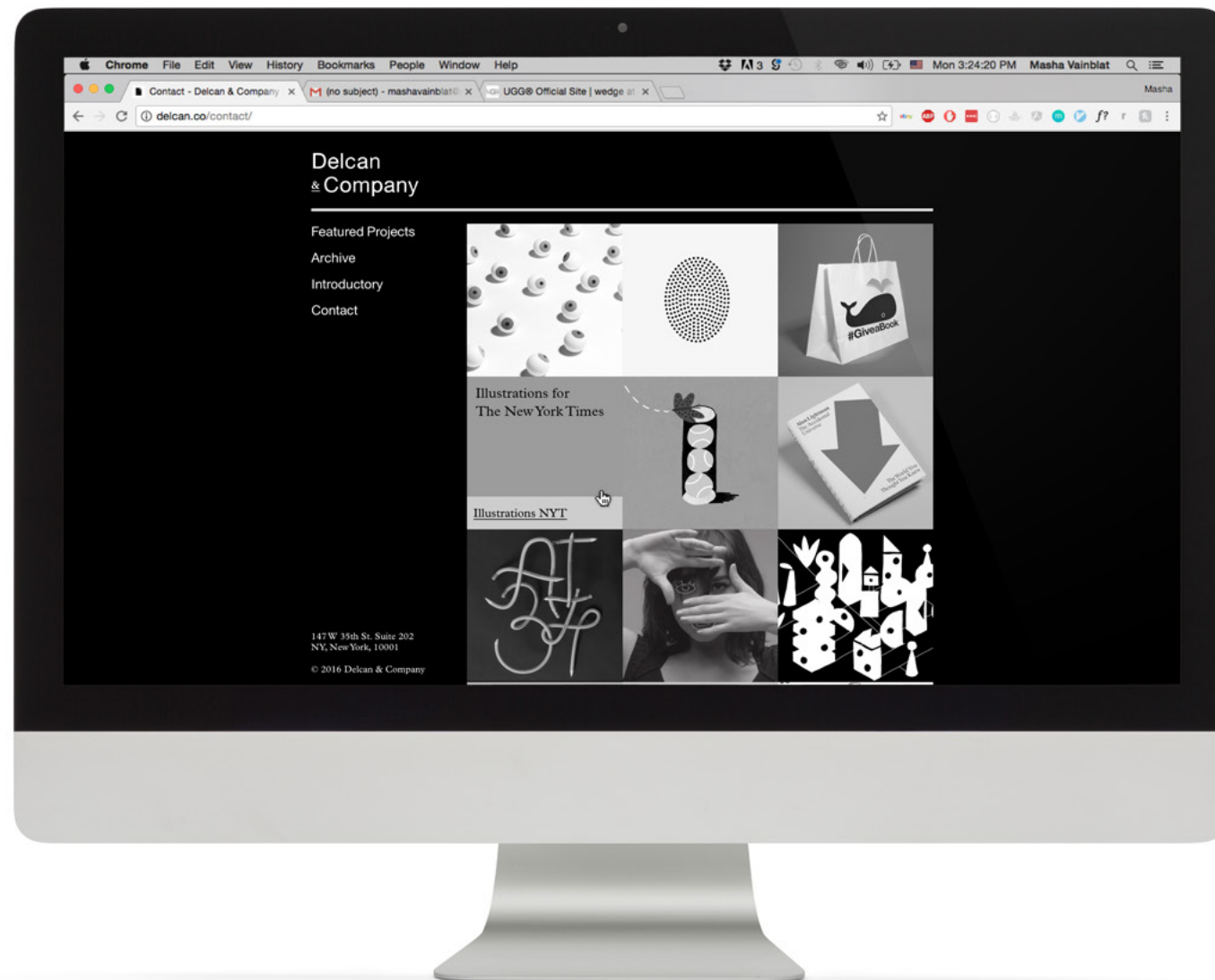


## Featured Projects

To remain true to the initial brand statement of using a minimal color palette, a simple grid of thumbnails shows each of the “featured projects.”

On mouseover, the title of the project is revealed.

Perhaps the color versions of the image also reveal on hover? Thoughts?





# Scroll

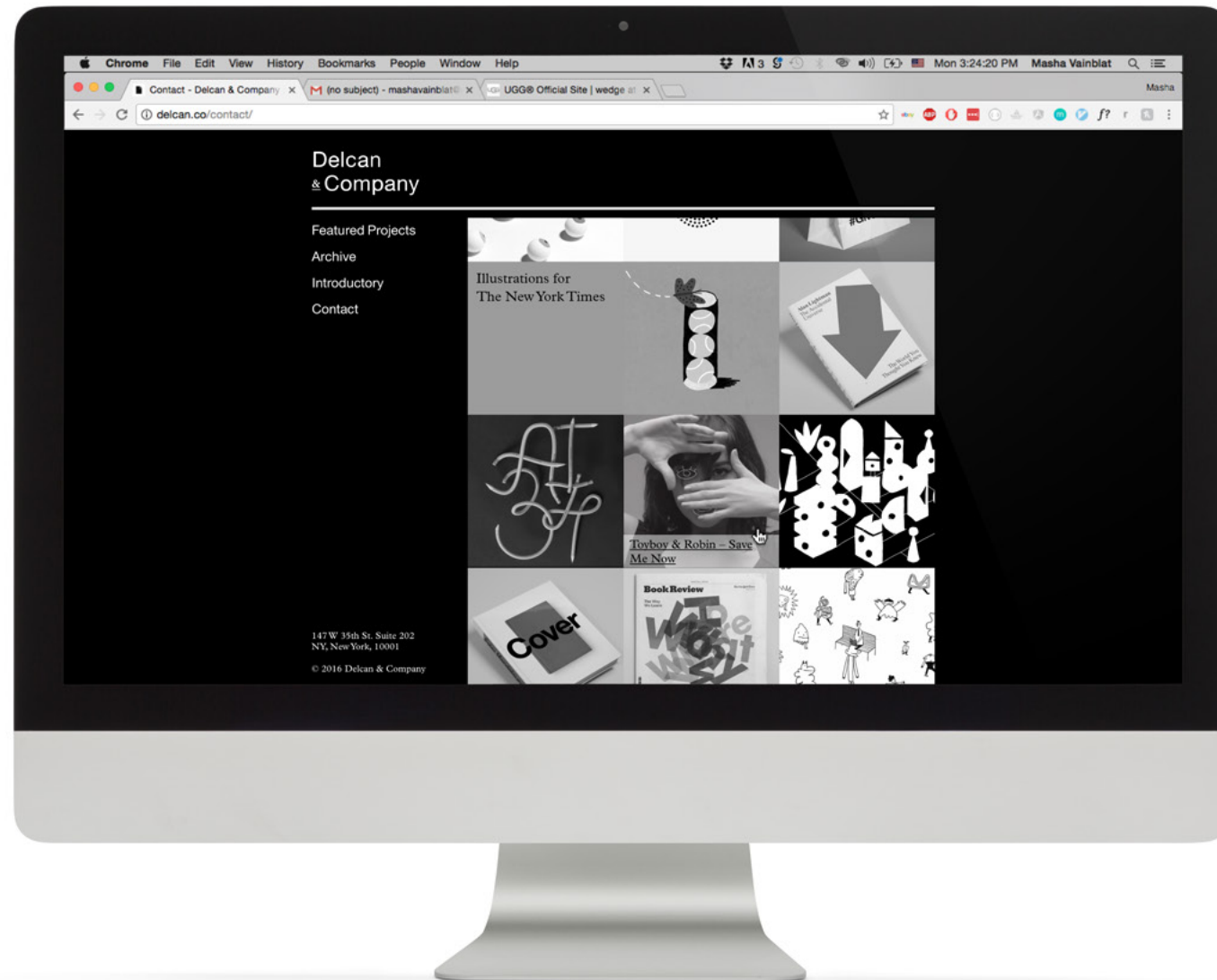
Scroll view of Featured Projects page where header, navigation, and footer remain in a fixed position.

fun fact/bonus :

Actual CSS syntax looks like this:

```
header{position:fixed;}
```

\*\*\* =D



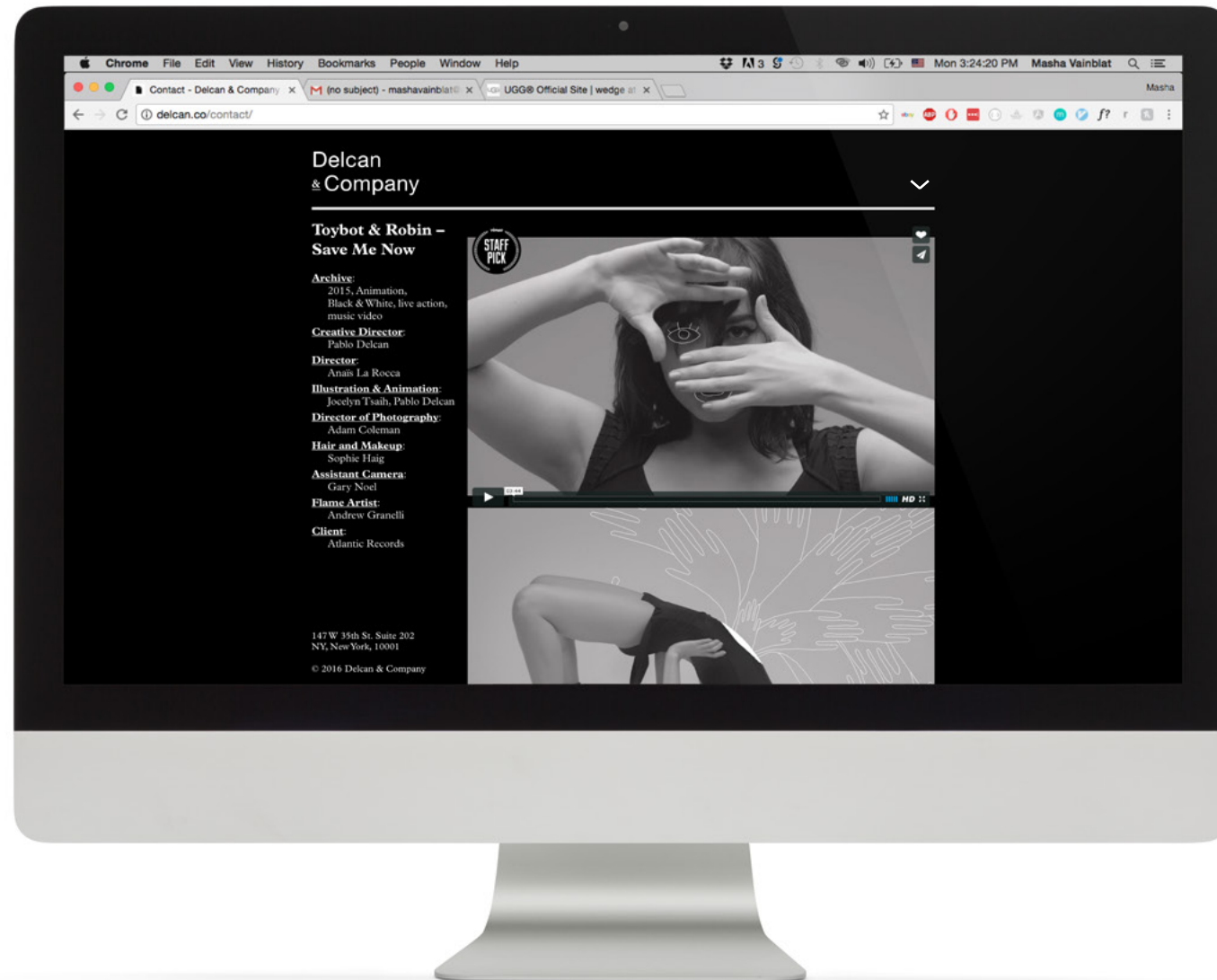
## Project Page

---

Project images/videos are visible upon scroll.

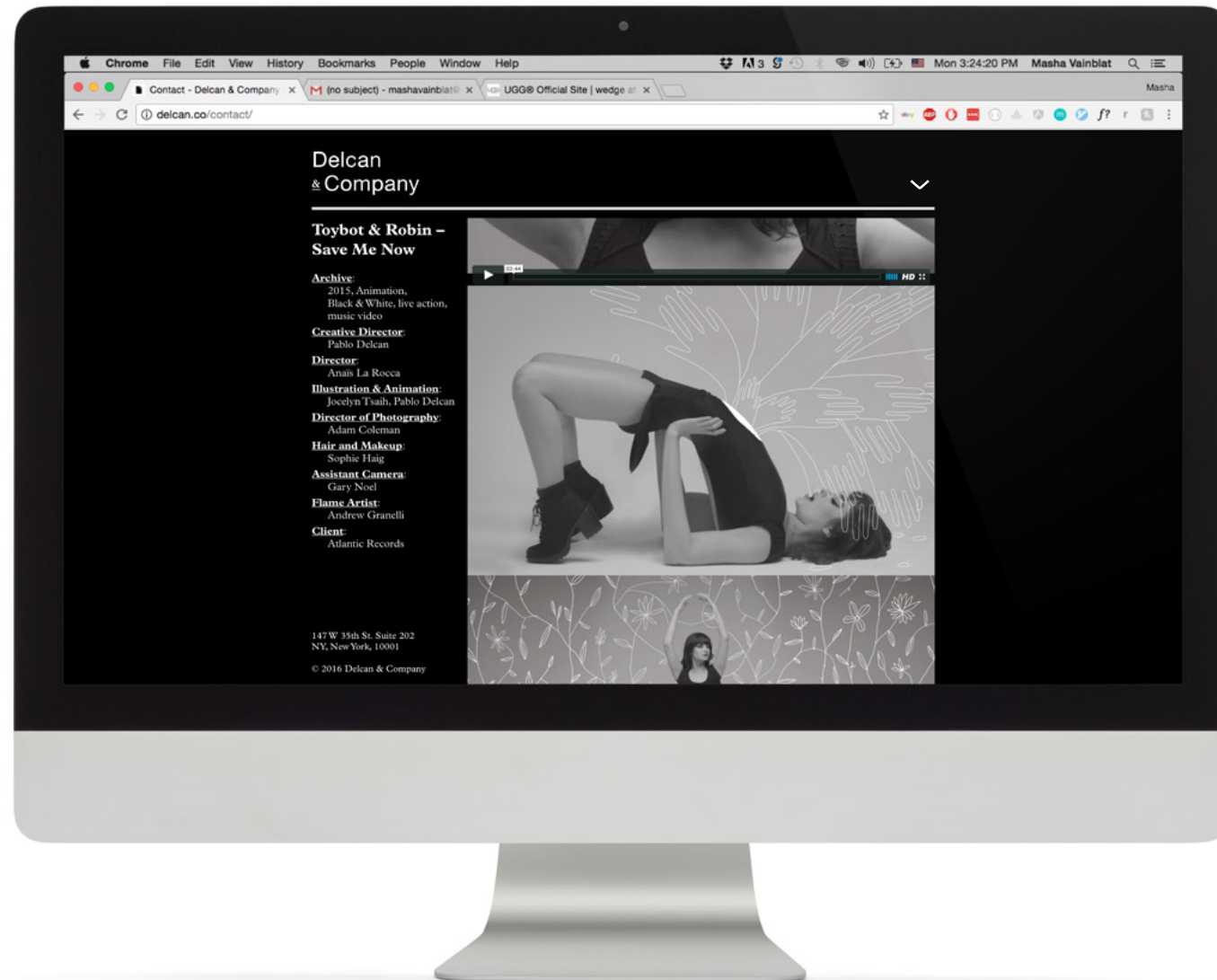
Project details and credits are anchored under the header.

Navigation menu hides and toggles on project page



## Project Page Scroll

Project images scroll while description, credits, header, navigation, and footer remain in a fixed position.



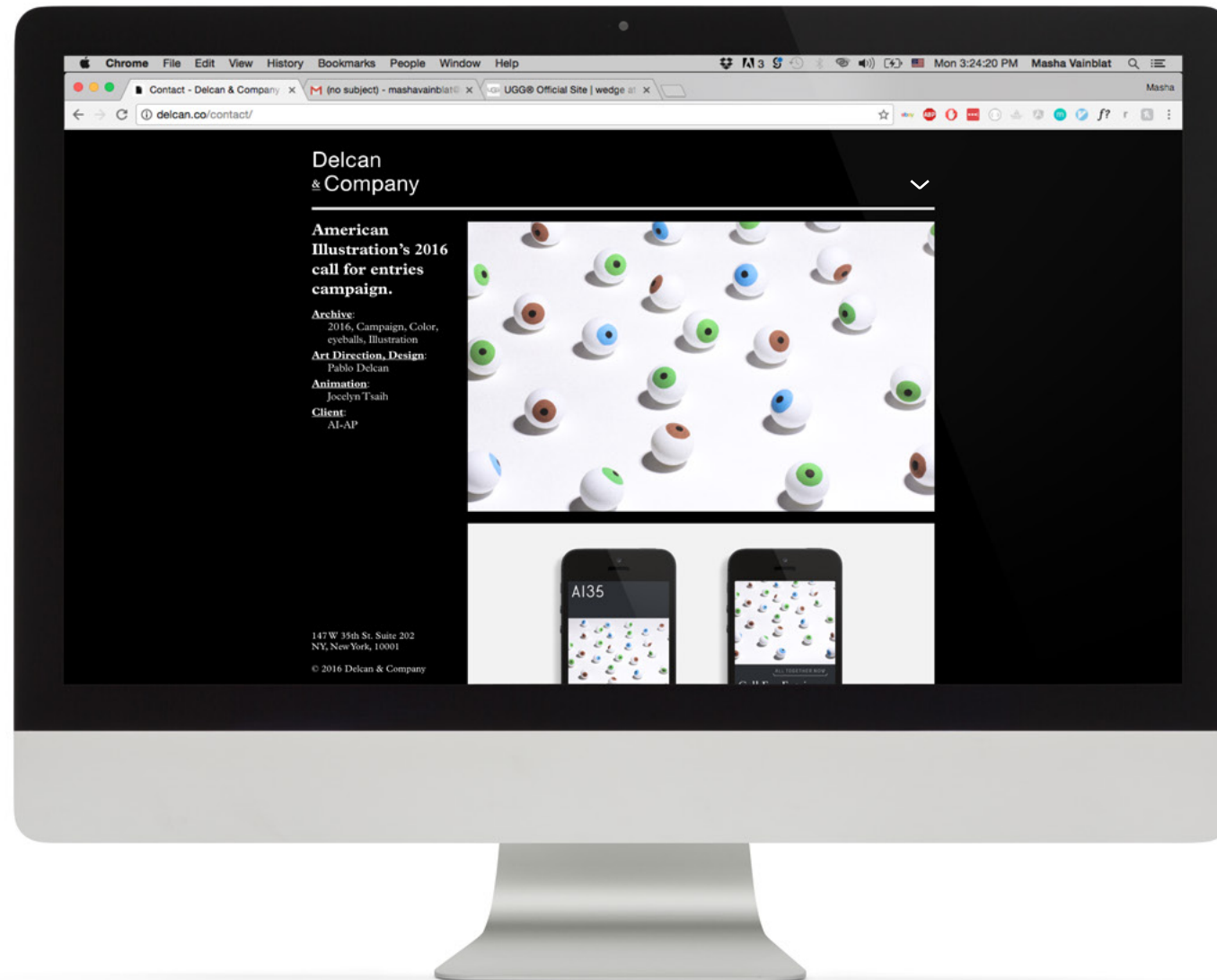


## Project with color

---

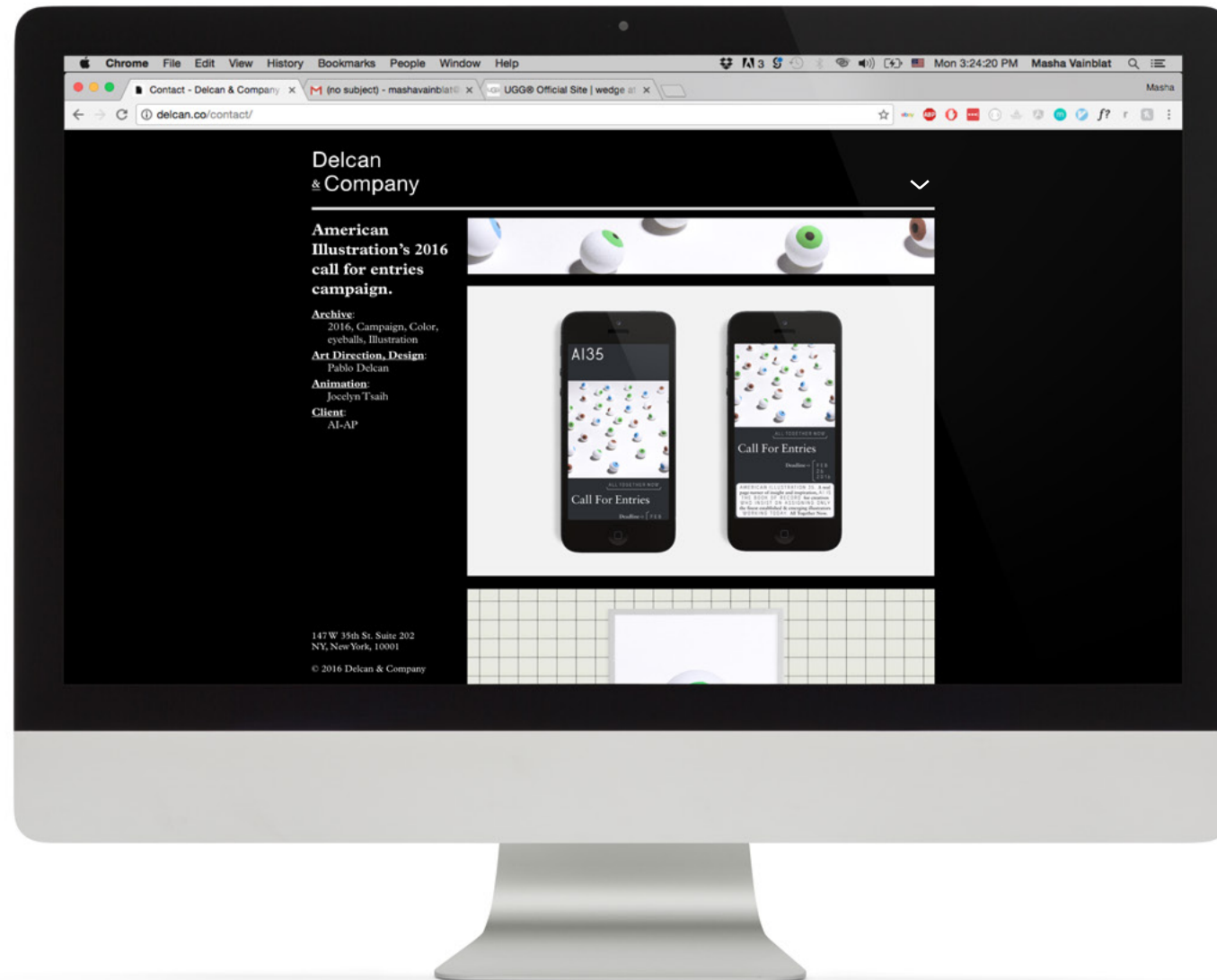
Previous project was grey scale so here is how colored images will look on the black background.

In web and digital design, there is higher contrast and easier readability when there is a dark background with light content.



# Color project scroll

---



**Version 2**

---

# Delcan & Company

Featured Projects

Archive

Introductory

Contact

American Illustration 34 Awards



NYT Magazine Cover



Hands



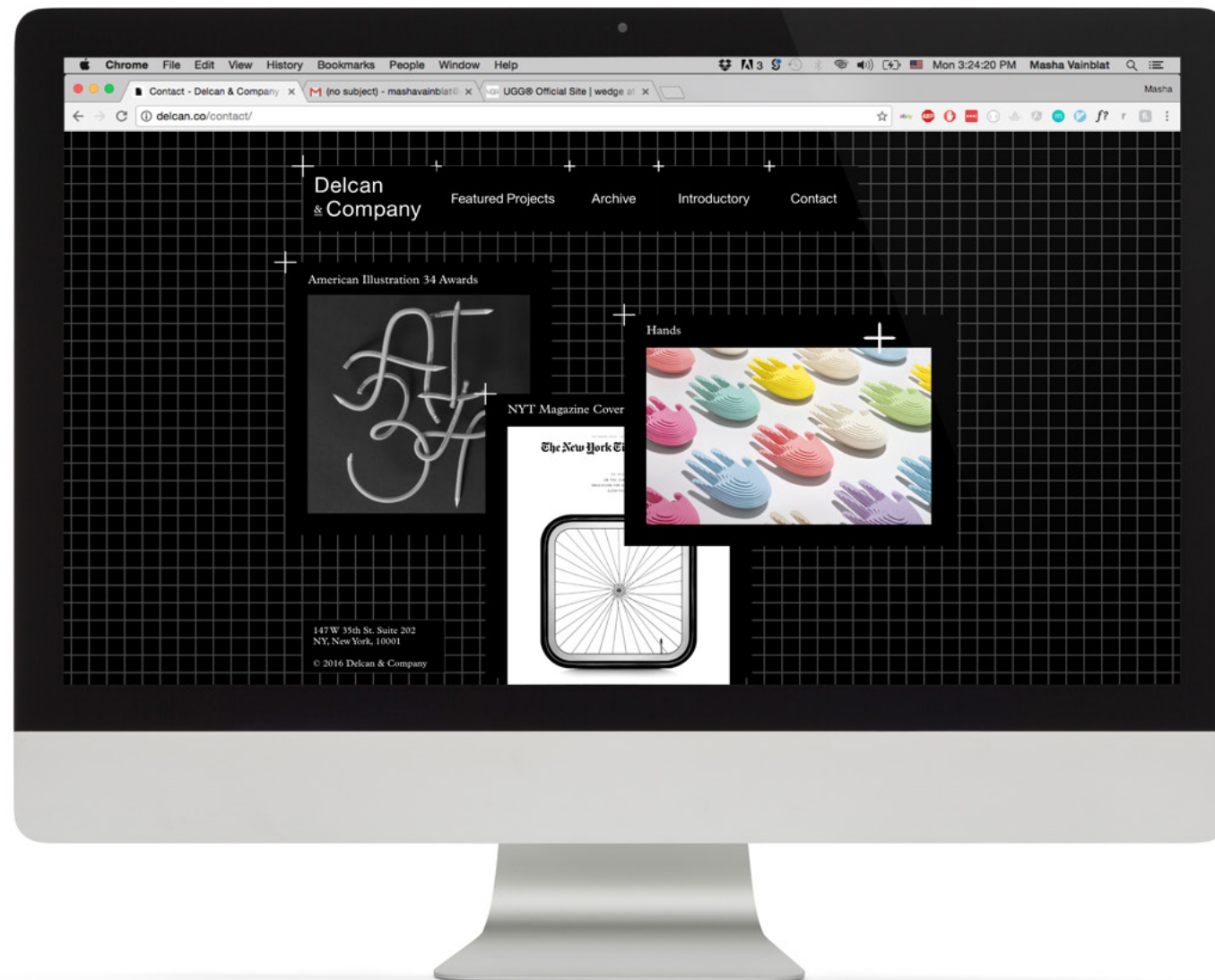
147 W 35th St. Suite 202  
NY, New York, 10001

© 2016 Delcan & Company

# Landing

Considering digital design is easier to read and view when there is high contrast with a dark background and light content, images and navigation are layed on a black grid.

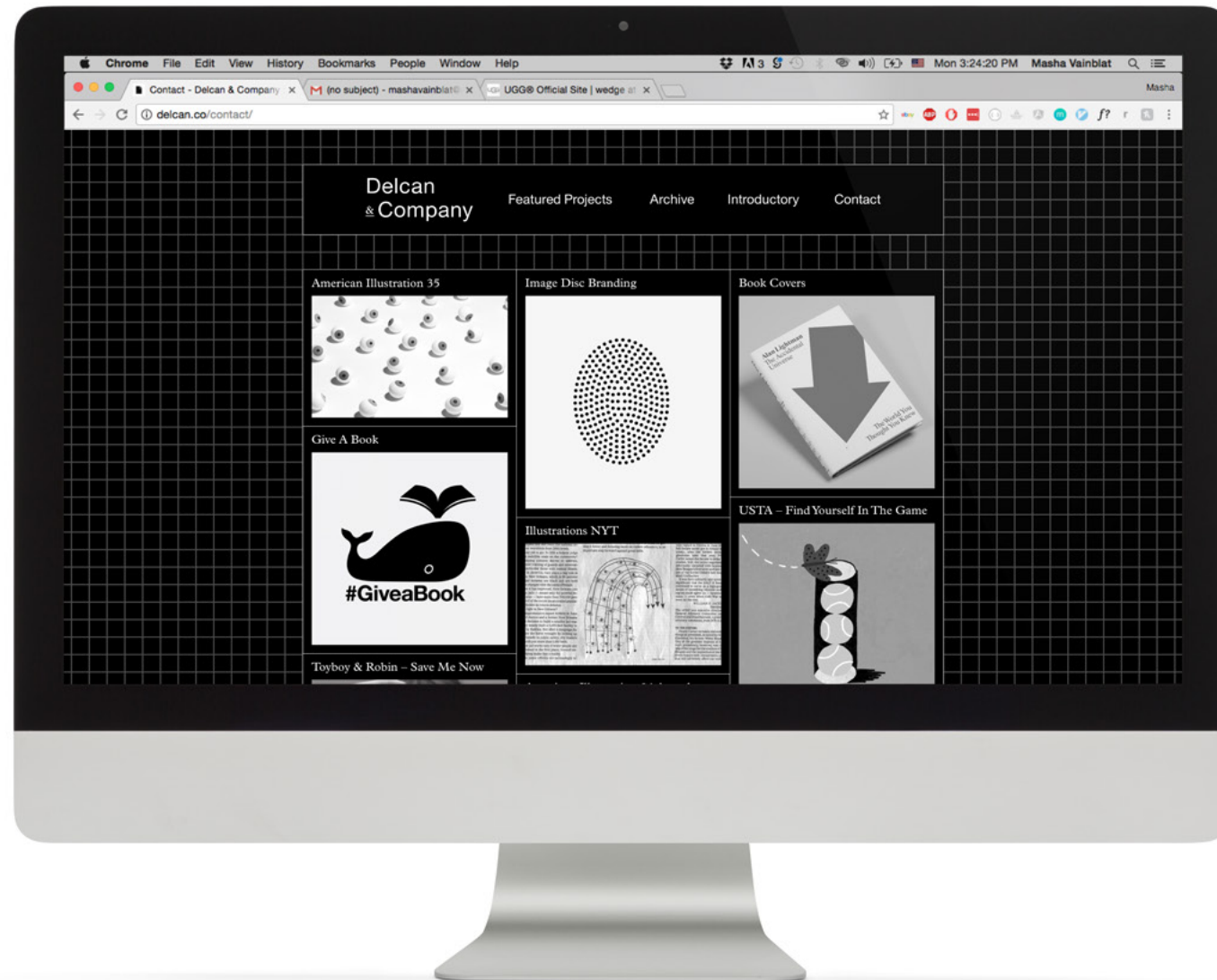
Featured projects of your choice are displayed and can be moved on the home page. When a project is clicked it sits atop the other projects and reveals the colored thumbnail.



## Featured Projects

---

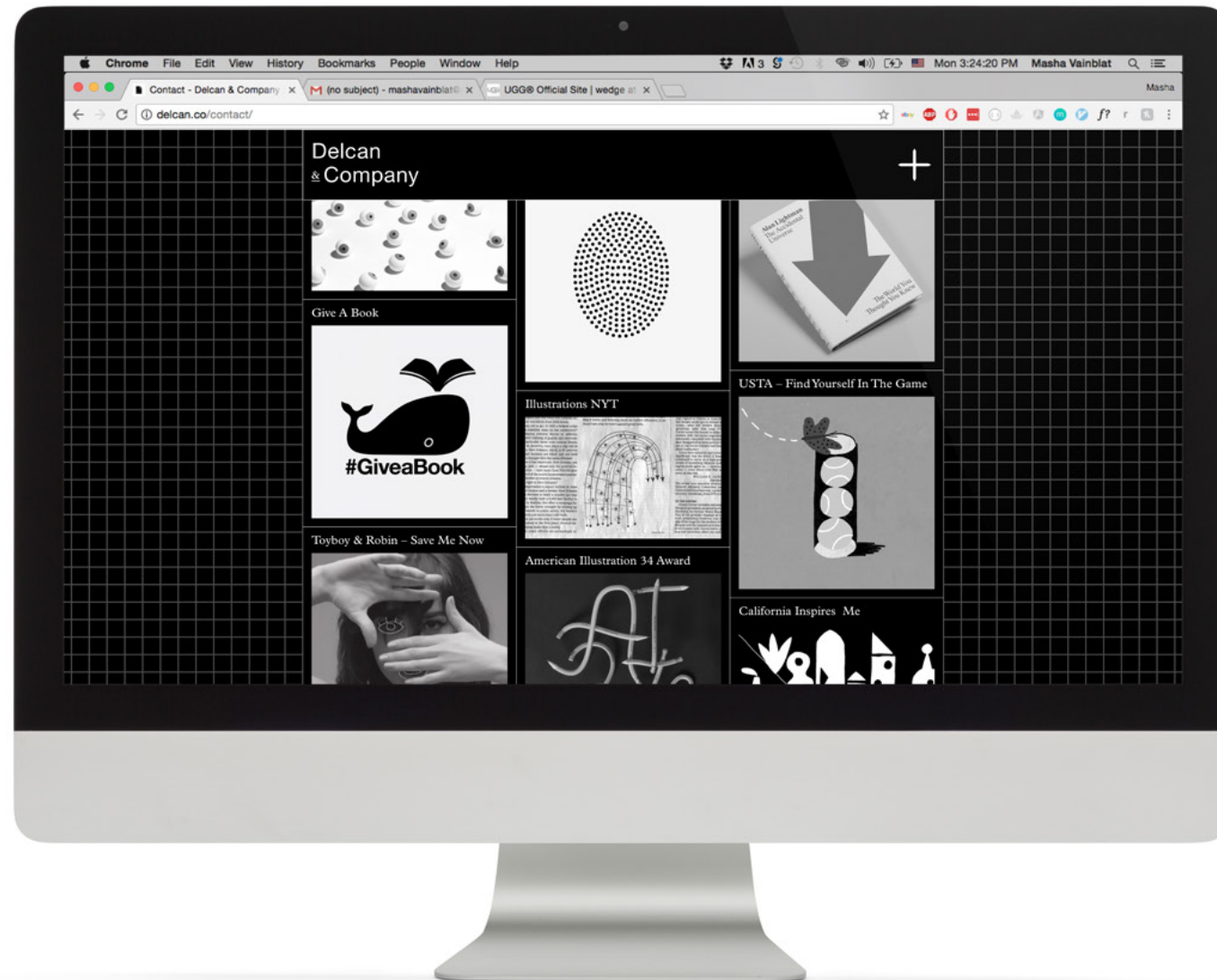
A flex-grid displays the Featured Project thumbnails.





# Scroll

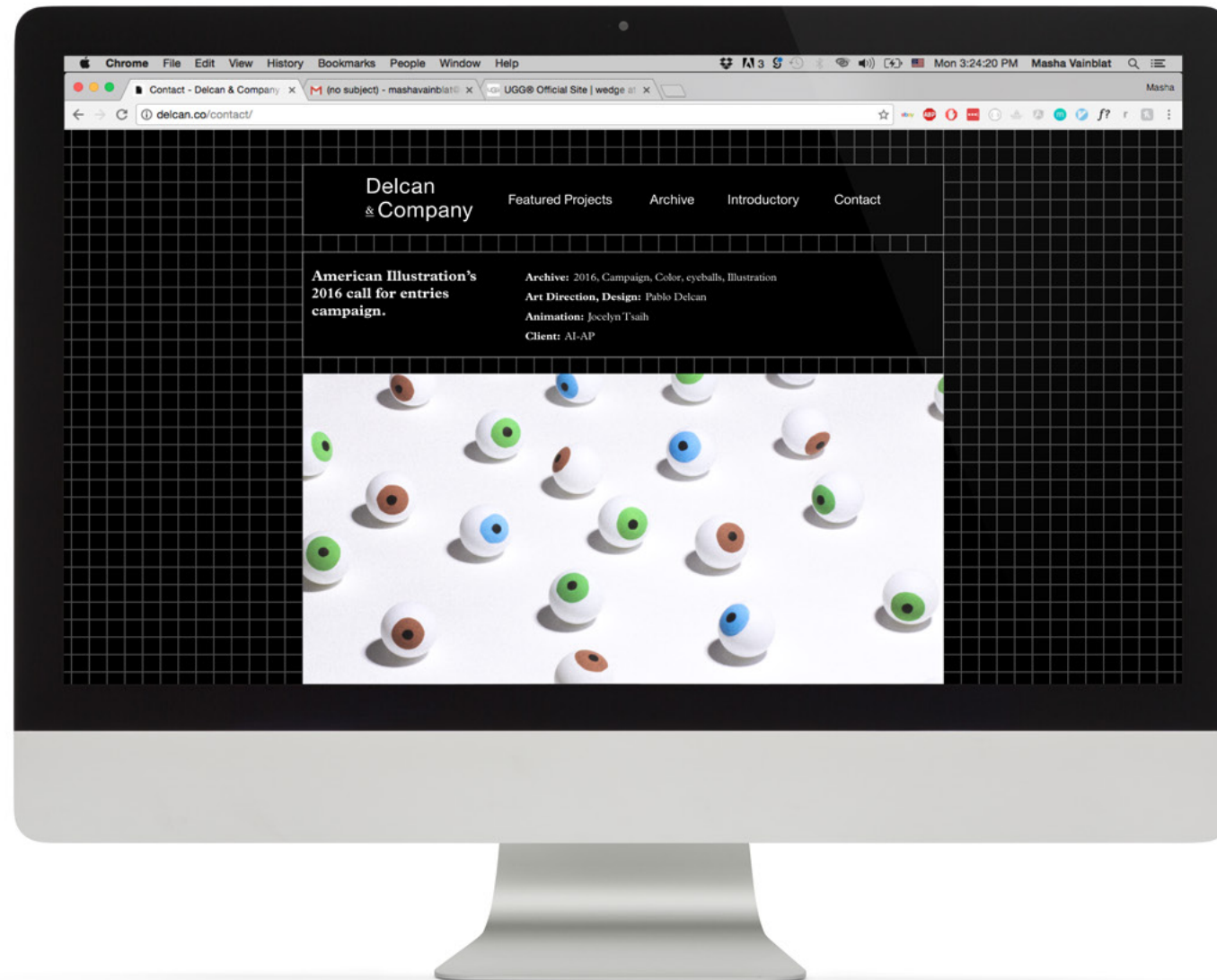
On scroll, navigation transitions to a menu toggle button.



## Project Page

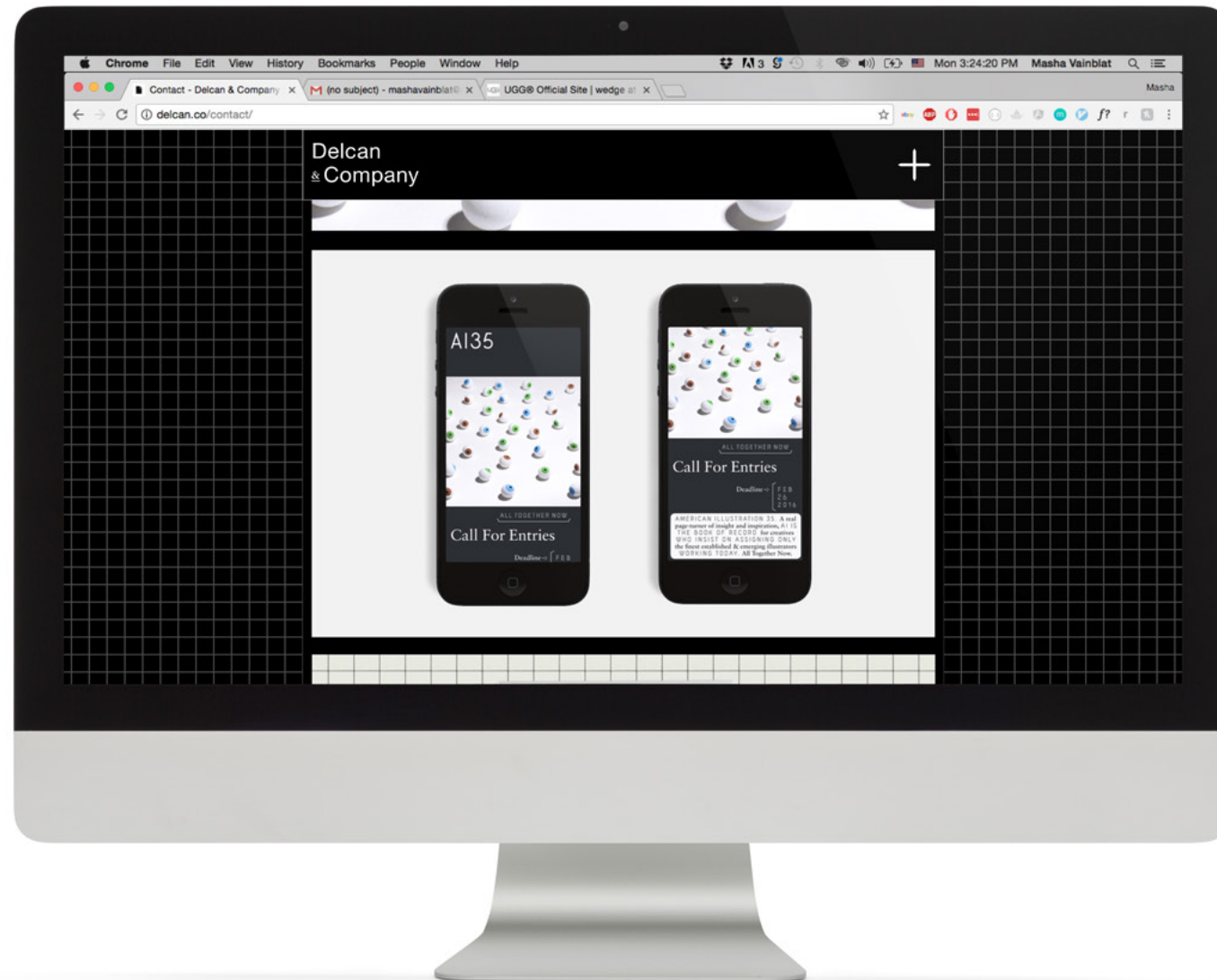
---

Since some projects contain 10+ photos, including description above the project images will be more effective. Current site contains static sized slideshow which allows for the description to nicely live below the imagery.



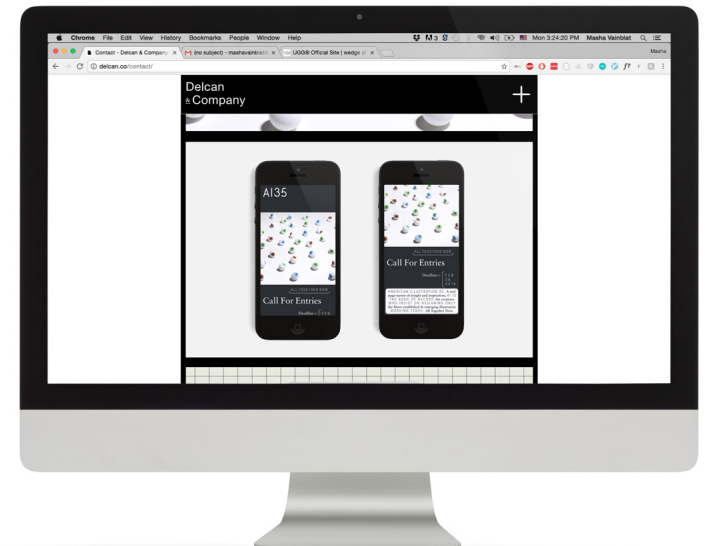
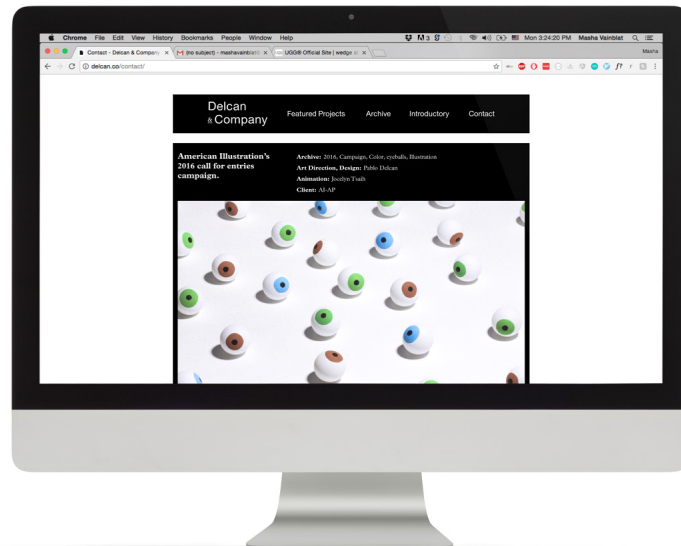
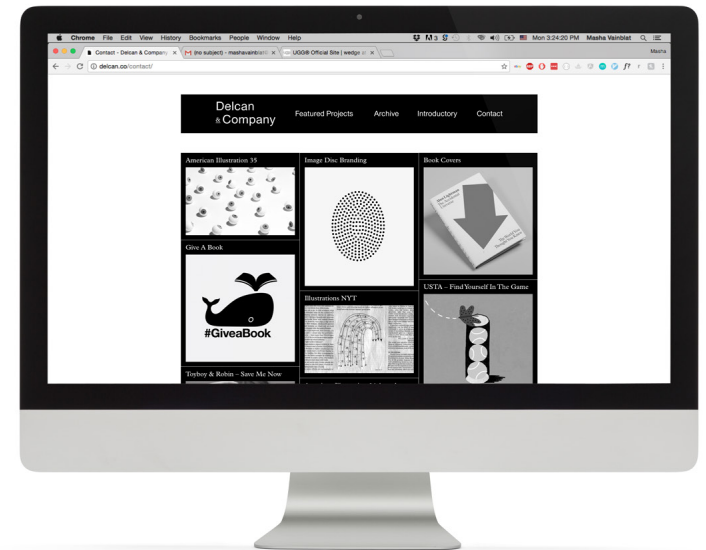
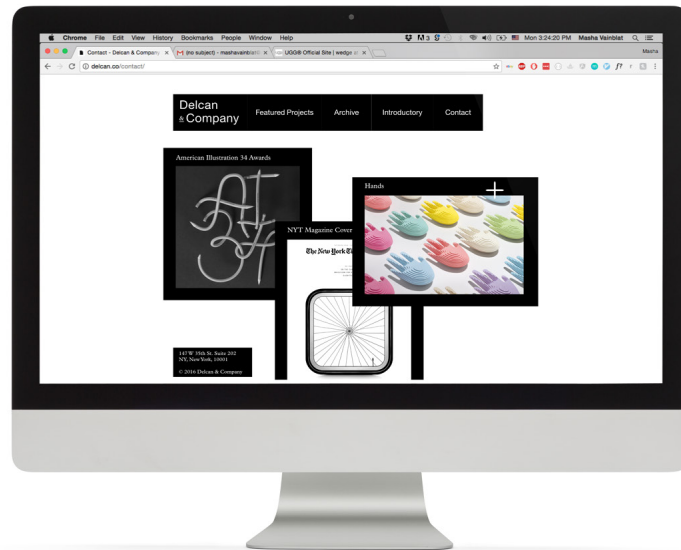
## Project Page scroll

---



# Blank Background

Incase you are feeling overwhelmed by the amount of black, here is the same design on a white background. Or pages can alternate.



**THANK YOU**

---