

Final Project: Site Plans

1. Site Plan

Purpose: Example of work for potential employers, networking tool, attracting potential freelance clients

Audience: Employers, friends/co-workers, potential freelance clients

User Acquisition: Word-of-mouth at this point, advertising in the future

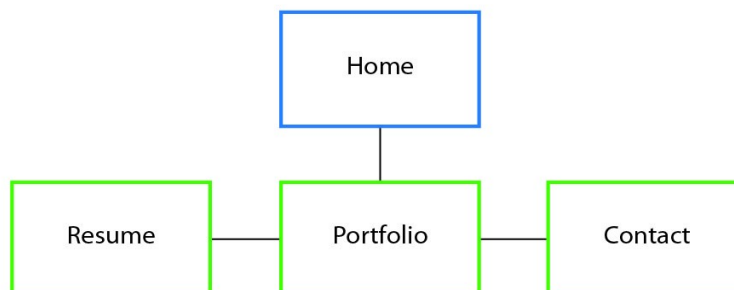
Content: Biography, Resume, Contact (where I can be found and where I currently work), Portfolio: graphic design, illustrations, logos, web, photography, special events or promotional work

Look and Feel: Clean, professional look, a mix of natural/subdued palette with pops of color, sans-serif typography for majority of content

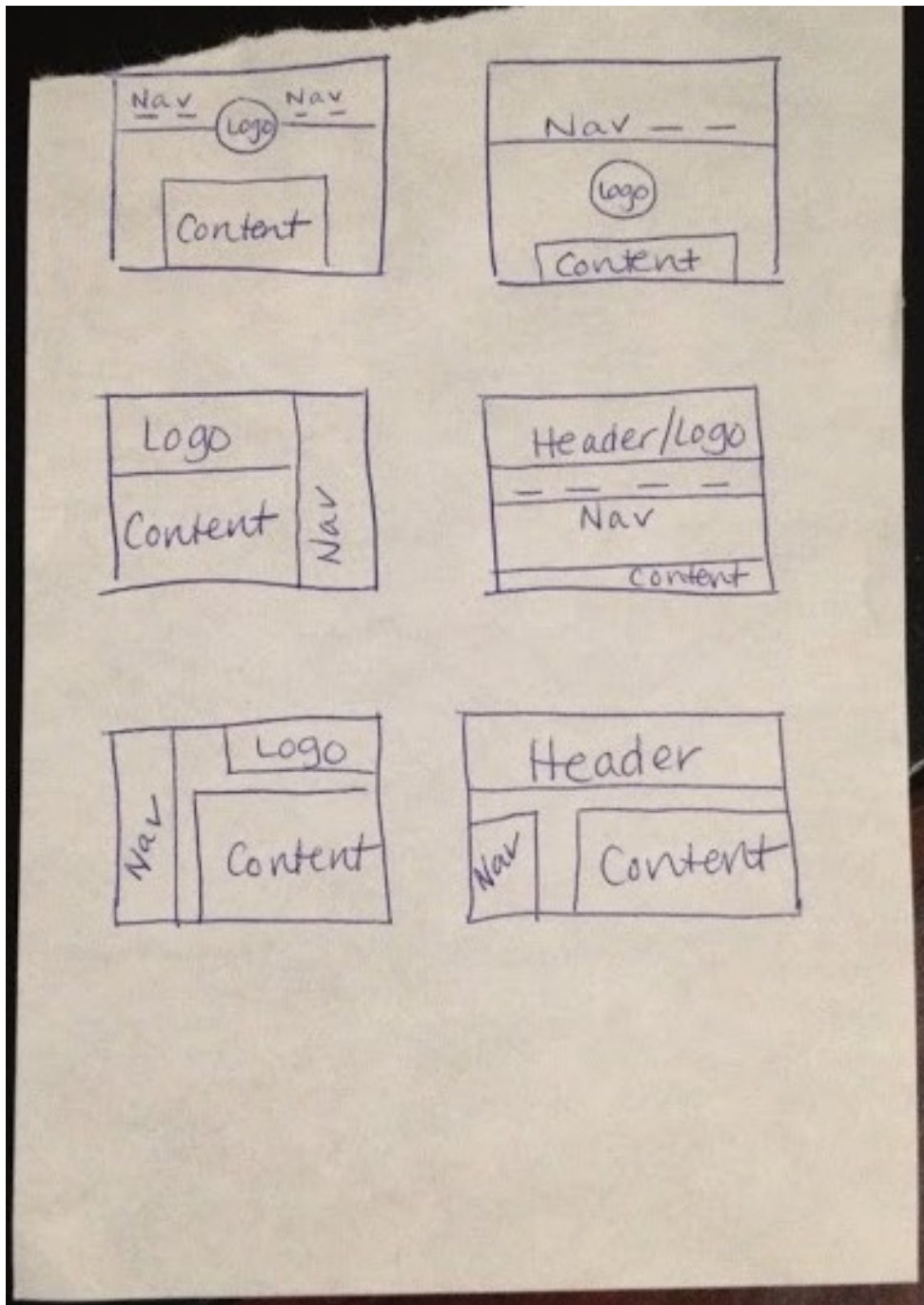
Layout: Navigation bar across the top with links to different pages, separate links repeated at the bottom of the page, clear headers to distinguish pages and sections

Schedule: Wednesday, February 26th: First rough draft, Monday, March 3rd: Final rough draft

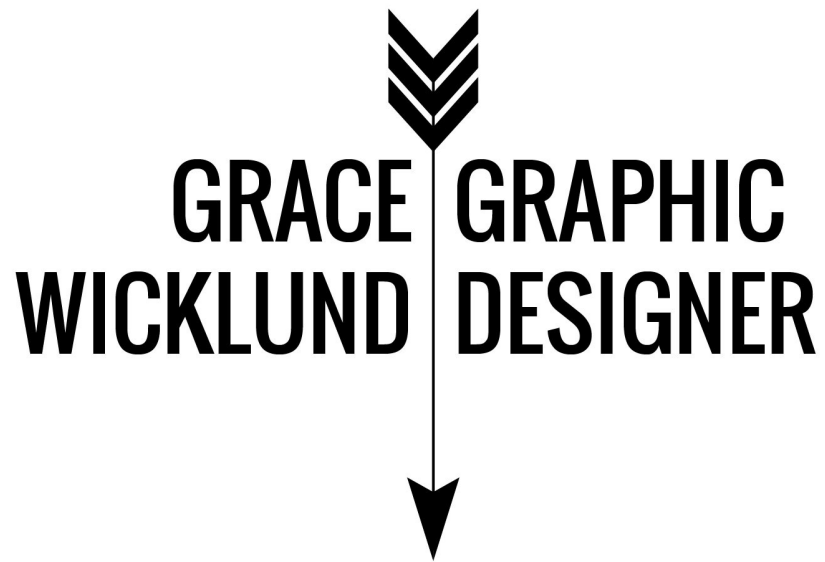
2. Flowchart



3. Creative Brainstorming



4. Rough Draft

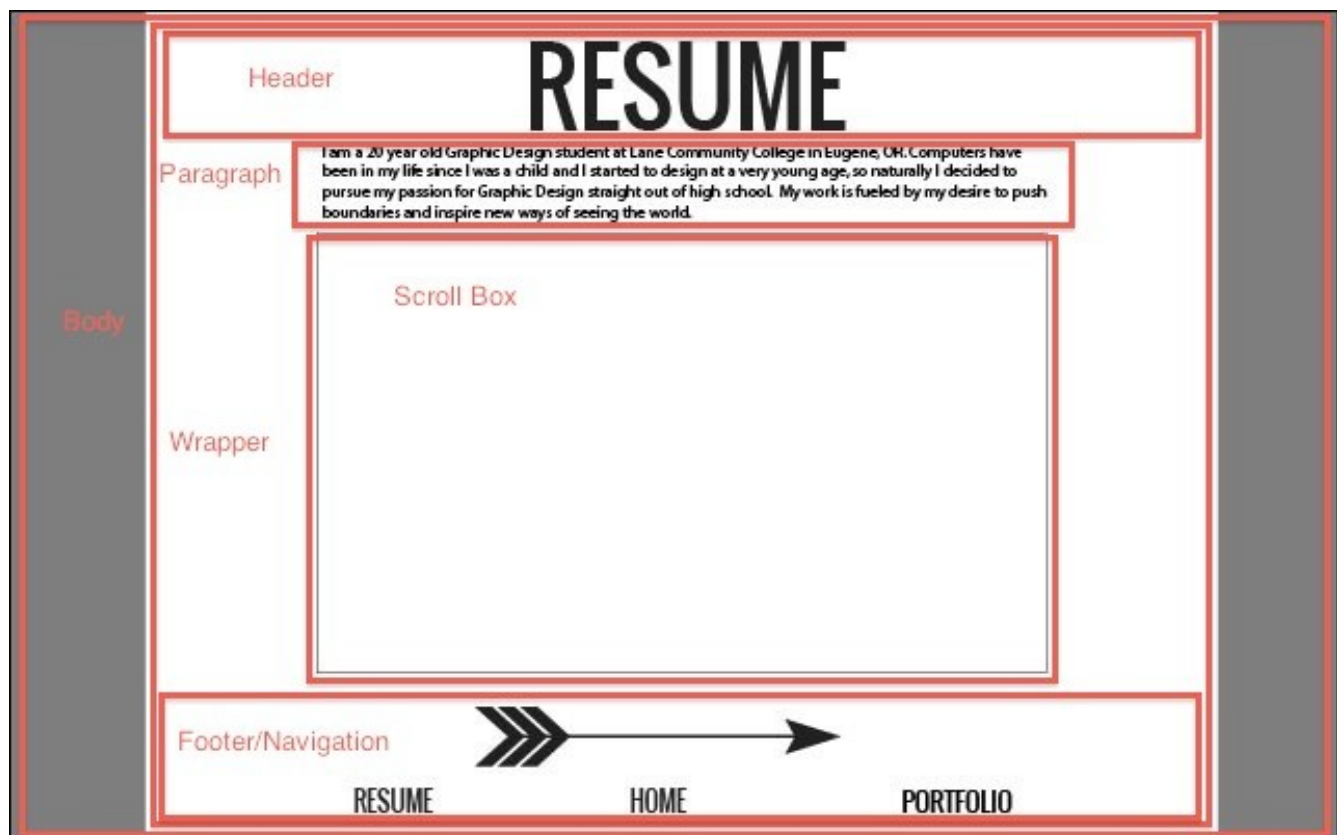
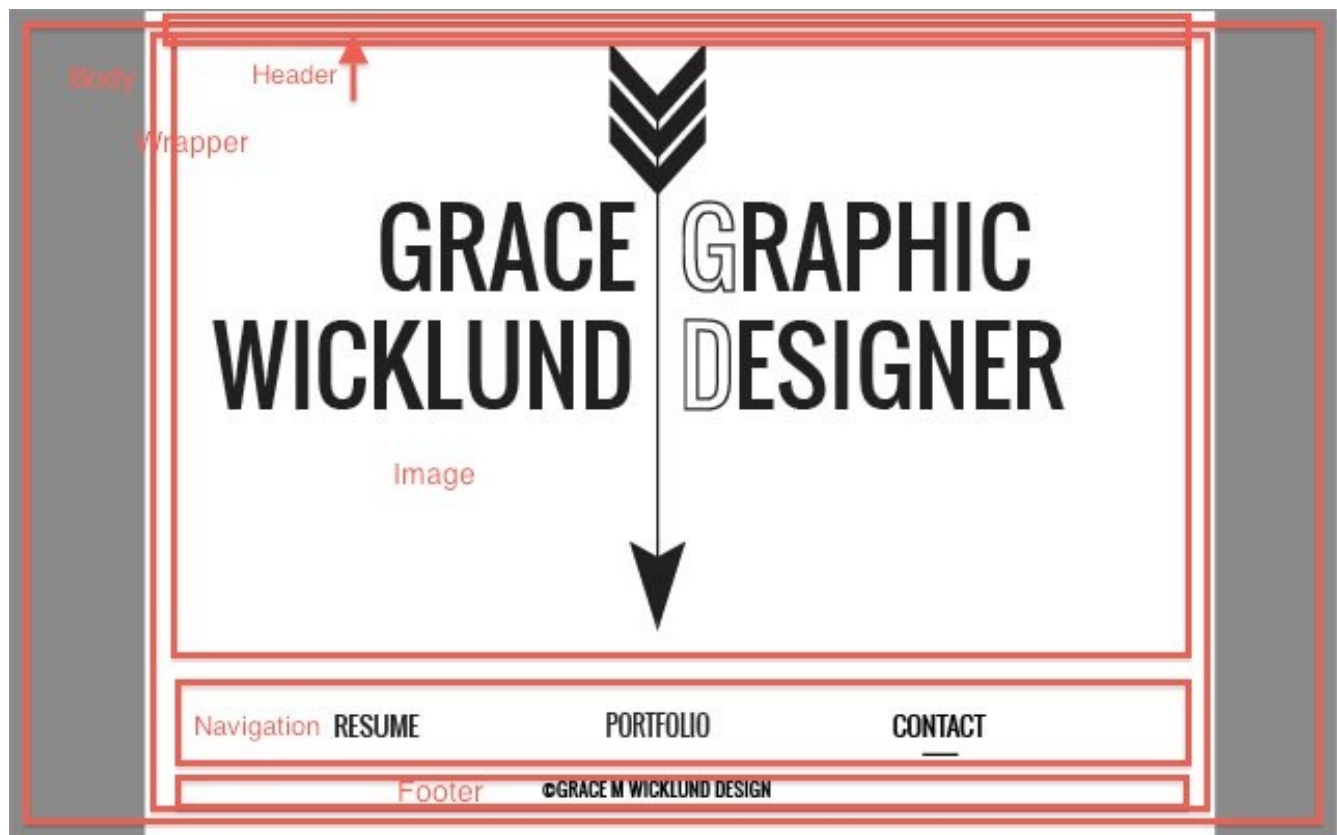


RESUME

PORTFOLIO

CONTACT

5. Translating Design to the Web



6. Marketing the Site

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<meta name="description" content="Hi, my name is Grace M Wicklund and I am a
graphic designer from Eugene, OR. I lean towards clean, modern and usable design. I
enjoy spending a lot of time creating original designs in Illustrator and Photoshop
as well as exploring new design techniques. I also love photography and I spend a
good amount of my free time taking pictures and exploring the world around me." />
  <meta name="author" content="Grace M Wicklund">
    <meta name="keywords" content="grace, wicklund, graphic, design,
graphicdesign, designer, portfolio, photoshop, illustrator, logo, art, logotype,
creation, inspiration, web, internet, layout, gracemwicklunddesign, project, work,
web, facebook, instagram, creation, webdesign, graphicdesigner, print, identity,
branding, professional"/>
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