

Meghan Kulkarni

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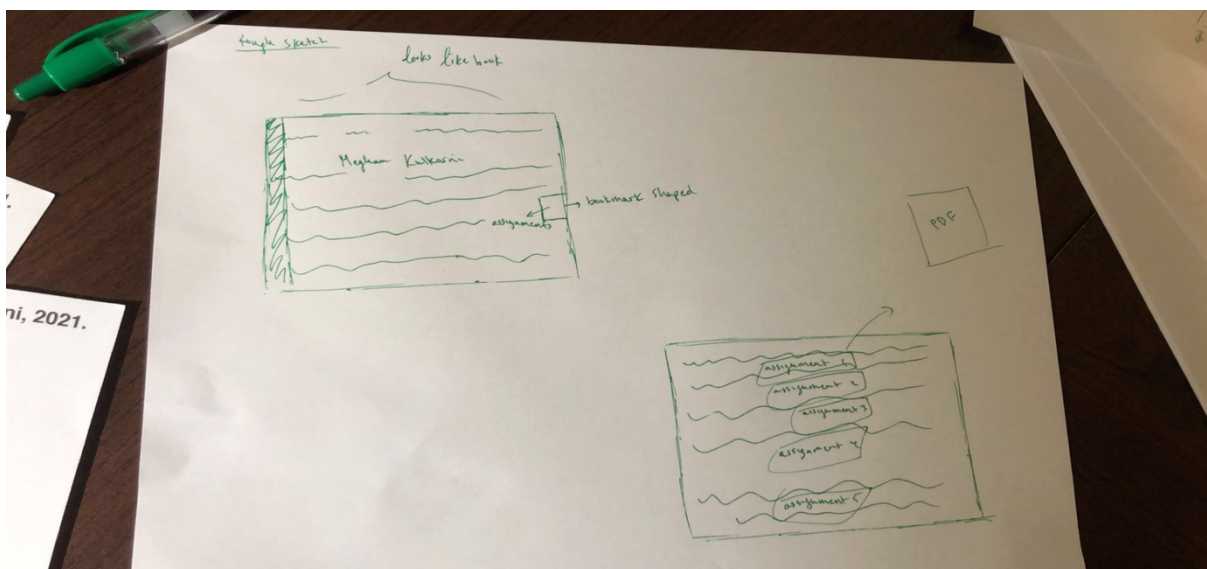
Experience and Interaction

HTML Concepts

Concept: The final concept of the portfolio is the page itself. The goal was to include part of my personality – Meghan means cloud; thus, the overall design of the portfolio is based around the concept of renaissance clouds. I have a very simplistic design style and tried to minimize false and hidden affordances - I prefer my designs to be direct and to the point. Thus, there are links to assignments on the splash page. Assignments that consisted of multiple parts, Assignments 4-7, received separate landing pages. As a business major and being new to the art world, I consider this portfolio to be a steppingstone into creative work.

I went through a couple of design iterations, all of which are vastly different concepts from each other. I noticed that planning actually prohibits my creativity. I am able to come up with creative ideas when directly working on an assignment. In other words, I work best on the job. Thus, many of my ideas tend to spiral into completely new ideas.

Rough Sketch: The initial idea for the web layout was to position it like a book. The tab directing to assignments would be the bookmark. When the bookmark was clicked, the assignment page would come up with the list of assignments. However, the bookmark would have been a hidden affordance in the sense that the user would not know that is the function it is meant to do.



Iteration 1: <https://xd.adobe.com/view/3c0a0b4a-af48-4d04-b8f5-12d604005034-6959/>

I tried to capture my personality in the sense that I liked linear lines and I feel like my thinking is very linear. I edited the image on photoshop in a way so that there was a “faded” section for my name. The menu was standard – at the top of the page – very visible mapping. However, the assignments page would lead to another page with all the assignments on there. Following the critique of my peers, I decided to not pursue this design.

Iteration 2: <https://xd.adobe.com/view/3c0a0b4a-af48-4d04-b8f5-12d604005034-6959/>

I decided to go back to the book concept from my rough draft. Having studied in boarding schools during high school, I was very inspired by the concept of “dark academia” which is a color palette of dark red, grey, navy, and black. The leaflet pages at the bottom of the screen would have been page icons that led to the assignments. However, I had only positioned the pages for 4 assignments. Knowing there were more incoming, I needed to change my design to something more practical.

When creating my final, I decided to start from the HTML and CSS itself. As I was coding, the idea to create a cloud themed portfolio struck me. My simple HTML/CSS had the cloud elements in the background with the assignments listed in a row. I was still getting familiar with HTML / CSS at the time



For the end portfolio result, I further developed this concept. I placed a cherub, edited the background, included animations, and I also created separate landing pages for assignments with more than one part.