

Creative Brief

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PROJECT OVERVIEW

Summary of Project

I created a portfolio website which displays my skills in design, photography, painting, journaling, and coding. I am interested in many different forms of art, so this site incorporates all of them in one place. I hope to pursue a career in digital media which allows me to combine multiple of my interests, so I wanted to create a website highlighting my diverse skills.

SITE OBJECTIVES & GOALS

Why did I create this site?

My hopes for creating this site is to have a visual form of media containing a collection of my artwork that I could share with others. All of my art photos and files were scattered in many different places on my computer, so my site combines them all in one easy, accessible location. I want my site to attract potential employers who see my skills in art as well as are impressed by my coding skills.

AUDIENCE

Who is the intended audience?

I intend for this website to be shared with potential employers as well as family and friends interested in seeing my work. I also created this website to benefit myself and for me to look back on my past work. However, I wrote the content on my website for people who have never met me before since I want to attract employers. So, my site is competing with other people applying for the same job positions I am. I hope for my site to portray me as unique for my creative abilities which will help me stand out from the crowd.

INSPIRATION

- <http://cristinawashere.com/>
- <https://aspynovard.com/>
- <https://margotlee.com/>
- <https://kaylablogs.com/>
- <https://www.creativelylauren.com/2016/04/>

MESSAGE

What is my site saying?

I chose a clean format and styling choices for my site since I want users to focus more on the content of the site rather than be distracted by the page design. I stuck with a clean, organized design especially with my heading and nav bar. I want the site to come across as an interactive resume that appears professional while being creative.

SITE CONTENT

What is on my site?

My site contains six pages containing my work. The About Me pages gives basic information about my background. I feel that the About Me is crucial in my site since not everyone viewing my content knows who I am. I also have pages displaying my graphic design, photography, painting, and journaling pieces. My last page incorporates my knowledge in Javascript.