

## Overview

### MI 349 Pre-Production Steps

1. Pitchboard/One-pager
  - Define problems and constraints
  - Short(1-2 sentences) and longer(4-6) elevator pitch for your project
  - 2-3 personas
  - 2-3 competitors in a comparative analysis
2. User Flows
  - Optional
  - Talk through primary actions of a website. Can we make things more efficient?
3. Copyright or Content preparation
4. Wireframe
  - Paper prototype and iteration
  - Lo-Fidelity page designs
  - Can include content
  - Should inform general layout of content
5. Comps or Style Tiles
  - Style tiles are a deliverable consisting of fonts, colors, and interface elements that creates an essence of the visual brand. They take less time, so you can create options
  - Only after all the previous is done, now you can start design
  - Full-fidelity design comps that look as close to the final project as possible
  - Brings everything together(style tiles and wireframe)
  - Photoshop, Sketch, and Figma
  - [dribbble.com](https://dribbble.com)
6. Coding

### Important parts of a Portfolio Website

- Name
- Who I am, what I do
- Contact info
- Work showcase
- Professional vibe

### Problems/Constraints

- No real constraints(consider adding an interesting invisible constraint that could be an interesting conversation starter)
- Not much work to put on portfolio
- Need a term a define me that displays my interdisciplinary talents (UX Designer in Data Visualization)

## Pitchboard

### Short

A personal website that represents me, showcases my strengths and my work, and leaves a positive impression on those that interact with it.

### Long

A portfolio website whose goal is to set me apart from others in the field with unique design choices. It will define me under a title which will be determined, but still leave a lasting impression that displays my interdisciplinary talents in UX design and computer programming. It should include or hint at my professional and personal goals in a way that makes users interested in learning more about me. The website will include links to my online presence in places like LinkedIn and GitHub.

### Personas

The current iteration of this website is designed with only two people in mind.



**Andy**

The Recruiter who Knows Me

This is a recruiter who I have personally spoken to. They are interested in learning more about me. They are familiar with some or all of the elements presented, but the website should reinforce their impression and make it clear how they can contact me.



**Shelby**

The Recruiter who Doesn't Know Me

This is a recruiter who has not met me. They are looking into me because they stumbled upon my LinkedIn or I submitted a job application online. The website should leave them with a complete impression of what I am like and ideally would inspire them to contact me.

## Comparative Analysis

### Adham Dannaway

<https://www.adhamdannaway.com/>

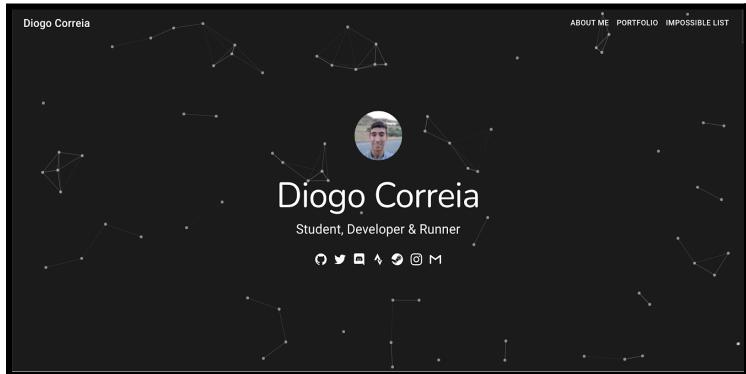
Adham Dannaway has an incredible website that confidently presents himself as both a designer and a coder and does so (on his front page) in a fascinating way that immediately grabs my attention. The pieces to pay attention to for my project are his page and portfolio.



I think this a fantastically designed website, but there are some pieces I personally don't love. The portfolio pieces are presented in a small fashion and don't really grab my attention. The about page does a really good job at portraying what Adham is like as a person. Another minor con is Adham's name is never front and central on the website.

### Diogo Correia

<https://diogotc.com/>



Diogo is a student in Portugal, who has a lot of impressive feats to present on a website. His website is very well-designed, displays an incredible adeptness in programming, and paints a very compelling picture. The dots and lines on the front page weave on bob in a very pleasing manner, but as discussed in class, could present issues for technically challenged machines.

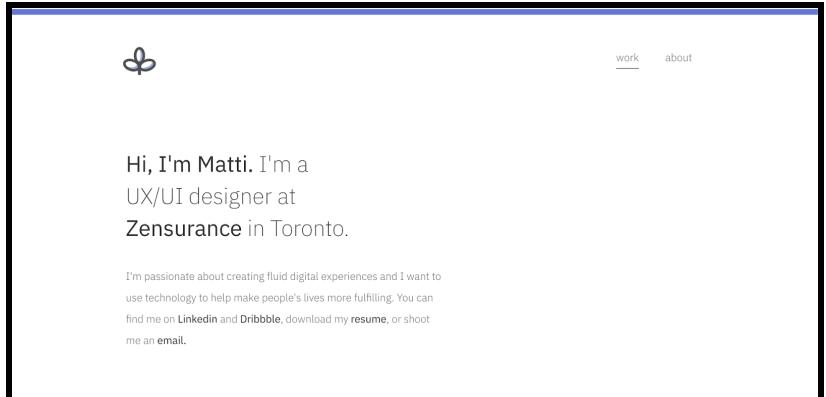
Diogo presents his professional accomplishments in a timeline format, which is a really good way to see what he has accomplished and see what he's doing right now. He also presents his personal goals (and the ones he's accomplished and when) in his Impossible List, which presents him as an avid runner. I do think his face should be more visible.

**Matti Scherzinger**

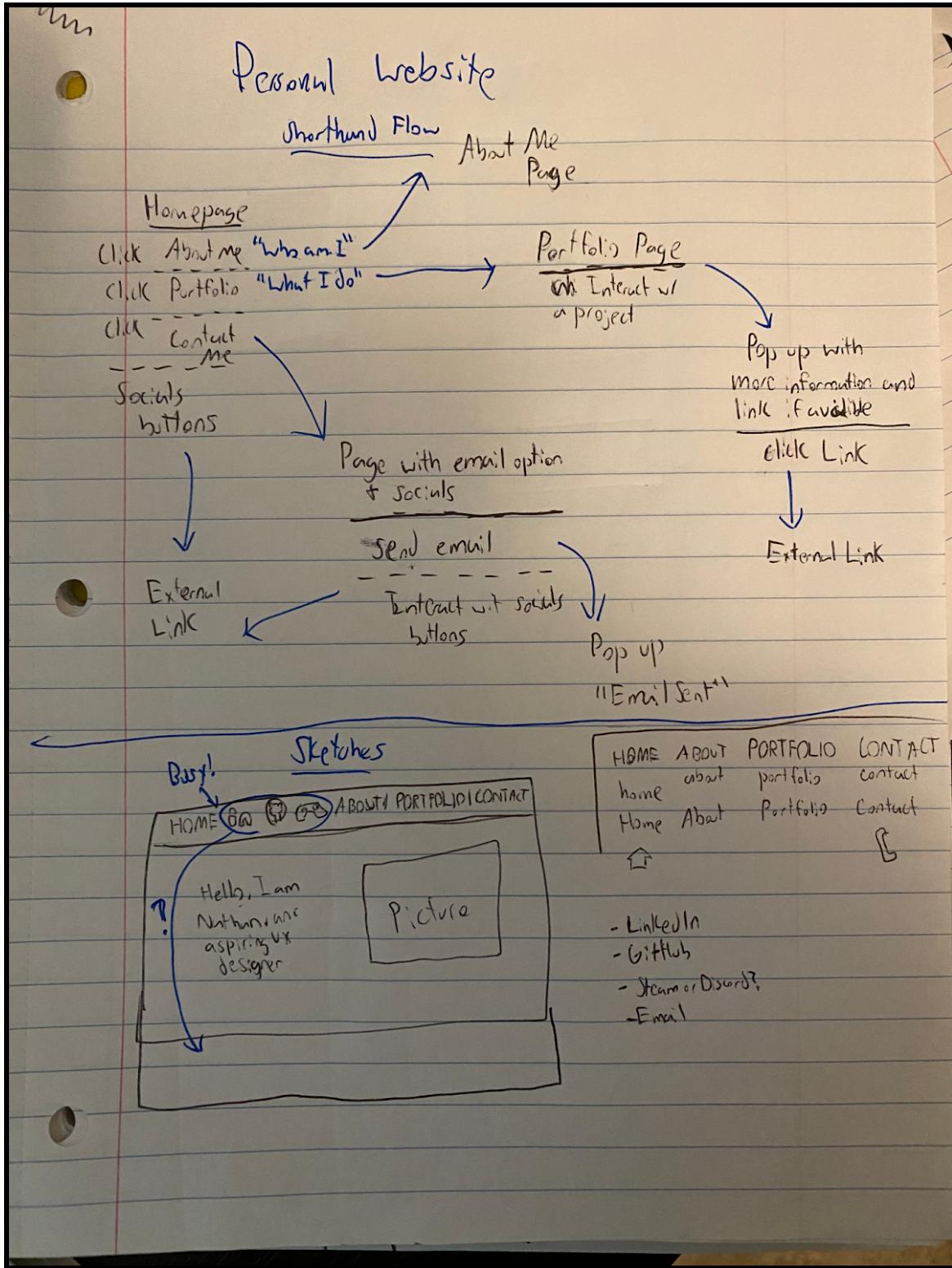
<https://www.matti.design/>

This is the kind of design I think most attainable for myself, it is simple and clear. It gives an overview of what Matti has done and who he is. Though the website does have some glaring issues. It is a little difficult to understand what all interactive elements will actually do, and there is a formatting issue on the footer of his page. Also I am uncertain what the logo in the top left is supposed to represent. I thought it might be the company he works at, but it is not.

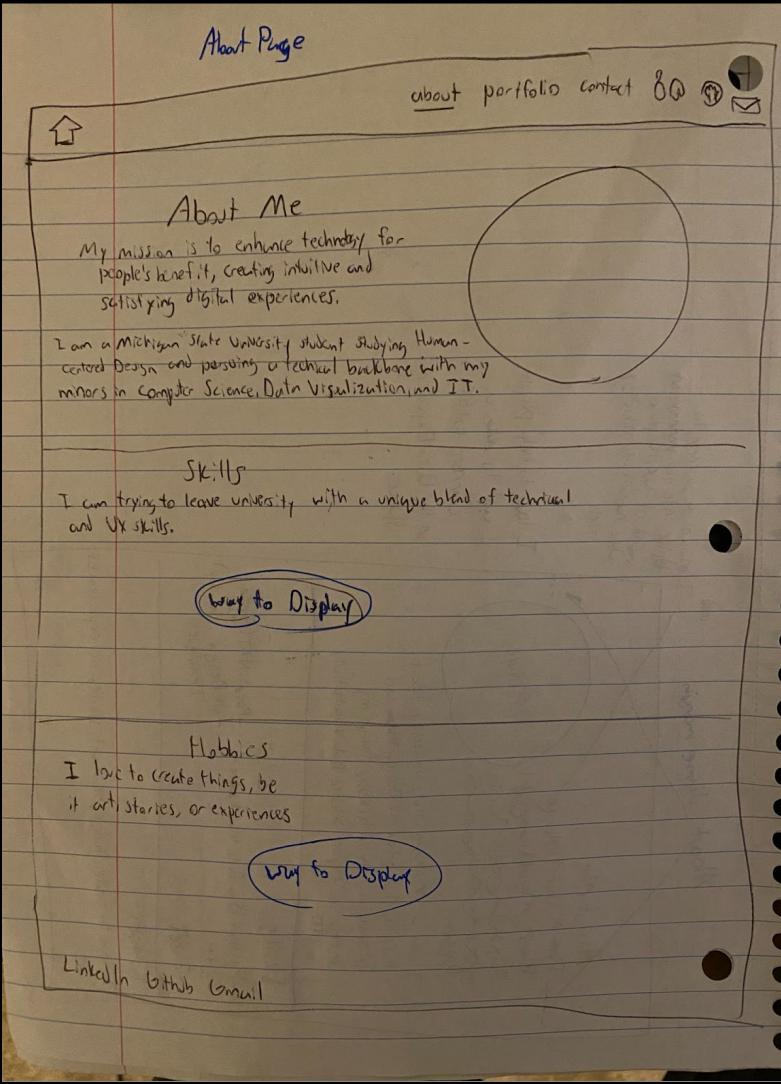
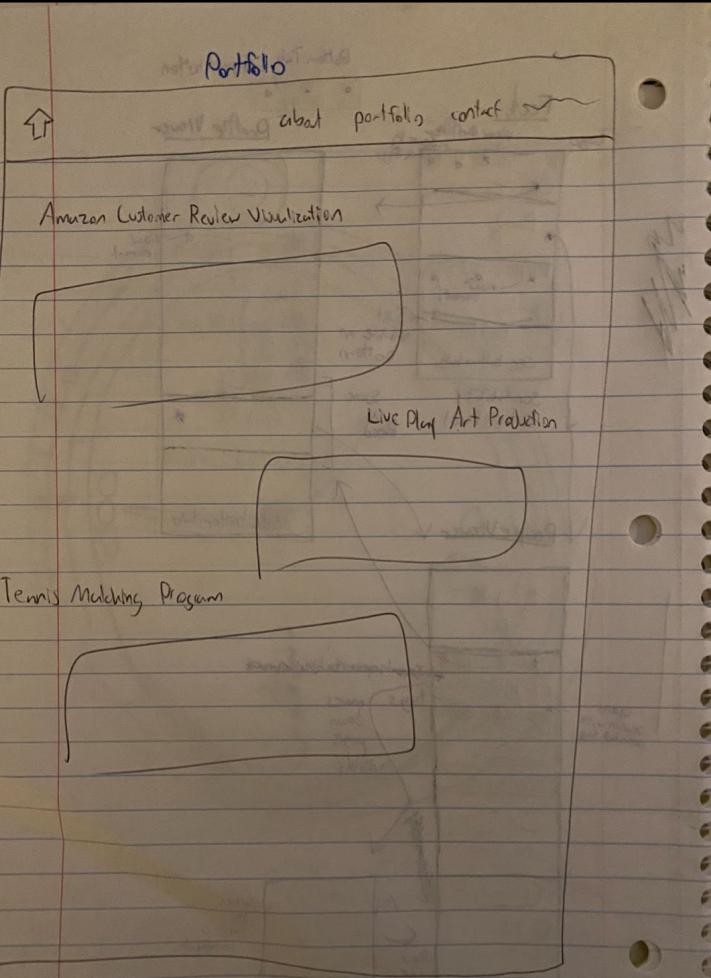
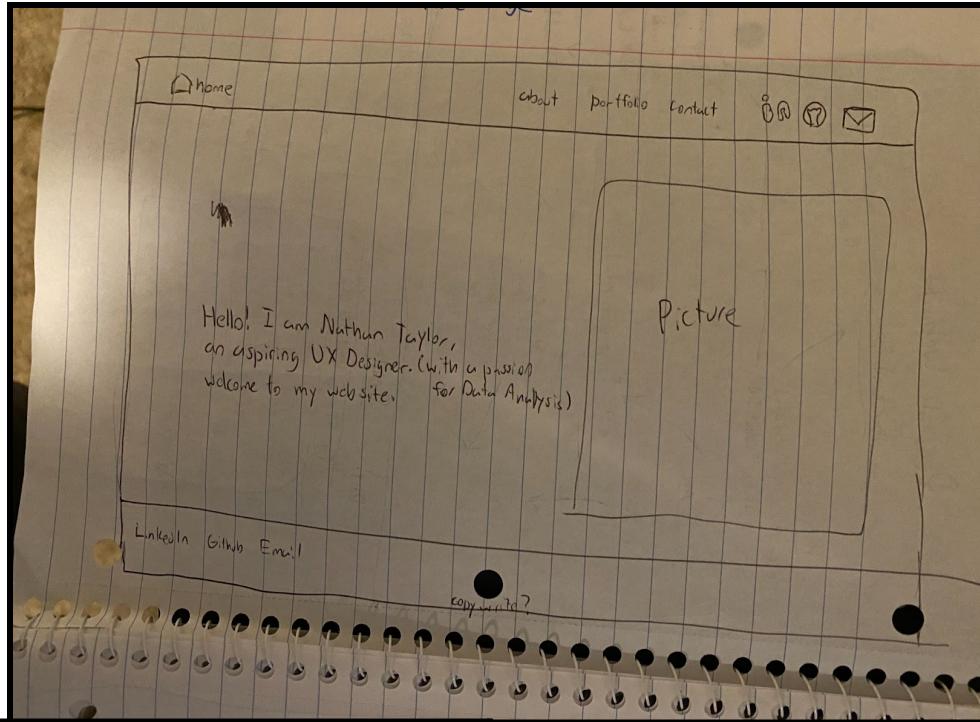
I think Matti does a really good job of presenting his personal hobbies as important facets of himself. The lines “I Play Music” and “I Read Books” aren’t exactly on level with professional projects, but he presents them in a way that ties back into being a UX designer with how he “challenges himself to design alternative covers”



## Shorthand Flow



## Wireframe



# Comp

**Confirmation Po...**

**Email Sent**

**Contact**

**Home**

**About**

**Portfolio**

**Portfolio Popup 1**

**Portfolio Popup 2**

**Portfolio Popup 3**

## Requirements

- ~~Preproduction work (flows, wireframes, comps, or another system of pre-production design)~~
- ~~Two fully valid HTML5 pages~~
- ~~One separate, linked, fully valid CSS document for your styles~~
- ~~One image (relative link, source must be within your project)~~
- ~~Thoughtful copywriting (see rubric below)~~
- ~~No spelling or grammatical errors~~
- ~~Concise, clear writing that communicates the goals of the site to the visitor~~
- ~~Thoughtful design that follows the MI 349 Design Principles (see rubric below)~~
- ~~The design should be intentional.~~
- ~~The design should have a clear style and color palette~~
- ~~The design should use one of the covered layout techniques~~
- ~~All source code must be in a new GitHub repository~~
- ~~The final site must be hosted on Netlify~~