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Module 6 Explanation of Color Palette, Type Card and Design Comps

A lot of my design decisions were influenced by the Alumni I interviewed (Hollyce and Steve) and their specific portfolios because a lot of their design choices had a lot of ideas behind them that I had never thought about and aesthetically they stood out to me.

My portfolio pages were modeled a lot after Hollyce's portfolio pages because I liked the way she both formatted them, and her reasoning behind why it was set up with a thumbnail of each project on the left and the title and description of the project to the right, but clearly/visually grouped with each project. This concept is quite simplistic which I like, but she also explained to me that potential employers are much more likely to click on or actually view your project if you include some type of an image to make each project both visually stand out but also give them a quick glimpse of what they are getting into/what you are capable of.

My resume, blog and contact pages were basically just a medley of pages that I myself have used before, for example I wanted to include an email system on my contact page because a job I had applied for over winter break had used a similar set up/system and as a user, it was both easy and efficient. My blog page I wanted to be somewhat of a cross between a standard tumblr page and the Anthropologie blog page. I like how pictures are displayed as somewhat of a blocky, messed up grid and then to get to each posting you simply click on the image. I think this might be extremely tricky to code, so I might have to do some adjustments or simplifying, but I really like how visual it is and I am a very visual person so I want simpler aspects of my portfolio to be both interactive and visual. My resume page has a different header than the other ones because I was attempting to experiment with the shape v. color of my header and I wanted feedback on which one my classmates (and later friends) liked better or if they hated both I would just scrap them.

My landing page gave me some trouble because I genuinely had no idea what I wanted it to look like, but keeping in mind that my favorite websites (visually) are Anthropologie and Madewell (yes, they are both retail websites, but ideally I would like to go into retail web design as a career) which are both very simple with pops of color that are balanced by their white backgrounds and simple styled text. So although I was concerned my header would look kind of like a kindergartener learning to draw rainbow shapes across the page, I really wanted a lot of color to be in the top of the page, but I tried to balance it out with making it more patterned, and experimenting with the opacity of most of the hexagons. Another way I wanted to balance this out and make it look professional was to have my photo be black and white and keep the text of both the header and content to be simple and related.

The type card I created was mostly based off of Steve's portfolio. He talked a lot about wanting his profile to be simple and minimalistic so I tried to find fonts that were similar to his because they stuck out with a tad bit of style against his all-white background. I also didn't want the links on my page to be plain blue, so I thought I would add pops of color throughout by making the links a light purple and once they had been activated or viewed, making them light orange.

Finally, my color palette gave me a whole lot of trouble. I downloaded a trial of Photoshop to complete all of these assignments and while I watched the demonstration video several times, I could not find the paint bucket icon for the life of me. After a trip to the CE I finally got it to work on one of their computers but this also explains why all of my design comps were originally Adobe Illustrator files. To find my color palettes I really wanted to juxtapose pastel colors with really bright and vibrant colors, so I used Adobe Kuler to make several color themes and then used the hex codes to fill in the colors on the color palette in Photoshop. The only issue I had with this was Kuler allowed me to use 5 colors as opposed to 4 in the palette, so some of the color combinations are a little off, but overall I'm happy with how colorful they are because that's just the type of person I am. I really enjoy simplistic overall style contrasted with bright and fun colors, I just hope I can do it in a way that remains professional.