

## Module 7

### Natalie Orcutt

Originally when creating my design comps, I did each comp in Illustrator because I wanted to easily manipulate things, and being that I come from an art background and have done art every year of high school I had about a million ideas (especially for my header) to incorporate a lot of color or pattern. I was assuming, when I showed others the beginnings of my design comps, that my “users” would say that the header I had created was too unprofessional or loud. In my earlier comps, I even made variations of the same styled header but with varying and overlapping other shapes. What I found out was that despite what I assumed, my header contrasted the simplicity of the rest of my website and didn’t look like a kindergarten project as I had originally thought. I even sent pictures of some of my designs friends from high school in Minnesota and they thought that a lot of my design choices were very “me” which is extremely important to me as after all, this portfolio is about me and I don’t really want to show any future employers that I’m afraid of color, because that is definitely not the case, but I don’t want it to be overwhelming either, so balance is key.

As far as my information architecture is concerned, I think I laid most of my content out in a way that is user-friendly, easy, and visually simplistic in formatting. I explained to my classmates that the basis of both my designs and wireframes were heavily inspired by the two alumni I interviewed and the majority of them agreed that for the particular audience my portfolio is aimed at, the simpler my information is laid out, the better. I think personally I achieved this, so my actual designs deviated very little from my original wireframes and formatting ideas, especially my portfolio pages.

My revisions were not very substantial at all. As previously stated, I originally created a few different versions of my top part of my comps (including the header and nav bar) because I couldn’t really decide what looked the best and I wanted a mix of organic and geometric shapes. However, talking to my friends, I settled on the hexagonal pattern looked more professional (being that it was so geometric) but with the concept of playing with the opacity of the hexagon, I wanted to draw some more organic triangles so that they would be able to show through. As far as my actual content lay out, I was pretty set in my head what I wanted; it was only things like fonts and stylistic elements that changed throughout the process.

I learned that I am terrible/have a lot to learn about graphic design. Some of my group members had taken things like Concepts of Graphic Design and were making these intricate and beautiful logos and images for their sites and it was incredibly overwhelming. Being a freshman I haven’t had the opportunity to take those kinds of courses yet so this was a completely new experience for me, but it was also kind of a good intro into how layers work and how some of the tools on both Illustrator and Photoshop work. I also liked that for me personally, I found out that Illustrator is a lot more intuitive than Photoshop and I think later in life I would be more likely to invest in Illustrator over Photoshop. I also learned a lot about usability in that people thought of formatting in completely different ways and I was amazed. I thought something like a portfolio or how people’s projects could be

displayed were relatively straightforward ideas, however, I was really stunned by how radically different some people set up something as simple as the way their projects would be displayed and it definitely made me think about my own ideas a little deeper.