

Design Brief

by: Jenifer Dao

PROJECT OVERVIEW:

The final website will be a engaging digital portfolio for myself. The portfolio should feel essentric throughout each “page” by integrating original illustrations. Each page will contain projects that I have done ranging from graphic design to music production. The website will also link my adobe spark page for further photography works and an external link for my social media.

WEBSITE GOALS:

The goal of this project is to showcase the work that I have done in the past in a engaging manner. This website is also an opportunity to showcase my aesthetic and it should act like a material that speaks for itself. This digital portfolio should also showcase a diverse skillset to employers.

The goals for the making of the website include:

- Being able to animate the small digital illustrations.
- Being able to animate the loading screen. (Specifically the three dots)

TARGET AUDIENCE:

The target market is aiming for the entertainment specifically the music industry. I want to be able to showcase my art director skills through the projects that I have displayed on this website.

DESIGN ELEMENTS:

FUNCTIONALITY: The digital portfolio should still feel like a portfolio and should have easy functions for employers that may not be as technology sufficient. The illustrations need to be clickable in order to redirect the viewer to the specific page they were looking for.

WHAT TO DO: Keep the functions simplistics and any buttons really noticeable that they are buttons.

WHAT NOT TO DO: Over-complicate the animation so that the page is too overwhelming. Using hard contrasting colours to black because that may hurt the viewers eyes.

DESIGN ELEMENTS CONTINUED:

COLOUR PALETTE:

#000000



#495057



#ff0000



#fff

#f7cef2



#fbea4e



FONT CHOICE:

ACUMIN VARIABLE CONCEPT

- > ACUMIN BOLD
- > ACUMIN REGULAR
- > CONDENSED ULTRA BLACK
- > SEMI CONDENSED LIGHT

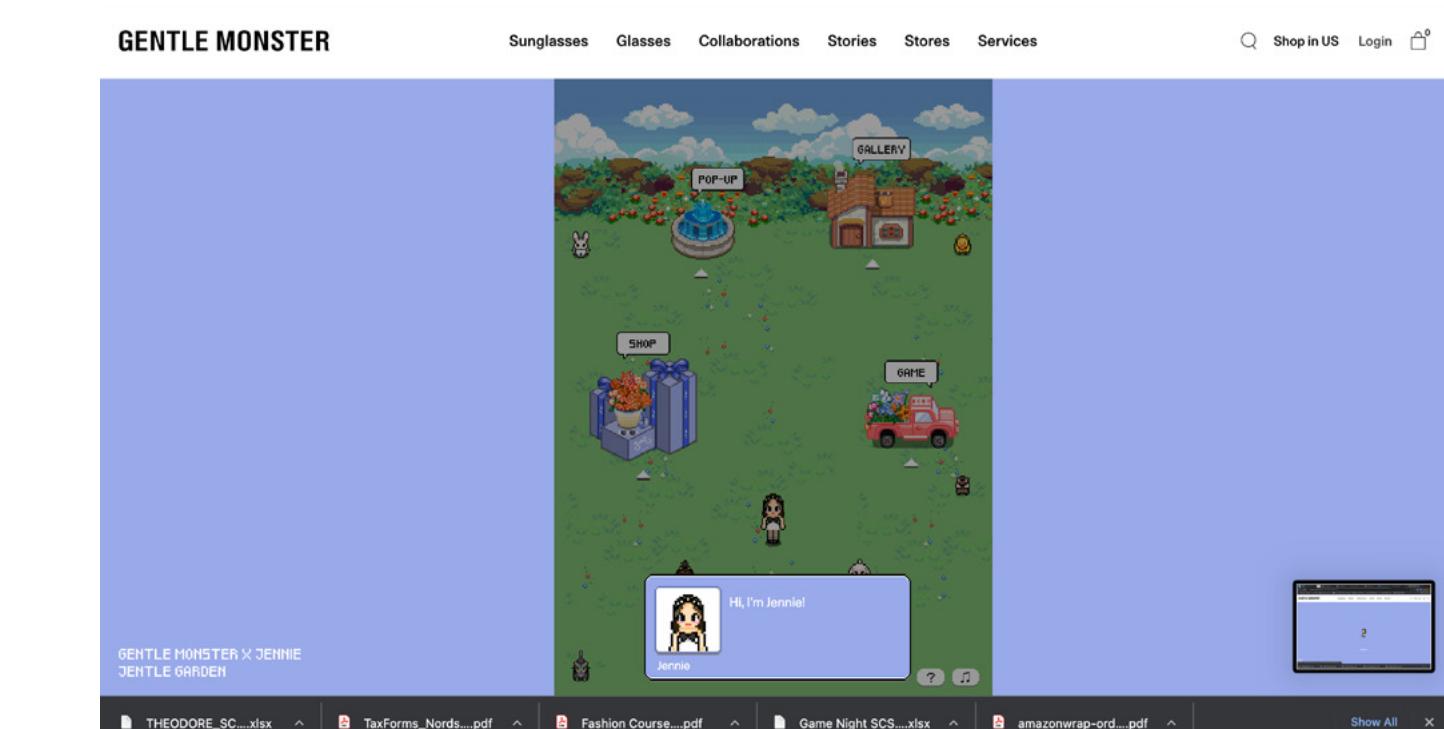
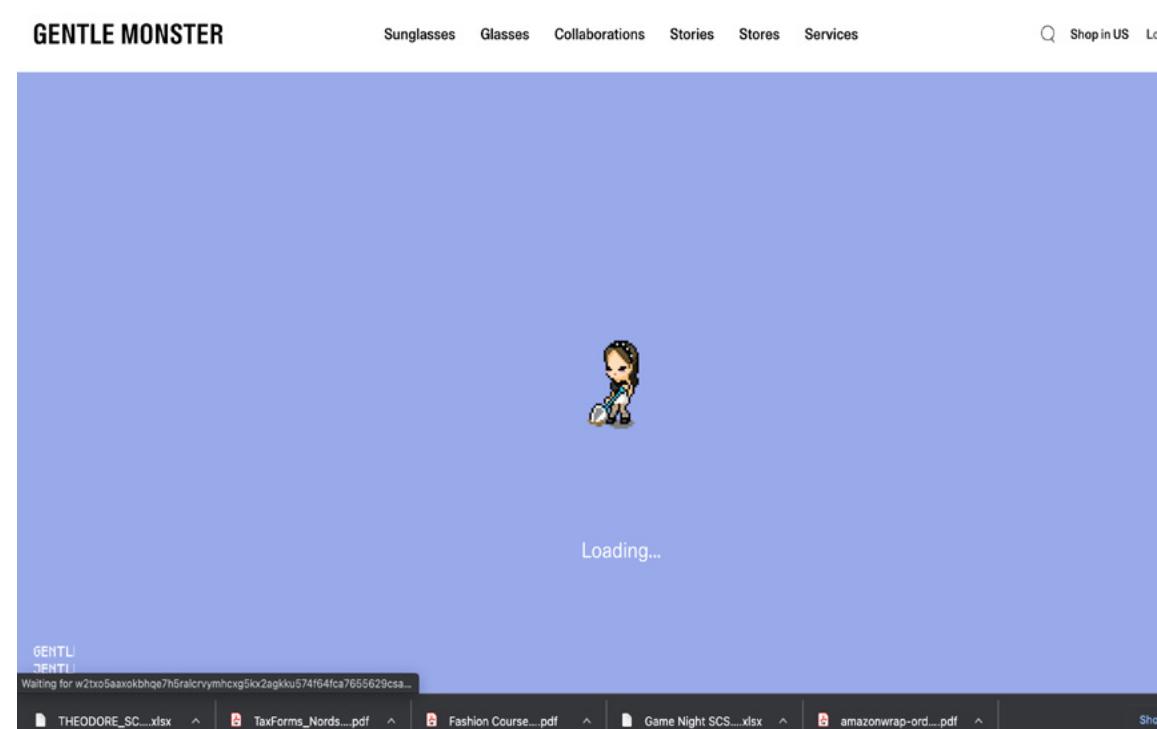
BRAND ELEMENT:

The main brand element would be the small digital illustrations throughout the portfolio website. The bold font will also be a staple piece as well as the colour shceme from the colour palette.

INSPIRATION WEBSITES:

GENTLE MONSTER (JENNIES GARDEN)

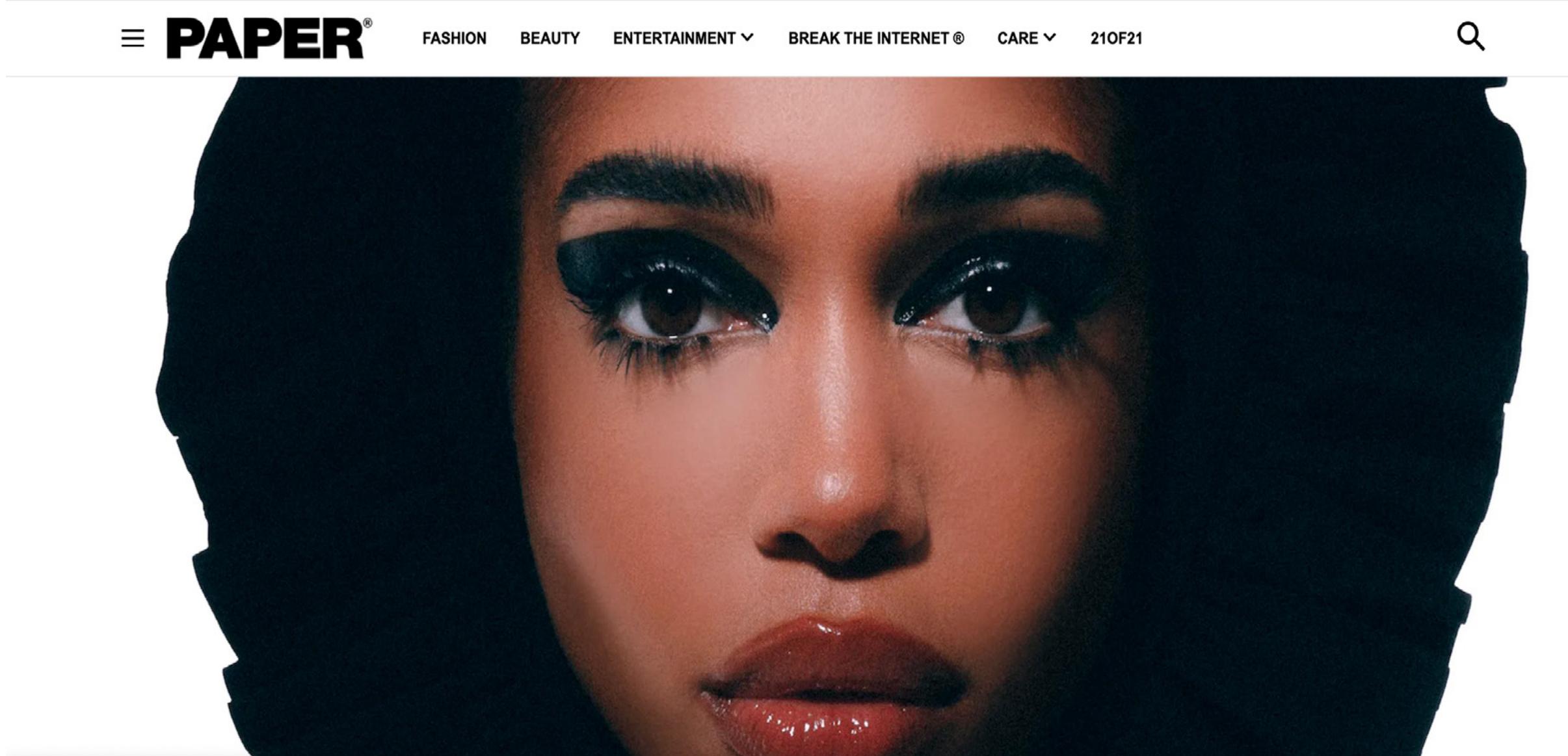
I really felt inspired by how playful their website was. It is a glasses compnay but for their new capaign withe Jennie Kim, they create a user-interactive game as their navigation. This is where I got my inspiration for the loading screen.



INSPIRATION WEBSITES:

PAPER MAGAZINE

I really like how bold their font is. It is extremely rememberable and with creating a digital portfolio I would want my webstie to be rememberable.

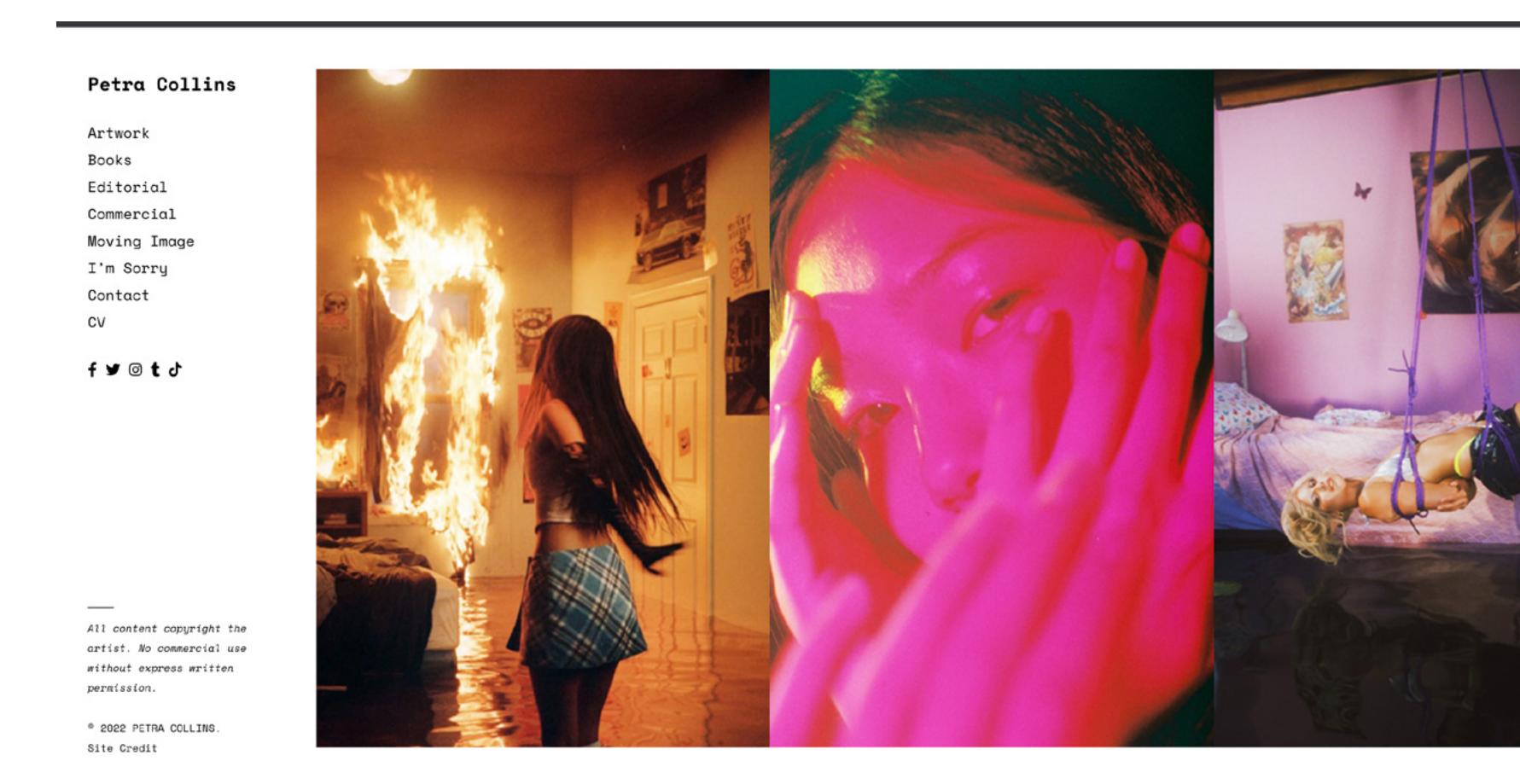


PAPER®



PETRA COLLINS WEBSITE

I love how her photo's move. The photo's displayayed on the website is scrollable and I would want the photography portion of my portfolio to look like this or to be interactive like this.



Petra Collins

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SCHEDULE:

WEEK 8:

- > Finish the layout/wireframe by before Monday of Week 9.
- > Make sure all links and photo's are stored on file to speed up the process later.

WEEK 9:

- > Create the html and css document.
- > Create and animate the loading screen. (Finish this page because it will show how smooth the website can or cannot run)
- > Create the homepage, photography page, graphic design page, contact page and music page. (Note all buttons that may be required)

WEEK 10:

- > Create the projects pages for ex. under graphic design create the individual project pages like the branding project, the poster project etc.

WEEK 11:

- > Make all buttons work and functional.
- > Begin to animate all small illustration.

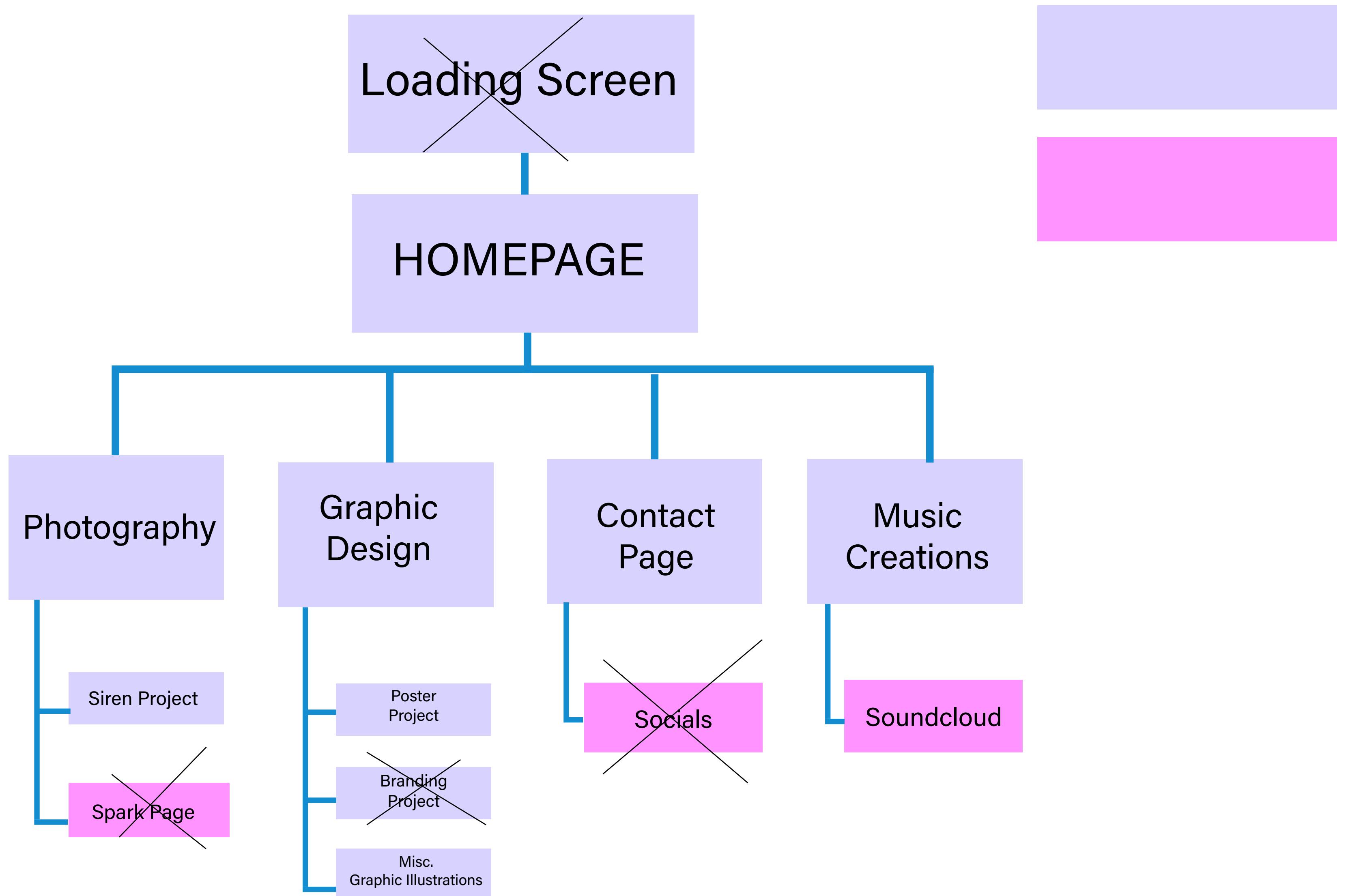
WEEK 12:

- > Finalize all functions and make sure links work.
- > Make sure the portfolio is functional on all screens and does not stretch or compress.

EXAM WEEK:

- > Hand it in.

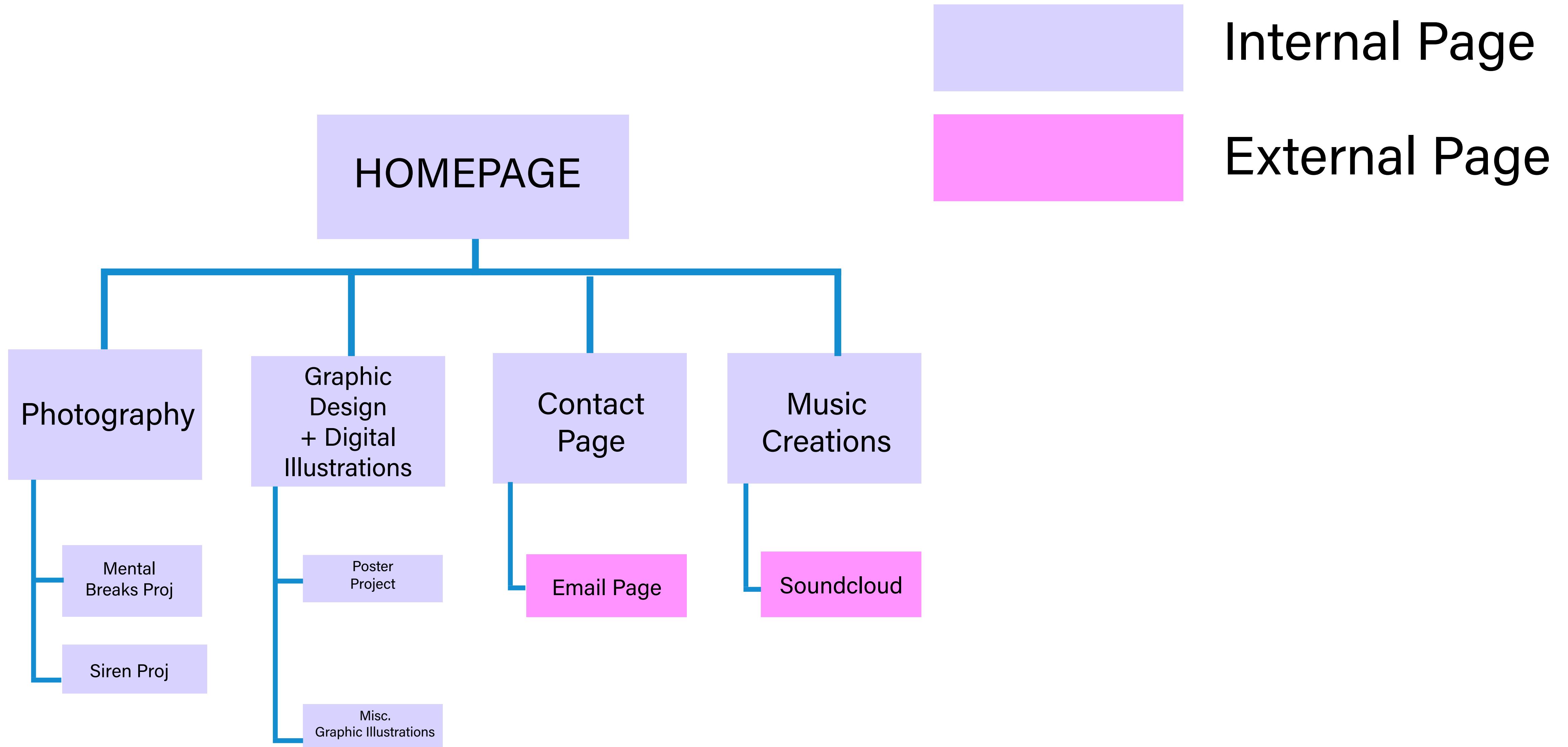
ORIGINAL Site Map



Internal Page

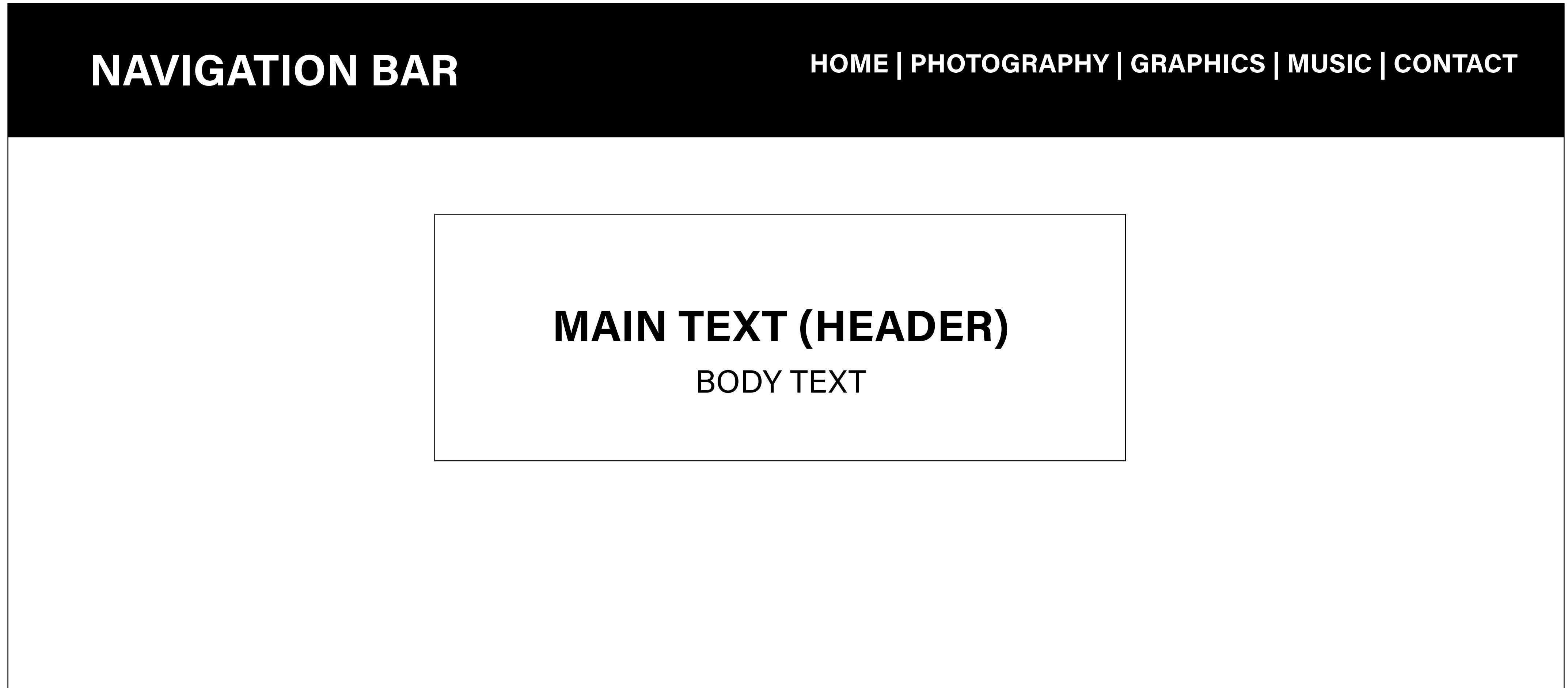
External Page

FINAL Site Map



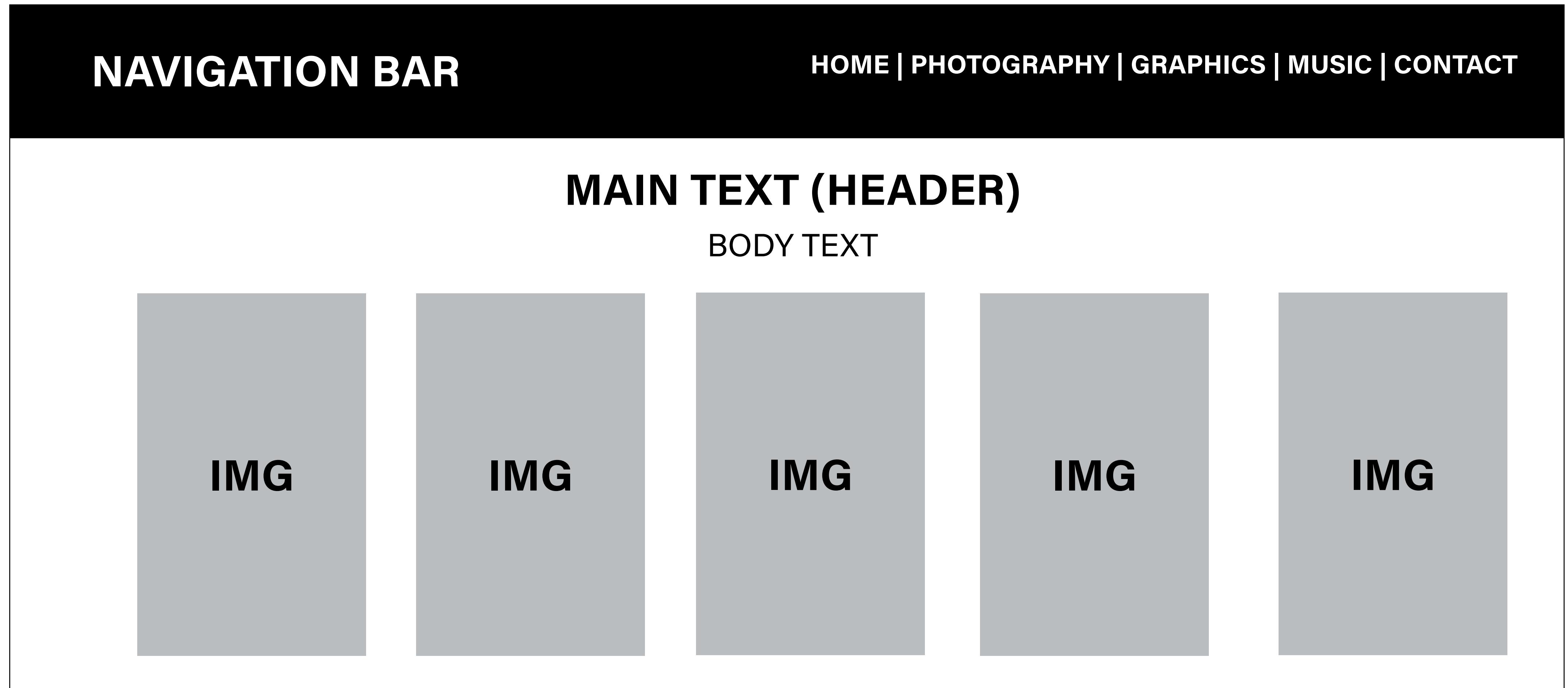
FINAL Storyboard/Outline

The original story board became too difficult with coordination so I followed this wireframe for the basic layout of all the pages in my website.

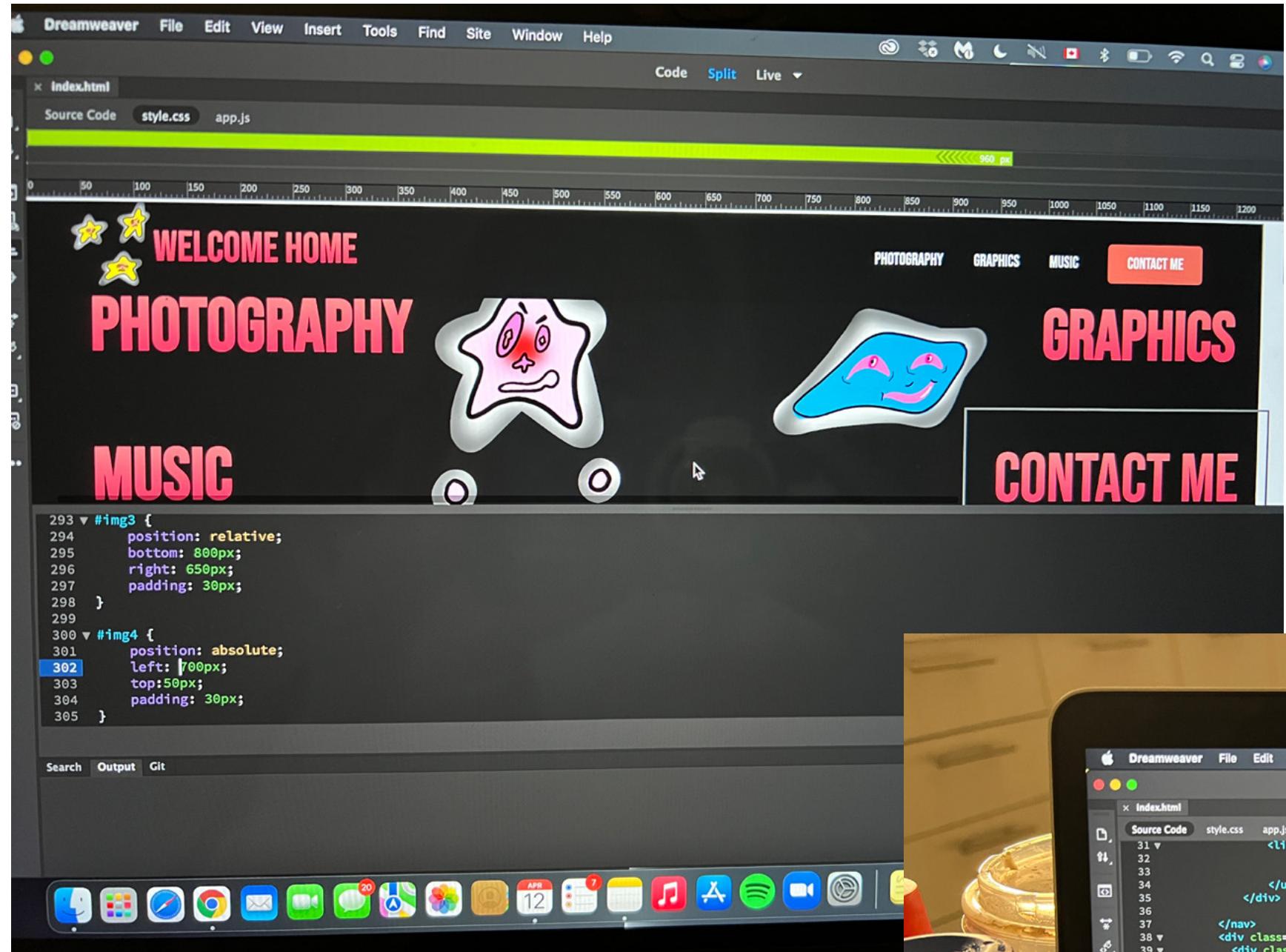


FINAL Storyboard/Outline

The original story board became too difficult with coordination so I followed this wireframe for the basic layout of all the pages in my website.



CODING PROGRESS



```
index.html
<!DOCTYPE html>
<html>
  <head>
    <link href="style.css" type="text/css" rel="stylesheet"/>
    <script src="app.js" type="text/javascript"></script>
  </head>
  <body>
    <div class="main_img_container">
      
      
      
      
    </div>
    <div class="main_content">
      <h1>WELCOME HOME</h1>
      <ul>
        <li><a href="#">PHOTOGRAPHY</a></li>
        <li><a href="#">GRAPHICS</a></li>
        <li><a href="#">MUSIC</a></li>
      </ul>
      <button class="main_btn">CONTACT ME</button>
    </div>
  </body>
</html>
```

A screenshot of Adobe Dreamweaver showing the source code of the website. The code is identical to the one in the previous screenshot, displaying the HTML structure and CSS styling for the three main sections and the contact button.

This was me attempting the original design.

```
<!DOCTYPE html>
<html>
  <head>
    <meta charset="UTF-8">
    <title>Panter's Dan World</title>
    <link rel="stylesheet" href="style.css" />
    <link rel="preconnect" href="https://fonts.googleapis.com">
    <link href="https://fonts.googleapis.com/css2?family=Bebas+Neue&display=swap" rel="stylesheet">
  </head>
  <body>
    <nav class="navbar">
      <div class="main_container">
        <img alt="mainlogo" class="MAINICON" height="100px"> WELCOME HOME
        <div class="mobile-menu">
          <span class="bar"></span>
          <span class="bar"></span>
          <span class="bar"></span>
        </div>
        <ul class="navbar_menu">
          <li><a href="#">HOME</a>
          <li><a href="PHOTOGRAPHY.html"> PHOTOGRAPHY </a>
          </li>
          <li><a href="GRAPHICS.html"> GRAPHICS </a>
          </li>
          <li><a href="MUSIC.html"> MUSIC </a>
          </li>
          <li><a href="#"> CONTACT ME </a>
          </li>
        </ul>
      </div>
    </nav>
    <div class="main_content">
      <div>
        <img alt="photography logo" height="500px" id="img1">
        <img alt="graphics logo" height="500px" id="img2">
        <img alt="music working logo" height="500px" id="img3">
        <img alt="contact me butterfly logo" height="500px" id="img4">
      </div>
    </div>
  </body>

```

```
<script src="app.js">
</script>
<link href="style.css" rel="stylesheet">
```

```
<link href="style.css" rel="stylesheet">
```

```
const menu = document.querySelector('#mobile-menu')
const menuLinks = document.querySelectorAll('.navbar_menu')

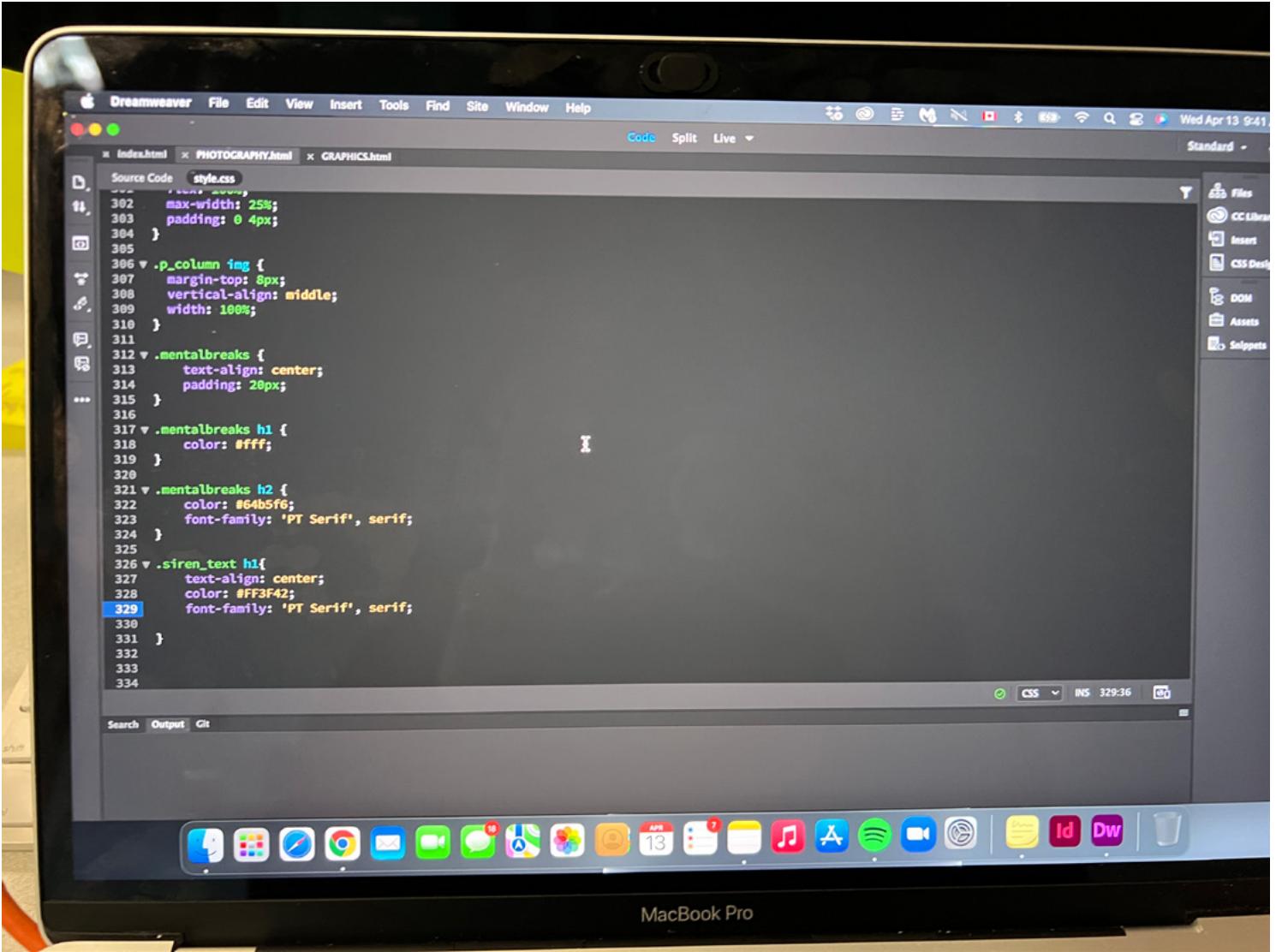
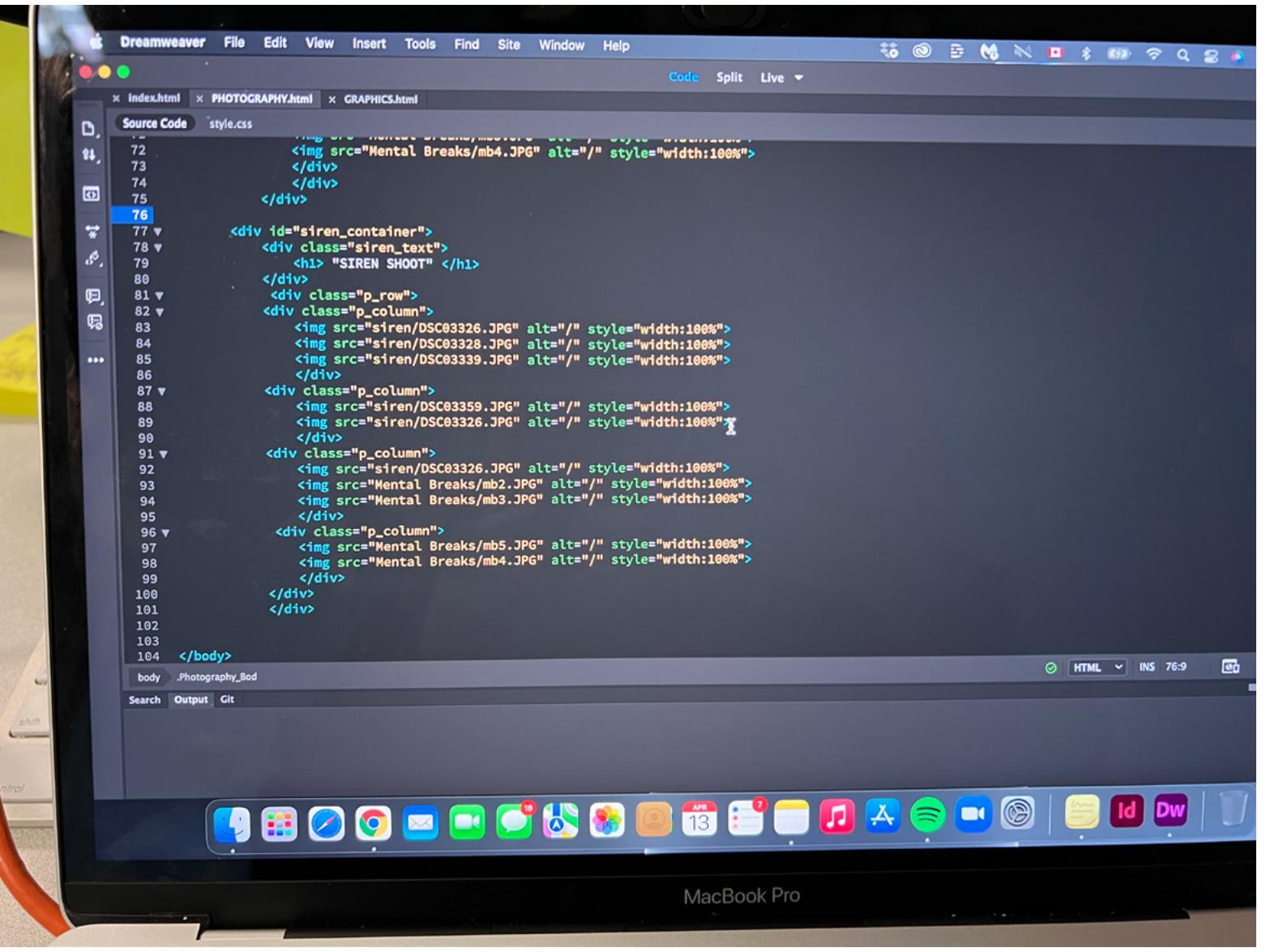
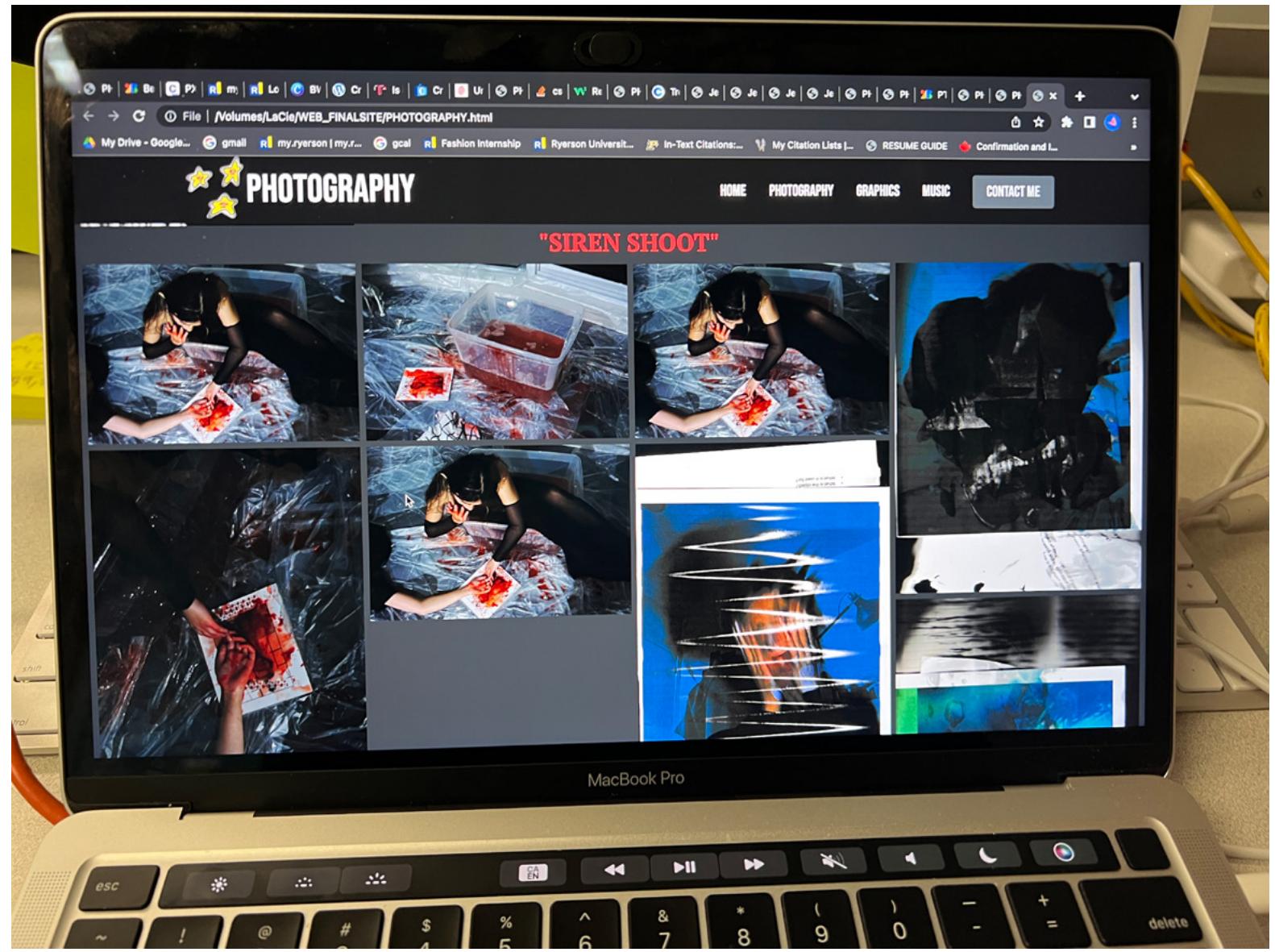
menu.addEventListener('click', function() {
  menuLinks.forEach(item => item.classList.toggle('active'))
})
```

```
.main_content h1 {
  font-size: 70px;
  background-color: #FFFFFF;
  background-image: linear-gradient( to top, #ff0044 0%, #ffb199 100% );
  background-size: 100%;
  -webkit-background-clip: text;
  -webkit-text-fill-color: transparent;
  -moz-background-clip: text;
  -moz-text-fill-color: transparent;
  -o-background-clip: text;
  -o-text-fill-color: transparent;
}

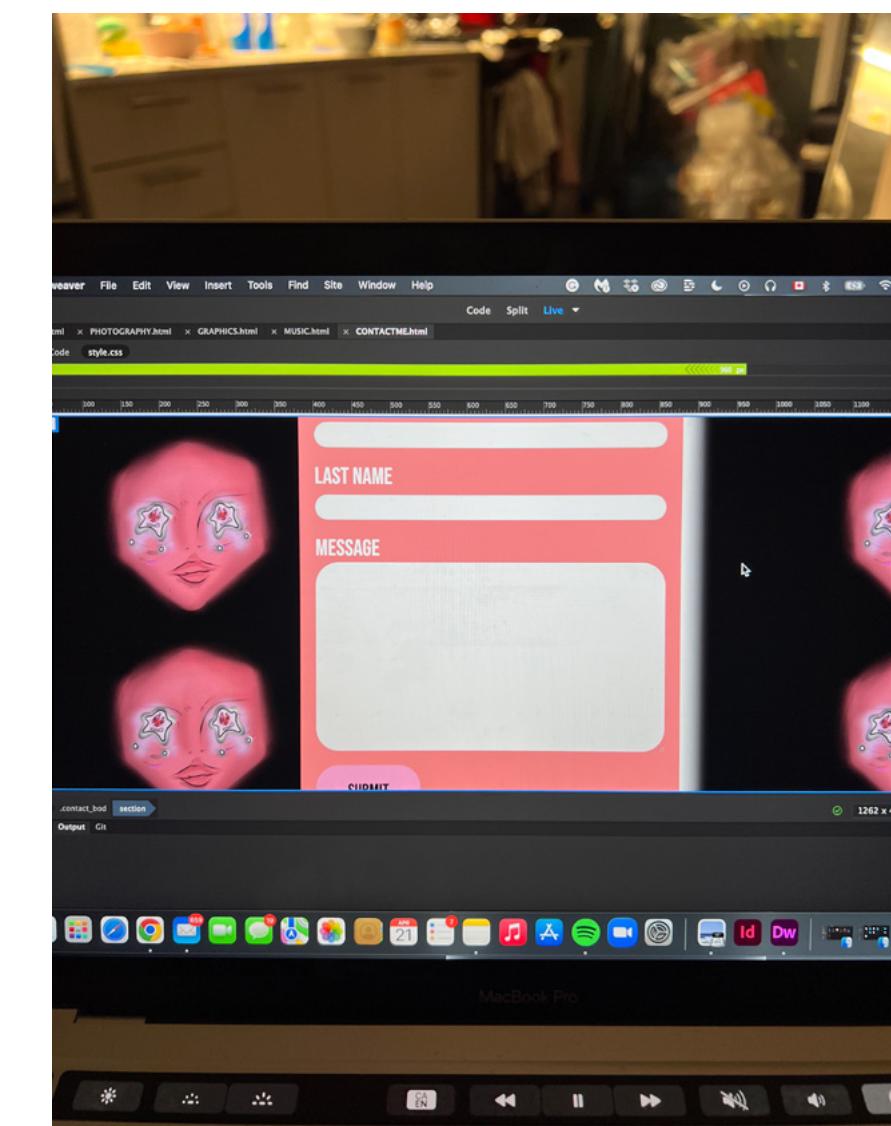
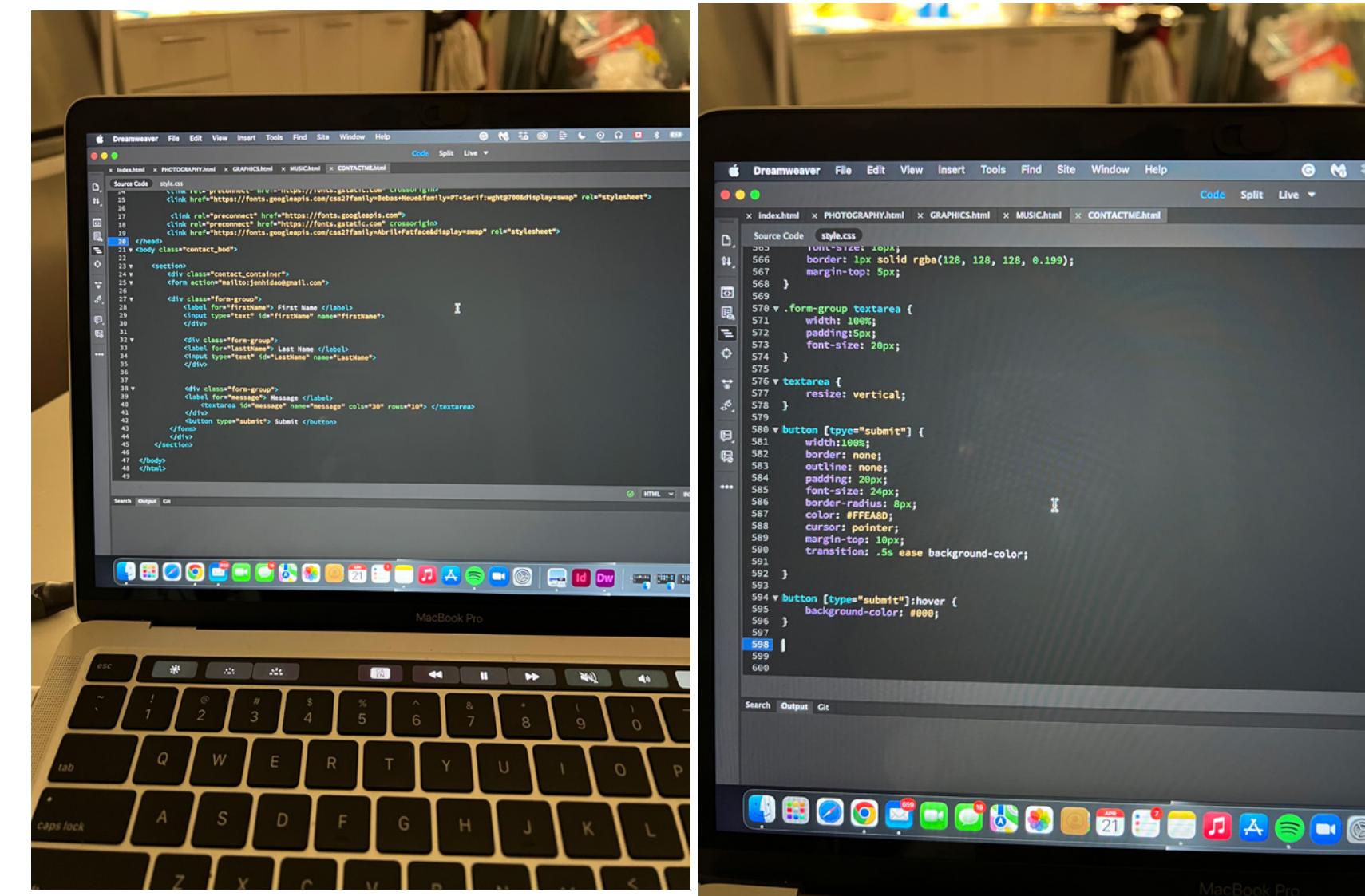
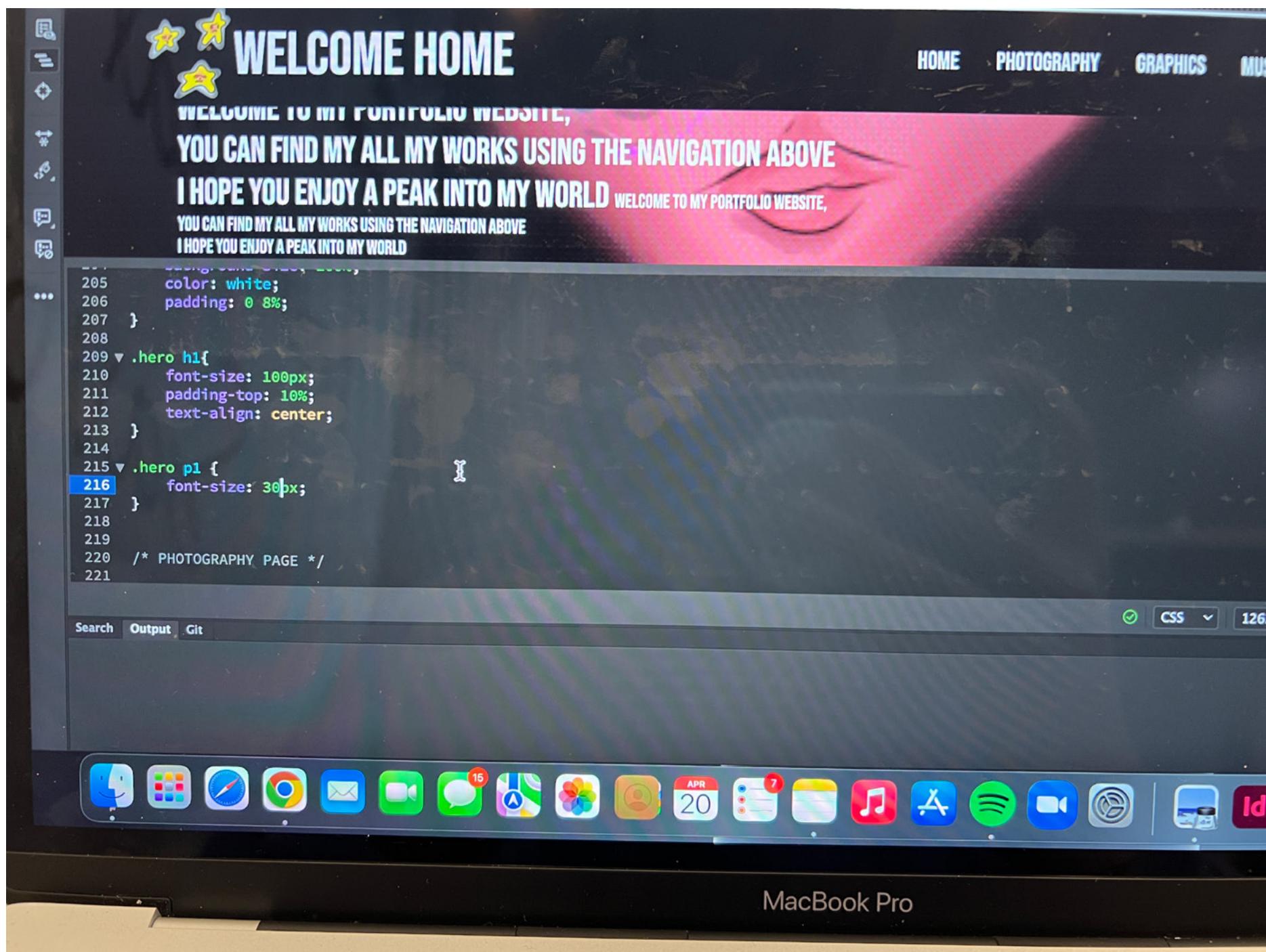
.main_content h2 {
  font-size: 70px;
  background-color: #FFFFFF;
  background-image: linear-gradient( to top, #ff0044 0%, #ffb199 100% );
  background-size: 100%;
  -webkit-background-clip: text;
  -webkit-text-fill-color: transparent;
  -moz-background-clip: text;
  -moz-text-fill-color: transparent;
  -o-background-clip: text;
  -o-text-fill-color: transparent;
}

.main_content h3 {
  font-size: 70px;
  background-color: #FFFFFF;
  background-image: linear-gradient( to top, #ff0044 0%, #ffb199 100% );
  background-size: 100%;
  -webkit-background-clip: text;
  -webkit-text-fill-color: transparent;
  -moz-background-clip: text;
  -moz-text-fill-color: transparent;
  -o-background-clip: text;
  -o-text-fill-color: transparent;
}
```

The beginning...trying to figure out how to insert all the images and the sizing in css for the index page.



Figuring out how to layout the columns for the images in the photography page. Using repeated images to workout the layout before actually inserting the images.



Making the decision to insert a .gif into the background instead of the original idea. Modifying the hero class in css to fix the wording alignment over the .gif.

Final touches, creating the link from the contact me button into an email redirect format.