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### **Final Version:**

**Description of audience and design goals & how my design choices meet those goals:** The goal of my website was to have a professional, yet playful feel while presenting my work. My expected audience was both potential employers as well as friends and family so it had to serve a dual purpose – being informative about my work as well as myself.

I tried to use C.R.A.P as often as possible, beginning with my home page. I chose a cool gray to both contrast against the white letters and act as a sort of 'blackboard' on which I would write. I also cropped a photo of myself out and outlined myself with white and light red tints to further emphasize the photo.

I kept the navigation bar on the top right because I felt that would be the location easiest to read from.

Over the course of the pages, I tried to repeat the color scheme and fonts. I used Helvetica because it was the easiest to read and gave off exactly the playful, yet professional feel I was going for.

For the first page specifically, I decided to have my main text reside at the middle of the page where it would be most eye-catching. It was on the same level as the photo so that the viewer would easily be able to read the text and then see the photo in one fell swoop.

I had some trouble with alignment on the resume page. I felt a line was necessary after my name in order to further emphasize that this was a one-page resume and not an about me page. I felt there should be three distinct colors on this page depending on the type of section being highlighted. I made the more important words larger and brighter (like school names and skills I am proficient in) and I made less important information darker.

For my portfolio page, I kept the line just to stay consistent with the resume page. There were two sections within this page: the Photoshop drawings part and the Photographs portion. For both, I attempted to crop the same size circles for

the works I've created and I tried to create some sort of grid formation for ease of viewing. I once again delineated the border between Photoshop drawings and Photographs with a line.

**Changes since Milestone 3:** Changes from Milestone 3 include drastic improvements to the Portfolio and resume pages. I completely changed the look and feel of the portfolio page because I felt the last version was too haphazardly put together. Pictures had been of different sizes and shapes and I decided to give it a more uniform feel by cropping them. As for the resume, the information under work experience had been severely aligned to the right and I finally figured out how to get the spacing to look even. I learned from testing how important layout was. The three people I asked to test my website mentioned how they thought the portfolio page looked too unprofessional and not put together and that that section would be the first thing they would change. They also felt that my text was not clear enough which is why I enlarged the font for the portfolio page and tried to make the text clearer on the resume page.

**Problems that remain:** I feel that my pages still are too bare and do not represent enough of my personality. I did not find an appropriate picture to put beside my resume that looked professional enough so there is just a blank space to the right of the page. Also, I think that my portfolio page layout is a tad overwhelming and that the pictures are too big. I would have liked to implement the ability to click and expand the photos.

**Above and beyond:** Things that I did that were above and beyond include using "a: hover" in order to add some extra color to the links on the pages. I also spent loads of time on Photoshop cropping and editing photos. The most time I spent, however, was trying to properly implement the <dd> tag with the alignment properly in place.

**Questions/Feedback:** Are the sizes of the photos on the portfolio page too overwhelming? Are the pages too bare and boring to look at?

### **Milestone 3:**

**Changes from M2 to content/information/navigation:** The TA comment in the previous iteration of the site stated that I lacked navigation back from pages. As a result of this, I added a navigation bar to the top of each of the pages. I also removed the “About Me” page because I felt like any of that information could very well be added to the home page and having an extra page just cluttered my site as a whole. I added a resume page in place of the about me page as my targeted audience consisted of future employers. I styled my resume so that it was easily printable from that page. I also implemented a small navigational function that allows the user to click on “Photographs” on the portfolio page and have it jump to that location (It’s not that big of a jump yet, but I hope to add more photos soon!)

**Visual designs:** I used v2 of my site as a sort of canvas to work on. I felt that v1 looked a bit too unprofessional and that the gray background of v1 could overpower some of the information on the pages. I thus used v2 to look to make the site look cleaner. Though I personally prefer the look and feel of v1 a lot more than v2, I may choose to use a photo as a background because I like the way the homepage of v2 looks. However, I would definitely look to make the picture more darkly tinted to keep with the grayish feel of the rest of v1.

By the end of this week, I hope to transform the home page of v1 so that it looks almost like a blackboard – with small icons of things I like strewn about on the black canvas background. I hope to do something similar with the side of the resume page (which is why there is the blank space to the right of the page itself).

**Strengths and Weaknesses:** I feel that lack of information is currently both a strength and weakness of mine. I feel the lack of info is keeping my page clean and I hope adding the logos will not prevent the page from becoming too cluttered. Another weakness of mine is the portfolio page as a whole. By next week, I have to lay it out better and crop the photos so they are the same size. I also have to add captions to the bottoms of each photos and I hope to add things that will allow for the photo to expand upon clicking, etc.

**Plan for Finishing the Assignment:** I hope to add small graphical representations of things I like (small icons for basketball, drawing, cameras, etc) to the background of the home page by tomorrow. I also hope to drastically improve the look and feel of the portfolio page by this weekend and implement cool features for it by Monday. I may add a contact page as well.

**Feedback and questions:** What structure for a portfolio page do you think is best?

## **Milestone 2:**

**Target audience** (consistent with last week's milestone): Potential employers, friends, and family

I feel that working on the website this past week has given me a slight swing away from targeting potential employers, though they still are my main target. However, as I've been working, I've found that when looking at other people's personal websites, developers tend to not target employers as much and instead use their websites as an opportunity to show creativity.

## **Overall Site Theme, Design Goals, Why It's Appropriate for Target**

**Audience:** This week, I tried to add in the color scheme (mainly monochromatic at this point, with a dark gray hue as the background and white for text). I feel this color scheme ensures that I keep the website looking clean and that any colored images (like the one I included of me drawing on a blackboard) stand out amidst the gray. I chose gray because I feel like it's the best color to act as a canvas on – I may look to make some graffiti-like artwork on the blackboard-like background, but I'm not quite sure how that will go as of now.

**Content to be included:** For now, my content will continue to be the same as last week. I'm currently working on cropping photos of work I've done for my portfolio/drawing page. I'm also looking to include work I've done for companies (more poster-like in appearance) as well as photographs I've taken for fun. Finally, I want to include both an About Me page (which may or may not be condensed into the home page) and a resume page (which will probably be just a pdf link in the next milestone, but I hope to transcribe it so that it is in itself a web page).

## **How I generated and considered alternatives for the site structure, How I**

**Came to Organization and Content that I Chose:** I initially wanted to create a site with drop-down menus and the like, but I decided that I should go for the cleaner alternative and stick with a simple navigation bar at the top. Currently, I'm struggling making that top portion look clean and simple as well as right-aligning the entire navigation bar, but hopefully I can clean that up by the next milestone. I wasn't sure at first what kind of photo to include and I briefly considered not including one at all and just having white text on a gray screen, but I felt that would be too boring to actually attract any potential viewers so I decided to go with a photo of me drawing.

**Questions I have/Feedback from TA Staff:** Do you think it's a good design structure so far? Do you think having a separate About Me and Home page clutters the site too much? Also, do you think images of work should be cropped as a circle or as a rectangle (Circle may cut into some important parts, but I hope to include a feature where clicking will enlarge. I feel circular cropping looks cleaner in general, but I'm not really certain.)

### **Milestone 1:**

**Target audience** (ranked in order of importance): Potential employers, friends, and family

In order of importance, my website targets potential employers, friends, and then family. Because it targets professionals first, it first and foremost must exhibit professionalism: the complexity of the site must be masked under a mask of simplicity. As it is also a personal site, however, it should show characteristics of myself through design.

**Feel and features of site as a result:** Looking for a slightly playful feel (in terms of colors and photograph choices: maximum of 3 colors with one or two photographs on each page), clear and smooth navigation options, very simple design, introduction page, a page highlighting artwork done, another page displaying resume

I am looking to create a website of minimalist quality. The color scheme will be mainly monochromatic, with pictures highly tinted with only a few bursts of color throughout the page to highlight information. I hope to be able to incorporate smooth navigation to complement very simple design.

**Content to be included:** Introduction page, portfolio page (samples of work), resume, what I like to do in free time

I would like to include an introduction page that gives a brief description of who am I, a portfolio page that exhibits projects I've done in the past as well as a pdf version of my resume (potentially it's own page, but I'm not sure yet).