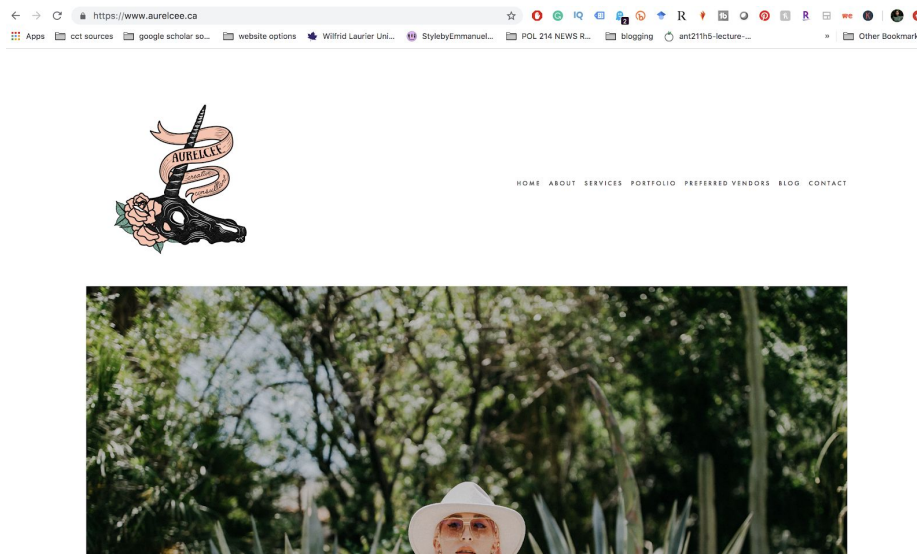


## RATIONALE FOR DESIGN

### MOODBOARD

Since this project was more focused on developing a personal professional portfolio site, I decided to do some research on potential portfolio sites of fashion bloggers and social media influencers. Before developing my portfolio site, I went on Google and typed up ‘portfolio sites for fashion bloggers’. Of course, a lot of choices came up. However, a site called ‘[Aurelcee](https://www.aurelcee.ca)’ really struck my eyes because I love how aesthetically pleasing it looked at first glance but it was so minimalistic yet simple. With this in mind, this was the kind of vibe I was going for in the design process of my portfolio site and so I decided to use ‘[Aurelcee](https://www.aurelcee.ca)’ as a reference site which ended up greatly influencing the final design process of my portfolio site. This site influenced design factors of my site such as the menu navigation bar, the design layout of individual pages and even the font-type used on the site.



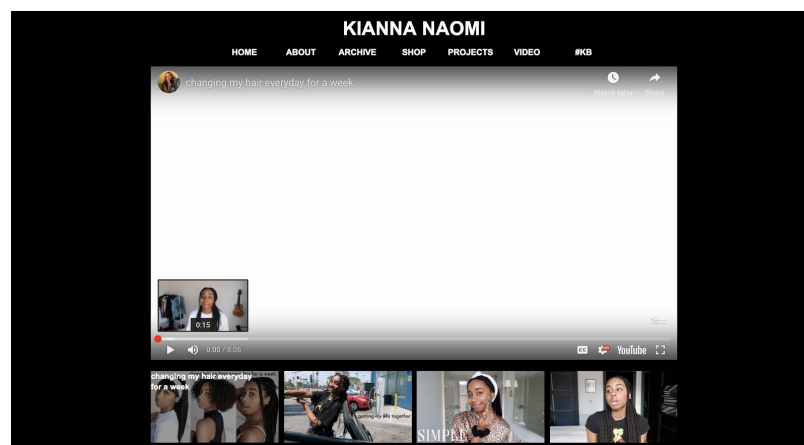
Screenshot of Aurelcee’s Home Page: <https://www.aurelcee.ca/>

Moreover, I also drew inspiration from my personal blog ‘[StylebyEmmanuela](https://stylebyemmanuela.com/)’ because it is a reflection of myself as a person. With this in mind, [StylebyEmmanuela](https://stylebyemmanuela.com/) greatly influenced the colour scheme of my portfolio site. The colors ‘purple’ and ‘black’ are the main colour palettes included on the portfolio site in areas such as the text-links and footer section. Using these colours created a sense of uniformity for the site because the colours were implemented carefully. Also, as a web designer, I felt this uniformity would help improve user experience on the site



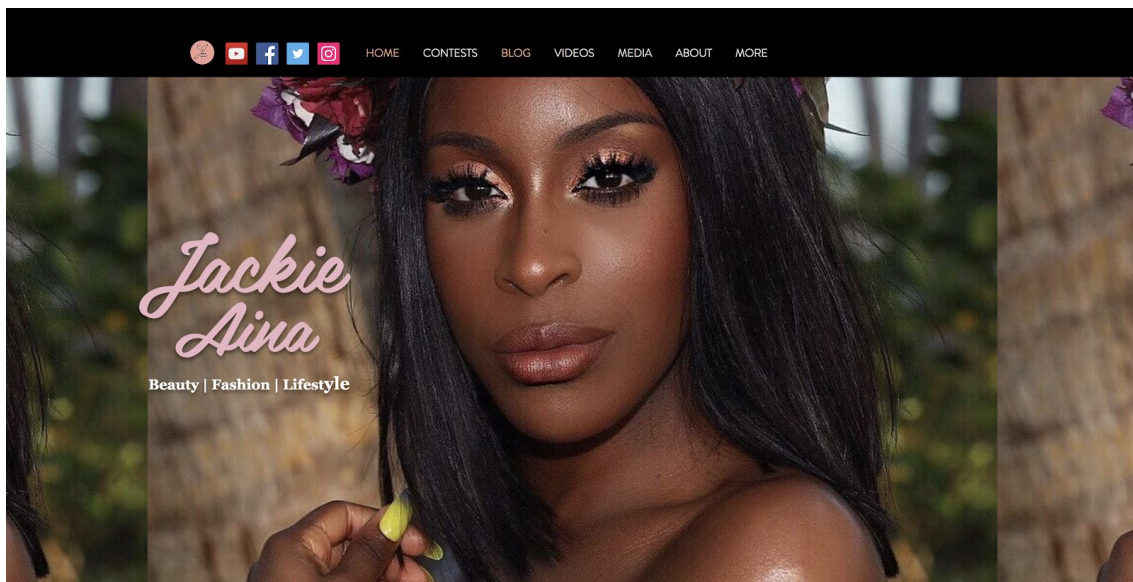
**Screenshot of StylebyEmmanuela’s Color Scheme:** <https://stylebyemmanuela.com/>

In addition, I also drew inspiration from [Kianna Naomi](https://www.kiannanaomi.com/)’s portfolio site and [Jackie Aina](#)’s site. For [Kianna Naomi](https://www.kiannanaomi.com/)’s site, I took inspiration from the way the media content was aligned in the ‘video’ section of her website. I figured this would be a good way to showcase my video productions in sub-categories like Fashion, Beauty and Vlogs as you will see in the final design process of the site.



**Screenshot of Kianna Naomi’s Site:** <https://www.kiannanaomi.com/videos>

Moreover, with [Jackie Aina](#)'s site, the navigation tabs on the homepage of her site influenced the final decision I had to make on the global navigation (main menu) of my portfolio site because at first, I wanted the tab that is now the 'video' section to be the 'services' tab. Initially, the video section was embedded in the 'blog' section of my site but then again, I felt I would be bombarded the user with so much information on the 'blog' section of my portfolio site. Eventually, I ended up making the 'video' section a distinct tab and then making the 'services' tab a local navigation in the portfolio tab. For the most part, this will be useful in helping users scan content with more ease.



**Screenshot of Jackie Aina's Website:** <https://www.jackieaina.com/>

## **MORE INFORMATION ON THE TYPOGRAPHY**

In this project, I tried to make the fonts as clear as possible for readers to navigate across the site freely. As previously mentioned, I got inspired by the 'futura' font used on '[aurelcee.ca](#)'. Aside from the 'futura' font, I also decided to use web responsive fonts from the Bootstrap platform to help improve the display of my site.

## **STANDARDS OF USABILITY AND ACCESSIBILITY**

On my portfolio site, I included the use of hover links and selected links to help users have an idea of which site they are clicking on as well as which sites they are currently viewing during their engagement with the portfolio site. In addition, a good practice I implemented is making use of the 'text-transform' styling to make specific texts 'uppercase' in certain pages. I decided to do this because this improves readability when reading the actual code of the site.

Another thing I took into consideration while developing the site from the backend, was the colour choice. In my opinion, rather than using an actual English word for colour in the CSS, I opted for a hexadecimal colour value because I had a specific shade of purple I wanted present on the portfolio site. Personally, this particular shade '#bd98e2' used in the final development of the site, expresses me as a person. Also, this particular shade of purple along with the white block spaces and black does a good job at brightening and improving the overall display of the portfolio site. Based on the coding, the white and black colours were the only colours written in actual English in the CSS declaration.

In addition, I included a 'Contact Page' section for my site to make it convenient for users to reach out to me easily. This form page makes life so much easier for potential users because all they have to do is fill out a form to contact me.

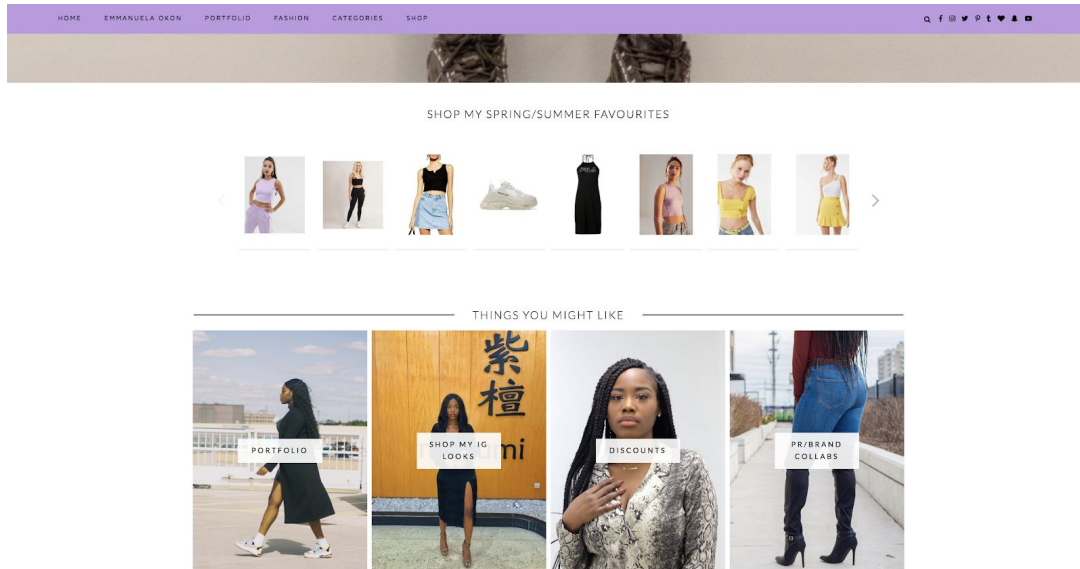
## **PRINCIPLE OF DISCLOSURE**

The homepage is somewhat a summary of the entire content of the portfolio site. With this in mind, I included the use of carousels, photo cards and buttons from the Bootstrap framework to guide the user in navigating specific pages on the site freely.

Also, the navigation bar (menu bar) gives a summary of the site by dividing the site into four inner pages which include the About page, Portfolio page (with 3 sub-categories: Blog, Process and Services), Videos Page and the Contact Page respectively. Not to mention, it took me some time to finally decide on the menu navigation tab and honestly, I began to understand the importance of usability and the essence of the menu navigation because it is a key element of the website's design layout which is also known as the 'information architecture.' Hence with the structural navigation in place of the final design process of my portfolio, user experience becomes even better with not only the structural framework of the pages but also the fact that the main menu navigation bar remains a sticky menu for users to find available even when they are scrolling down on the site. Implementing this sticky effect makes it easier for users to navigate across pages freely.

## **PRINCIPLE OF EXEMPLARS**

The principle of exemplars is present in all pages, except the 'Contact' page which includes the contact form but for the most part, I was able to implement this particular IA principle across all the other pages on the site. I included the use of Bootstrap's card element to showcase photo content, responsive fonts from Bootstrap's typography element as well as other utilities like dropdowns in the menu section to help categorize the 'portfolio' section of the site into multiple areas for the users to scan. For this project, I used blog post samples from my actual blog, '[StylebyEmmanuela](#)' to showcase exemplars on the blog page. Likewise, I also used this strategy by making a 'Things You Might Like' section on the blog with buttons to help users have an idea on where they can navigate to if they feel overwhelmed by the navigation bars. I got the latter idea from my personal blog, '[StylebyEmmanuela](#).'



**Screenshot of StylebyEmmanuela's 'Things You Might Like' section:**

<https://stylebyemmanuela.com/>

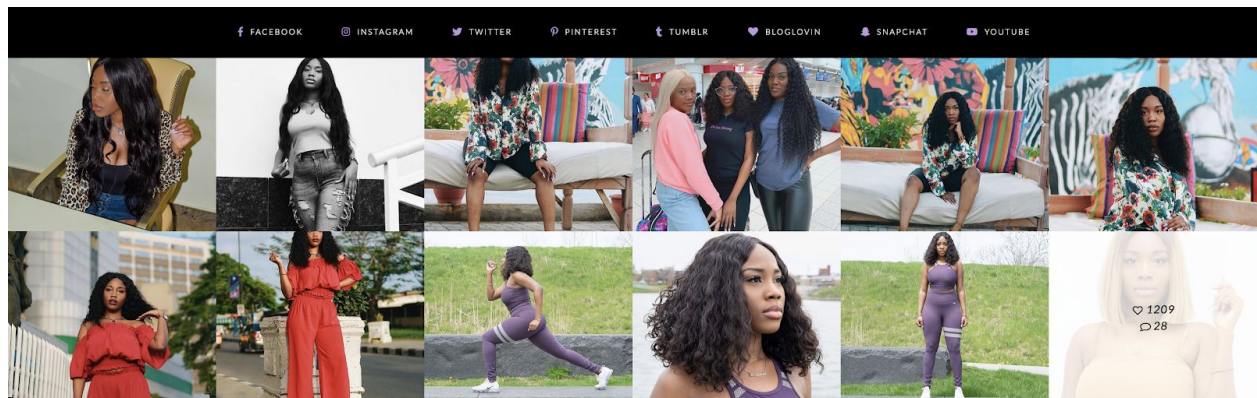
In addition, I also used the principle of exemplars in the home page by curating an Instagram feed mockup for users to have an idea on what kind of content I engage myself with on social media platforms like Instagram.



**Screenshot of Aurelcee's Instagram Feed section on the Home Page:**

<https://www.aurelcee.ca/>





**Screenshot of StylebyEmmanuela's Instagram Feed and Social Media info. in the Footer:**

<https://stylebyemmanuela.com/>

Not to mention, the principle of exemplars was also implemented into the 'About' page most especially in the 'work experience' and 'education' section of the About page to give users insight on what else I have previously or I am currently engaging myself with when I am not creating content on social media.

## **CONCEPT OF INFORMATION ARCHITECTURE IN THIS PROJECT**

Each navigation type is positioned and structured intentionally to provide the user with every answer they might have about me as a Fashion Blogger and Youtuber. Whether the user's question has to deal with what Emmanuela Okon does, the main navigation tab in the portfolio site will leave potential users with more information beyond their expectations. For the most part, I tried my best to carefully align the main menu and local navigation tab with the scope of what common portfolio sites entail.



**Screenshot of Aurelcee's Menu Navigation Bar:** <https://www.aurelcee.ca/>

## STEP BY STEP DESCRIPTION OF MY DESIGN PROCESS

**Firstly**, based on my website development, I started by conducting user research starting off with a Fashion Blogger oriented site called '[Aurelcee](#)'. This page was a skeletal framework which guided me in developing my portfolio site

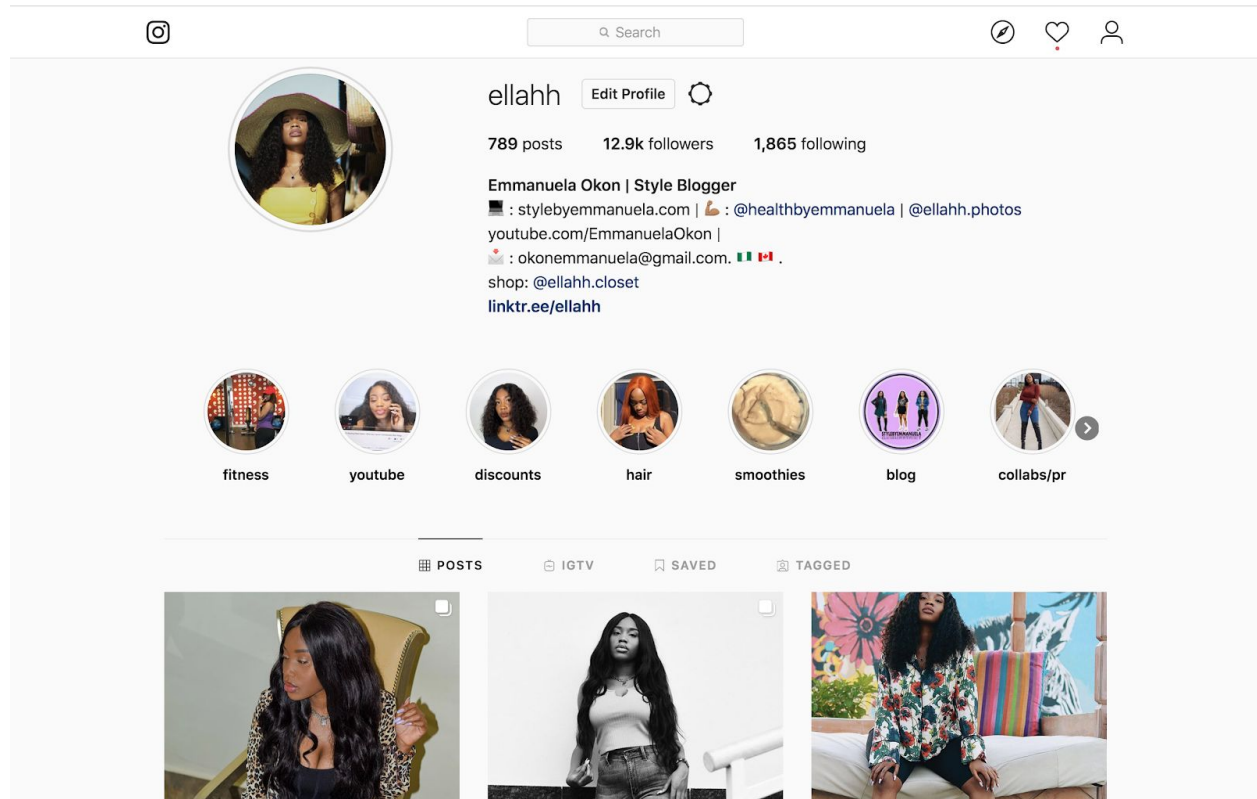
**Secondly**, I decided to condense the information I extracted from '[Aurelcee](#)' site.

**Thirdly**, I began to brainstorm ideas of how I wanted my website to appear on the site and so, I conducted a series of research by extracting samples of what a typical Influencer portfolio website would look like. For instance, I decided to use a site called [Aurelcee](#) as a framework to guide my wireframe design process. With this site, I discovered my website will need specific types of pages to showcase my craft as a Fashion Blogger. Also, I took inspiration from Kianna Naomi's site to know how to properly align my video content as a Youtuber. In addition, it is important to understand that conducting research and understanding the research you have done, contributes to the result of your project. In this case, the website design process is the end result.



In conclusion, all photos used in the design process of my site are all mine and you can find most of them all on my Instagram Page.

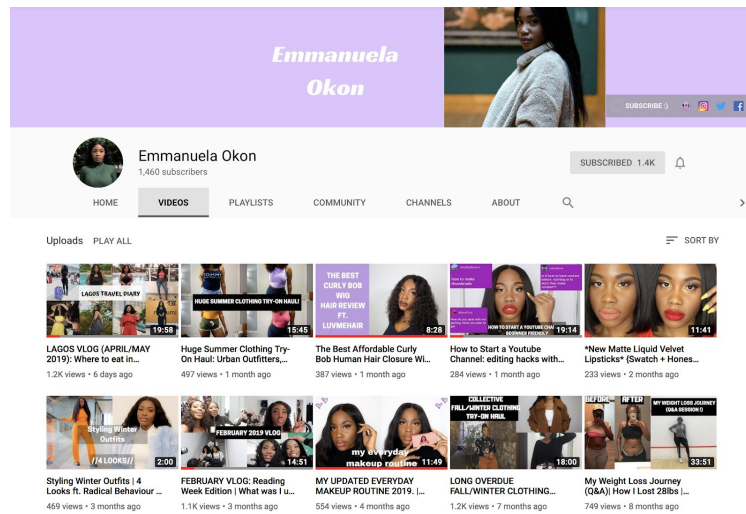
## PHOTO REFERENCE/CITATION



**Emmanuela Okon's Instagram Page:** <https://www.instagram.com/ellahh/>

Also, the video content showcased in the 'video' section of the portfolio site is all taken from my personal Youtube Channel; 'Emmanuela Okon.' For the most part, the media contents used on the site were intentionally put up there to somewhat give potential users an idea of who I am and what I do as a person.

## VIDEO REFERENCE/CITATION



**Emmanuela Okon's Youtube Channel:** <https://www.youtube.com/emmanuelaokon>

In conclusion, I made sure all buttons have active links working as well as the dropdown menu in the portfolio section. Please check them out :)