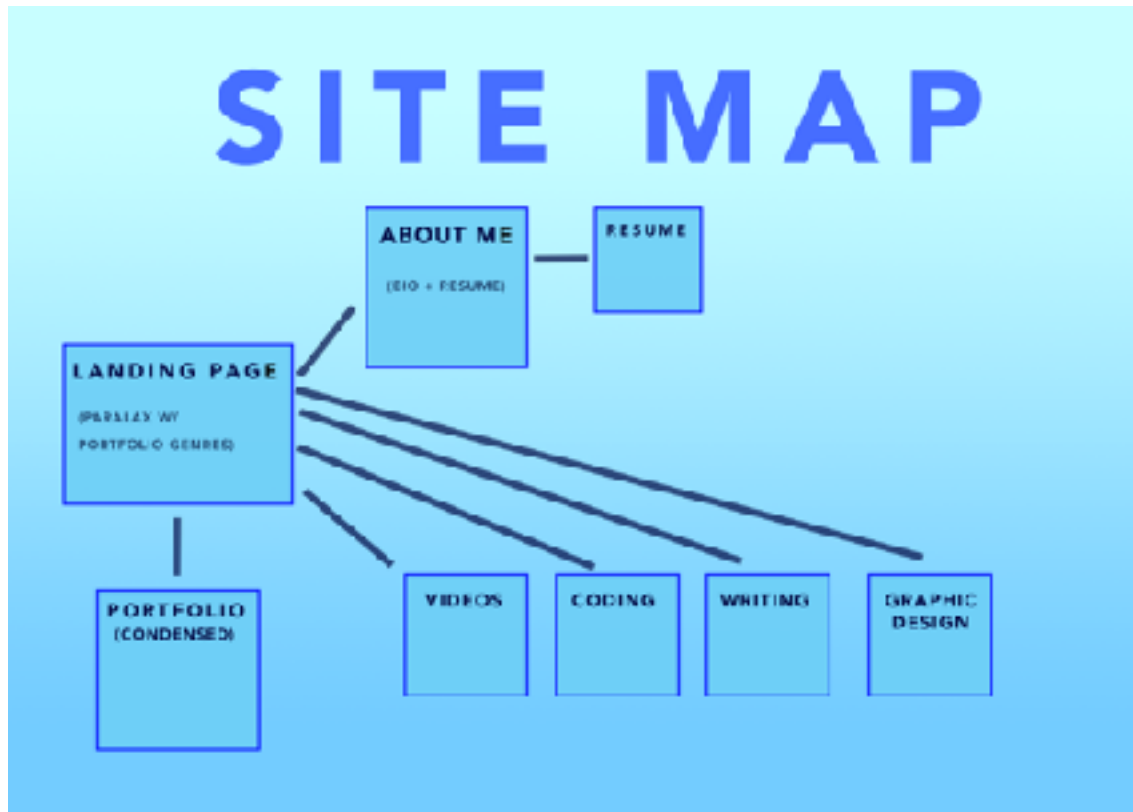Sitemap:



Concept:

My target audience for my portfolio site will be primarily friends and family members who will be visiting the site casually to browse through my past and current projects and, perhaps more importantly, potential employers (or industry professionals) who are visiting for work-related reasons. I hope to convey my personality through the site's aesthetic and biographical supplements (without being too heavy-handed or corny), while also diluting and portraying my 'ethos' as an artist through the visual content (e.g. images, videos, etc. from my portfolio). The site will have interactive elements (like animated banners) to keep things dynamic, along with a parallax landing page with all of my projects laid out in a cross-media, genre-specific timeline. I want to keep things as minimalistic as possible—namely in the site's UI, color-palette, fonts, etc.—to ensure that the site is a breeze to navigate for the less tech-savvy visitors, but I also want to add dynamic and interactive UX elements to make the experience of navigating through and exploring the site memorable. I have a ton of content that I'm hoping to pour into the site, so my main focus will be presenting (or indexing) all of that content without making the browsing process overwhelming—especially with all of my past writing projects as I have 50+ poems, short stories, and essays I'd like to put in the writing section.