

MyFolio is essentially My portFolio. Through MyFolio, I will be able to showcase art that I normally do not show. It is designed for hobby explorers and creative enthusiasts who have a curiosity about various crafts and are looking to explore different forms of art. The main target audience would be people who may not yet have a specific hobby of their own but are eager to learn about various mediums to express themselves. This project is also aimed at those who appreciate learning about and visualizing the process behind crafts such as crochet and jewelry making. MyFolio provides an opportunity to explore hobbies they might not typically encounter and inspires them to delve into new interests.

The key pitch idea for MyFolio is to create an interactive and visually engaging experience that allows users to learn about various personal hobbies through dynamic content. By incorporating interactive elements such as clickable objects and progress photos, MyFolio transforms the traditional showcase of personal work into a hands-on exploration of creativity. The goal is to inspire curiosity and create a deeper appreciation for the behind-the-scenes of an artwork through this interactive experience.

The first guiding principle for MyFolio is interactive engagement. This project incorporates interactive elements that allow users to click on tools that are used in specific niches such as a crochet hook for crocheting clothes. This hands-on approach is crucial as it keeps users actively involved and makes the exploration of different hobbies both engaging and memorable. Viewers can explore my favorite hobbies at their own pace and maybe even find use in the information that is provided.

Visual storytelling is another guiding principle of MyFolio. This project will show the progress and process of how things are made. There will be interactive and informative images that show the viewer step-by-step instructions on how my art pieces are created. I want to help users connect with my journey because most of the time, the process is overlooked by the final piece itself.. Through this visual narrative, viewers can appreciate the effort and artistry behind each hobby.

The final guide will be creating a safe space to explore and be inspired. The project is designed to inspire viewers by presenting a range of hobbies they might not have considered before. I want to emphasize that art comes in a variety of forms and mediums. This principle promotes a greater appreciation for diverse forms of creativity and encourages viewers to pursue their own creative desires.