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Intro to Web Development – Spring 2016

NYU Tandon School of Engineering

PROJECT STATEMENT

- This project is a personal portfolio that I would be proud to show to potential future employers that houses my current and relevant work in all aspects of my Digital Media education.

MOTIVATION

- My midterm was a great step in creating a "Paul Arthur Myers" brand and working with HTML and CSS. Since this website will be built from scratch, I see a lot of potential to improve it and to make it a website I am more proud of.
  - I want to make the grid respond better and appear more fluid
  - I want to make the site more responsive and mobile-friendly
  - I intend to make the site easier to navigate, even if I sacrifice a bit of the aesthetic.
  - I want to edit out some of the sections that are sparse in content (currently steaming and game design) for more relevant work (creative coding)

TARGET AUDIENCE

- While the midterm was more a personal project, this is supposed to be a more refined, professional product. As such, while the project is still personal, I intend to be able to show this to potential future employers looking for a portfolio.

- Some qualities:
  - In UX/Design
  - Viewing on a laptop (I'm willing to sacrifice a small about of mobile-first design, as my projects/portfolio should be viewed on a laptop… though I won't sacrifice mobile functionality)
  - Friends and family curious about my work ("What is Digital Media" is the second most common question I receive at any given holiday)

COMPETITIVE ANALYSIS

- https://q_dork.itch.io/#_=_

- http://strange.wales/

These two websites are the same websites I submitted for my midterm portion, but I appreciate bits of each. The former showcases a lot of work and has great, interactive previews. The latter really showcases its brand in its font choice, and its color usage is very spare. I think a combination of the two is what I'm going for, as color is important to me, but I want to showcase more than just video games.

CONTENT INVENTORY

- Creative Coding:
  - Many (very basic) art and abstract projects made through p5.js
  - Experiments using p5.sound

- Audio (need to figure out an "on-brand" way to host audio files on the website)
  - Bee Movie and Found Sound project
  - Elastic Heart remix
  - Beats project

- Design:
  - Cyoub PDF
  - Games Prototypes
  - "Carmen Sandiego" Comic made using Pixton

- Digital Art:
  - Old Photography (all downloaded to my computer)
  - 3D modeling renders (all on my old computer, will retrieve over thanksgiving break)

- Many buttons (similar to the midterm)

- Ailerons, Coves, and Kano fonts

- About Me section (with links to Twitch profile and my email… and Facebook when I reactivate it)

CREATIVE BRIEF

- Much like my midterm project, I intend to use a pleasing pallet of Gray-Blue, Gold, Orange, Crimson, and Violet as part of my brand.

- My portfolio is meant to be a visual piece in and of itself. If the style of my website is not impressive, it's not worth it to me.
  - This is because I'd like to focus my career on UX and Design. While I'm most interested in work in VR, showing that I understand design concepts is a goal of mine.
  - If I have time, I want to add accessibility options

FUTURE ITERATIONS

- I had intended to continuously update my midterm website, but as I learned more in Web Design and learned that the final project needed to be started from scratch, I see no need to update my midterm.

- Instead, with this more refined portfolio, I should be able to make a product I'm proud of and that will truly deserve updating. I did not intend to show my midterm to future employers (though I ended up happy with the result). This will need to be more presentable, and therefore more carefully and regularly updated.

RISK   S

- While I definitely have more content than during the midterm, I need to make sure it's all "good" content. I will have to pick and choose what to show on this website, which I did not originally intend.

- I'm using bootstrap for the first time. If I get bogged down in the specifics, I may lose track of my vision for this project.

- By the time this is done, I will have had one web design class. Unless I continue to teach myself new techniques and take new classes, anyone who "inspects" the page may see that I'm a novice at front-end design. That could work against me for future job applications.