

Paulina Corcoran

Jose Guzman Fierro

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Creative Brief

This final project is a personal website featuring a creative brief, wireframes, Google Analytics. The website itself will include information about myself, my education, my abilities, and my resume. I am designing it for both myself and my professor as a basis of all that I have learned during my time in CIM 111, and what I am able to execute using what I have learned. In order to better understand the situation, my professor has given guidelines, or a rubric, to ensure I have all the necessary elements within my website. As far as topic and direction, I am given free range to decide what we would like to make the website about. I have chosen to make mine about myself as an interactive resume because it is an easy topic to write about and one I know well. It is also something I might have another use for in the future, and I can continue to revise as new information presents itself.

The goal of this project for me is to try my best to be able to code something that is functioning, at the very least. It is something I find to be challenging so I am really trying to push myself and make something that works. With this piece, I am attempting to make a more interactive resume than one I can type up on a document. The tone for the piece is professional because it is something I will use as a tool for employers or for myself in the future. I will develop the exact wording and placement of text and images as I continue to work on the project. For the purpose of this assignment, there are no competitors—it is simply my work and my

professors opinion of that work. A strength of mine is that I do not give up, even if something is really hard. I believe my determination will help me to achieve what I need to. A weakness of mine would be my lack of confidence in my ability, but this will not stop me from creating my final work. There is great opportunity with this idea because it can continue to be revised as things change and I obtain more experiences to add to my website. There are no major threats other than that I may miss the mark and my vision may not go to plan.

As far as visuals, I do not believe I will need too many besides images of my school and any logos of companies I have worked for. For this purpose, I will simply take already existing images from the web. I will have a navigation section where the user can click between screens to get specific information regarding my education and involvements on my campus, my work experience, and personal information about me. The limitations I see with this project are mostly with the timeline, there is not a lot of time to achieve all of this by the end of the semester on May 6th. However, I will take the time I have to put together my best attempt at this vision. I will report to my professor for the finished product. He will either approve (pass) or disapprove (fail) of the work and it will be submitted to my project repository and Microsoft Teams.