

# Design Rationale

The design rationale behind my portfolio design is to keep it as simple as possible. My main goal here was to attract the user's attention towards my work by giving the website minimal look.

## Logo Creation and Color Palate

I brainstormed multiple logo ideas for initials. I wanted to have my logo text-based but yet wanted it to be attractive. So I decided to connect my initials with each other and fill color on it. The reason behind this was to make it clear that when we connect we can make your monochrome business colorful and fruitful.

As for the selection of color, I went with lilac as my primary color. There are two reasons for it, one is that it's my favourite color, so adding it in my portfolio was my first choice. Secondly this color depicts more of my personality which is creativity, wisdom and ambitious.

## Design Process

The design process was relatively very simple because the website I wanted to portray was vivid in my mind. I followed the basic design process, starting with low-fi wireframes. As I have to design two pages for now, I choose the home page and my portfolio page. I sketched out few ideas and then merged them to create a final low-fi wireframe. After that I decided on the color palate and the typography. Then the main focus, the logo has to be done. I sketched few logos and after brainstorming them I choose one.

After having color palate, typography, and logo ready with me, I started off with high fi prototype. While designing, I kept in mind about the minimal look and feel. I have kept the home page short, that just focuses on my skills and work. Also I have highlighted the contact form, to get my clients easy access to connect with me.

After my high-fi designs, I started with my html code setting the template and adding css as and when required. After completing the desktop version, I then focused on the responsive part of my website.

Overall, my goal was to keep my website simple and easy to access for the clients who would like to connect and onboard with me.

For my low-fi wireframes and high-fi designs click the below link:

[https://www.figma.com/proto/xl08Q6tFnW7hoTtRTh5FsD/ID-\(Portfolio-Website\)?page-id=0%3A1&type=design&node-id=1-1666&viewport=1015%2C588%2C0.13&t=Z3lvXX8d675xA13M-1&scaling=scale-down-width&starting-point-node-id=1%3A1666&show-proto-sidebar=1&mode=design](https://www.figma.com/proto/xl08Q6tFnW7hoTtRTh5FsD/ID-(Portfolio-Website)?page-id=0%3A1&type=design&node-id=1-1666&viewport=1015%2C588%2C0.13&t=Z3lvXX8d675xA13M-1&scaling=scale-down-width&starting-point-node-id=1%3A1666&show-proto-sidebar=1&mode=design)