RESEARCH/GOALS/PROPOSAL

For my Project 2: Collection, I am going to create a portfolio website with some of my graphic design work made for Parsons the New School for Design and for some clients. The purpose of my website is to have an accessible way for possible employers and whoever wants to collaborate with me and get to know me to see my design style and the work that I have done so far. The website is going to have an "About" page, which will explain who I am, where I come from, my background and my interests, as well as a link to my resume. Moreover, the site will include a "Contact" page and "Home" page, which will show thumbnails of my work, which, in turn, when clicked, it will go to a especific project page. The "Project" page will have a description of the work, and images of the process and final version. I wish to divide my projects into categories to make it visually easier to the spectator to navigate the page and understand my work.

Here is a list of the projects I am going to include by category:

LOGO DESIGN
+ Shopdiem: Freelance work
+ Le Malô: Freelance work
+ Triple Seven Accelerator: Freelance work

BRANDING
+ Platina: Parsons work
+ Design For An Issue: Parsons work

INFOGRAPHIC
+ I Am What I Eat: Parsons work

ADVERTISEMENT
+ Dental Cremer: Freelance work
+ BILT Furniture: Parsons work

IN GENERAL
+ Poster Futura: Parsons work

INSPIRATIONAL PORTFOLIO WEBSITES

http://joshuamccartney.com/

+ Simple design, but with a touch of fun with the added colors and graphics

+ I liked how he put his work on the Home Page and divided by categories

+ Straight forward: One the Home Page, he immediately says what he does

http://ellensriley.com/#about

+ Good use of the scroll down, having all her information in one page

+ Black and white, simple design

+ Hover: Good and subtle way, enlarging the picture of the project

+ Great layout and design of information (image and text) for each project

http://www.adamhartwig.co.uk/

+ Simple, but super fun with the use of color and a lot of animation, being very interactive

+ The Home page already tells who he is, what he does and invites people for a collaboration

+ Storytelling works well with the use of carrossel

http://www.mypoorbrain.com/

+ On his Home page, the designer already shows all his projects

+ Categorize the work using symbols

+ Hover: Subtle and fun way of playing with the title of each project

+ Nice and simple layout of the information in each Project page, using large images

SITEMAP

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                    ┌──────────────┐
                    │   WELCOME    │
                    └──────┬───────┘
                           │
                    ┌──────┴───────┐
                    │     HOME     │
                    └──────┬───────┘
                           │
      ┌────────────────────┼───────────────┬───────────────┐
      │                    │               │               │
 ┌────┴─────┬──────────────┴──┐       ┌────┴─────┐    ┌─────┴────┐
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(PROJECT1) (PROJECT2) (PROJECT3) | ABOUT | | CONTACT |

(PROJECT4) (PROJECT5) (PROJECT6)

(PROJECT7) (PROJECT8) (PROJECT9)

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