Portfolio Style Guide

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Front-end designer portfolio website:

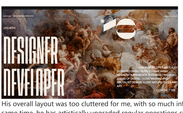
https://p5aholic.me/projects/
https://carlbeaverson.com/
https://dylpr.pro/#portfolio/slide2
https://www.shanemielke.com/work/spacex/iss-docking-simulator/
https://bradfrost.com/work/
https://stereocreative.com/
http://findmatthew.com/
https://brittanychiang.com/
https://bepatrickdavid.com/

By **Researching and Studying** a few of the above mentioned front-end designers in their portfolios, there is a lot I can learn from them, as well as their design styles that I really appreciate. When researching these portfolios, I preferred a clean and simple design style for the overall layout, which allows all the information to be seen by the viewer at a glance.
Out of all the portfolios, what I appreciate the most is designer keita yamada's style of portfolio design, the overall layout is simple and clean without overloading the view with too many images and colours. In his portfolio, the navigation bar occupies the upper left-hand side, while the secondary menu (the partitioned section) is displayed in a more prominent font on the right-hand side of the screen, allowing the viewer to know more clearly where they are browsing. And the use of a smooth scrolling effect in the centre of the screen makes the page not look empty.

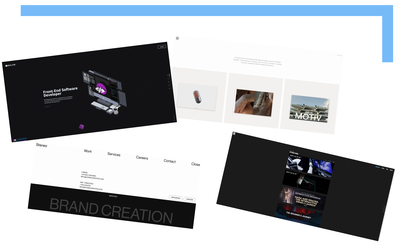
Engineer Brittany Chiang's portfolio website is an inspiring case study, the layout of the entire page is simple and clean, a short page of content complete with almost all the information I was looking for, and while I didn't want to use a dark colour scheme like he did, this split-screen left/right configuration layout is something I would very much like to implement in my own portfolio.

Brad Frost is a man of humour, so his pages are full of light-hearted vibes, with a bright colour palette and a well-defined cartoon-like style that's relatable and relaxing.
His navigation layout is always at the top of the page, which isn't conducive to the viewer finding information and switching between boards, but the icon design style and hover effects he uses in his portfolio are so smooth it reminds me of the use of special effects in a portfolio.

Matthew seems like a shy and self-disciplined guy, and I was surprised that I couldn't find his name in his portfolio, but his work/skills/contact information was clear.
I really like the way he presents the skills he has in a graphical way, which would save the HR staff a lot of time, and the fact that he uses a hover to change icon effect for his work item section, which is a style I would borrow.



Patrick David's designs are full of artistic style, and you can get a sense of his favourite design aspects from the beginning of the page.
His overall layout was too cluttered for me, with so much information coming together that I didn't know where to focus. At the same time, he has artistically upgraded regular operations such as "return to top menu", "close lightbox", etc., changed the position and shape of icons, etc., which increases the user's learning burden.
However, the lightbox design of his work is very good, and the pop-up effect is very smooth and fluid, which is my very favourite part.



After browsing through more of the designs, I got a better idea of how I wanted the portfolio to look, the layout and colour matching.

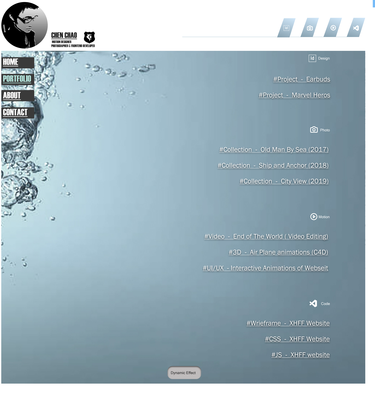
The **overall** portfolio site I would present in one long axis page and there would be no secondary pages to contain the rest.
In the layout I will try to use a ketia layout, leaving blank areas for artwork and work to pop up in lightboxes.
The mouse hover effect involves changing the size and shape of the icon, which gives the user clear instructions when navigating through the page, and access to jump pages when they wish to view the content in more detail.
The contact section is the most important and allows the user to access the information more easily after hovering and clicking.
I will try to simplify the way it is laid out and have it presented on every page it can be displayed on so that users can find it effortlessly.

.Logo

For my personal logo design I would focus on two things, one is the letter C, which is the initial of my name; and most of my professional skills cover computer and media operations, so I chose the letter C and the shape of a mouse.
I tried to add some angles to the outer layer of the letter C, which represent my various professional abilities, and then I added a shield shape to the outside of the whole, which symbolises my professional integrity.
In the end I tried to abstract the larger shapes and blend the periphery with the C. This gave me an unexpected shape that resembled a camera icon, which also happens to be one of my main skills. For the colours of the icon I chose a stark red and blue gradient, a gradient that is very widely used in social media today. This vector graphic doesn't show the gradient colours very well on XD, as well as the shaded part of the icon, but it does give the whole icon a bit more dimension.

.Colors and Fonts

Typeface: For the font I chose San Serif as the main font, which is a Microsoft font that looks clear and is easy to read. While Haettenschweiler is a more formal looking font that I would use for things like headlines, Frankin Gothic Book is more visually comfortable for large amounts of text.

Microsoft San Serif -	ABCDEFGHIGKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Haettenschweiler -	ABCDEFGHIGKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Frankin Gothic Book -	ABCDEFGHIGKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

.Layout / Examples