

# Sarah Cahill

## Portfolio



# Logo and Colour Scheme



Logo created in Canva,  
provided colour palette.

 HEX #00b7c5

 HEX #f0ecd3

 HEX #f43c62

 HEX #f43c62

Image in jpg, png, gif and mp4 format to  
allow flexibility for utilising images.



# Page Plan & Site Map

## Home page, which links to:

- About
- Blog
- Resume
- Contact

Aim was for a clean, corporate design. Design palette aims to provide consistency throughout pages.

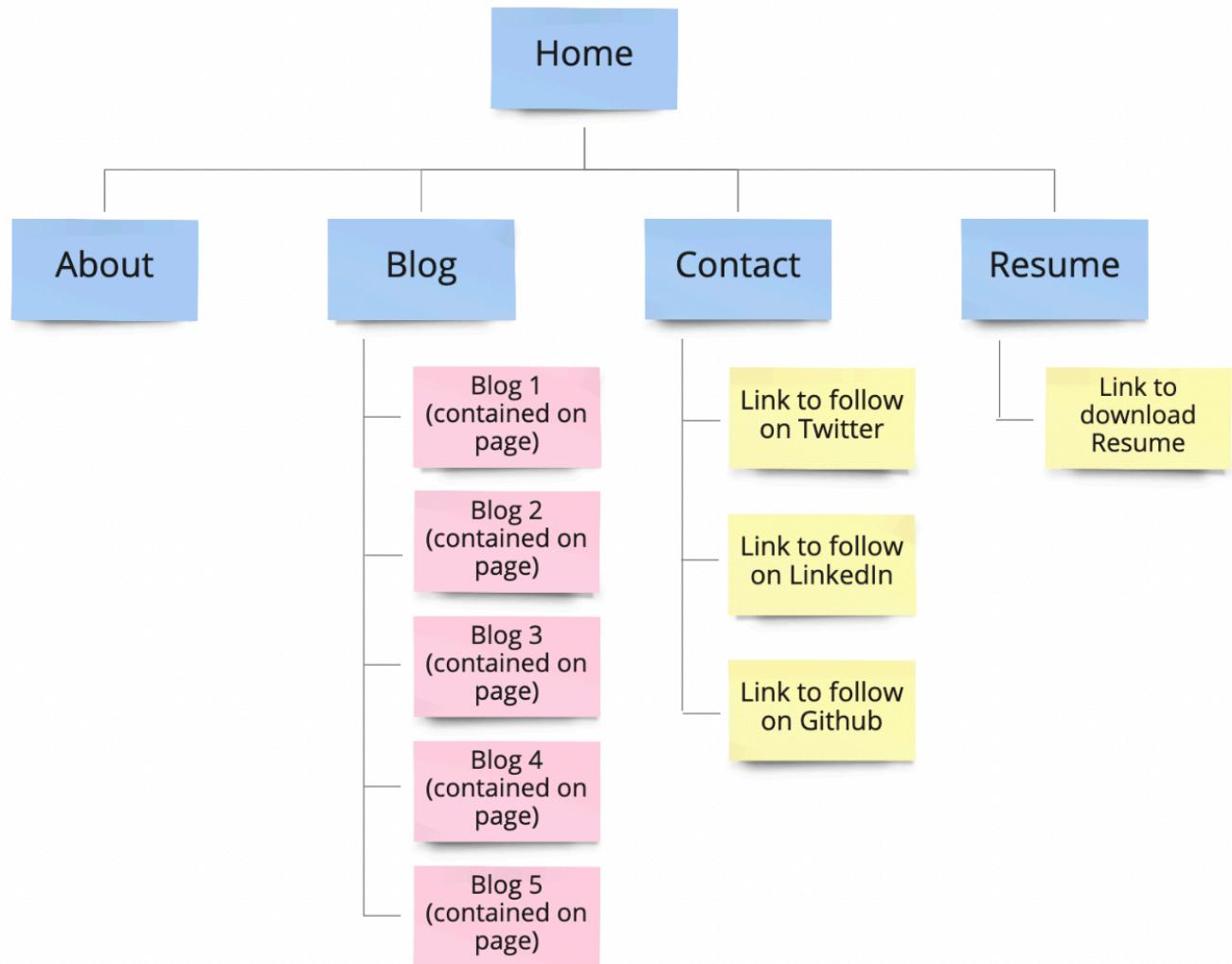
Each page has a drop down menu to link back to other pages (does not include own page link) for ease of use navigating.

Each page includes the same footer at end of page.

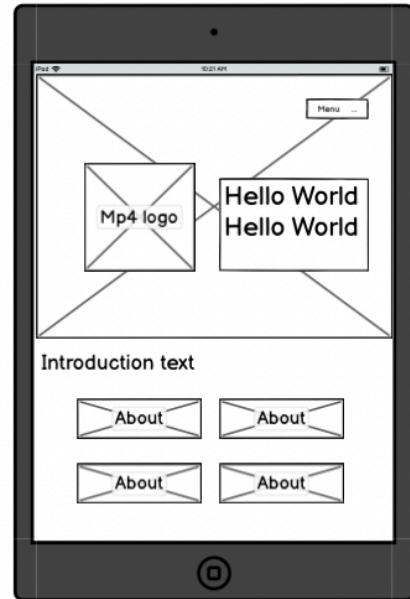
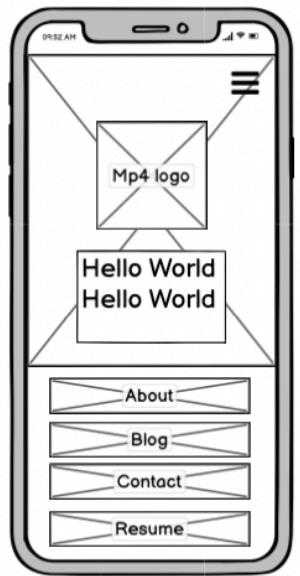
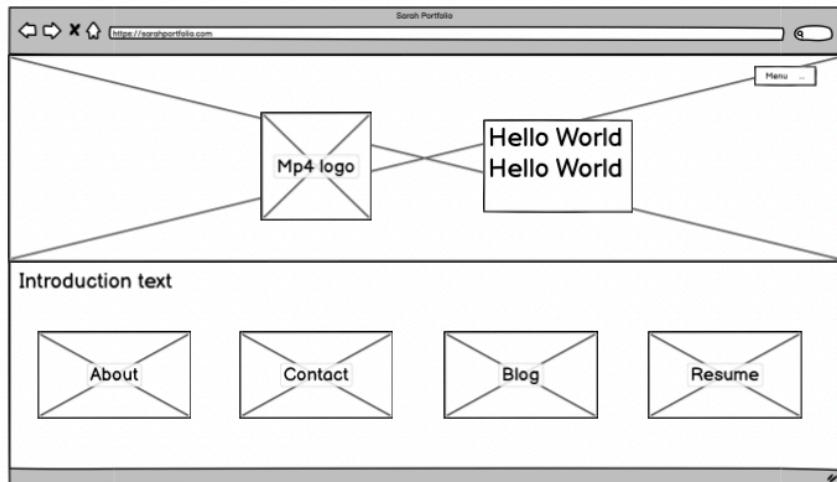
Consistent font sizing and colours.



# Page Plan & Site Map



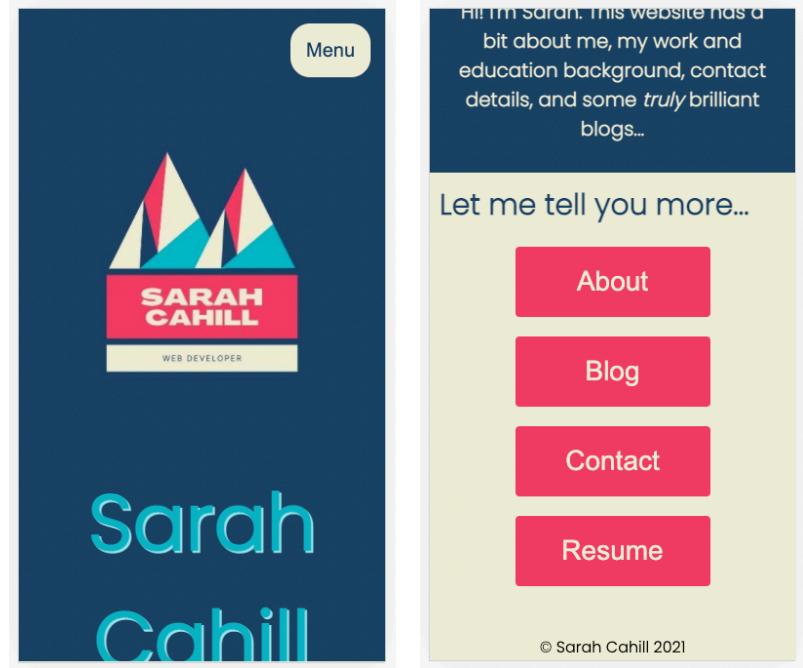
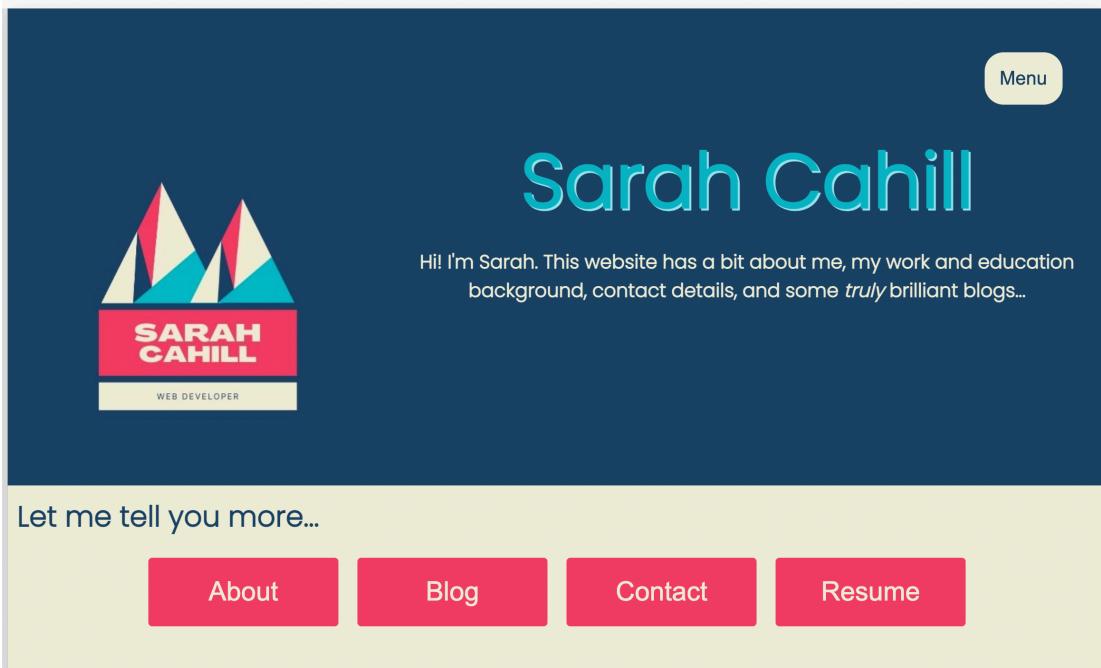
# Home Page



- Homepage aims to provide comprehensive overview of whole site and a stylistic introduction.
- Uses drop down menu, with intro text moved so it would not overlap.
- Provides additional links to four other pages (as well as menu bar).
- Bottom buttons change depending on devices – row in desktop, column in mobile, and grid in ipad.



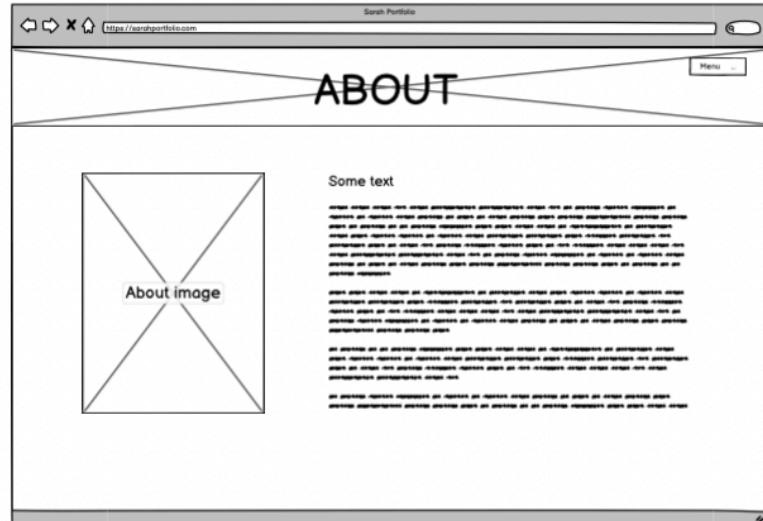
# Home Page



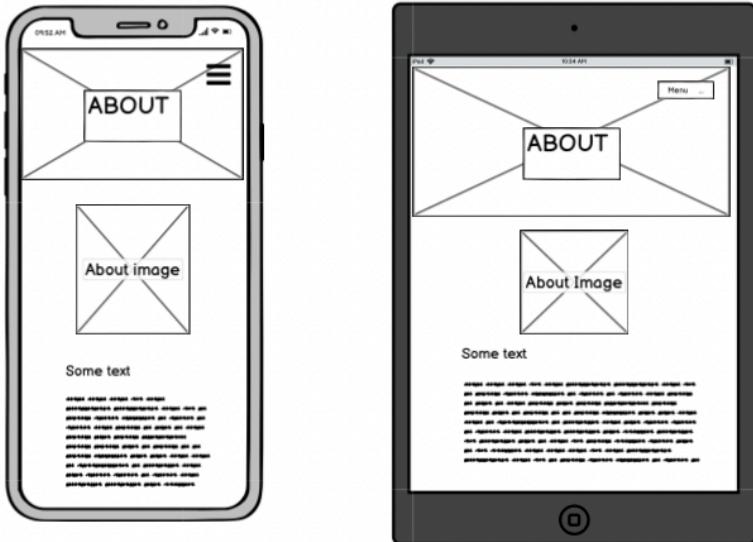
- Started off with horizontal page menu, but switched to drop down to avoid repetition on page. Menu has pointer hover and highlight hover on pages (in a 50% opacity). Menu links open to one tab.
- Buttons at bottom with highlighted hovers. These links open to new tabs for ease of browsing.
- Did consider logo as a mp4, but decided too distracting so went with jpg.



# About Page



- Very simple page
- Includes picture and a brief blurb
- Layout changes depending on device size.



# About Page



## About

### About Me

**Menu**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui vivamus arcu felis bibendum ut tristique. Aenean et tortor at risus. Ipsum a arcu cursus vitae. Ut enim blandit volutpat maecenas volutpat blandit. Volutpat est velit egestas dui id. Condimentum lacinia quis vel eros. Euismod quis viverra nibh cras pulvinar. Duis at tellus at urna condimentum mattis. In hac habitasse platea dictumst quisque sagittis purus. Amet consectetur adipiscing elit pellentesque habitant morbi tristique senectus et.



## About

**Menu**



### About Me

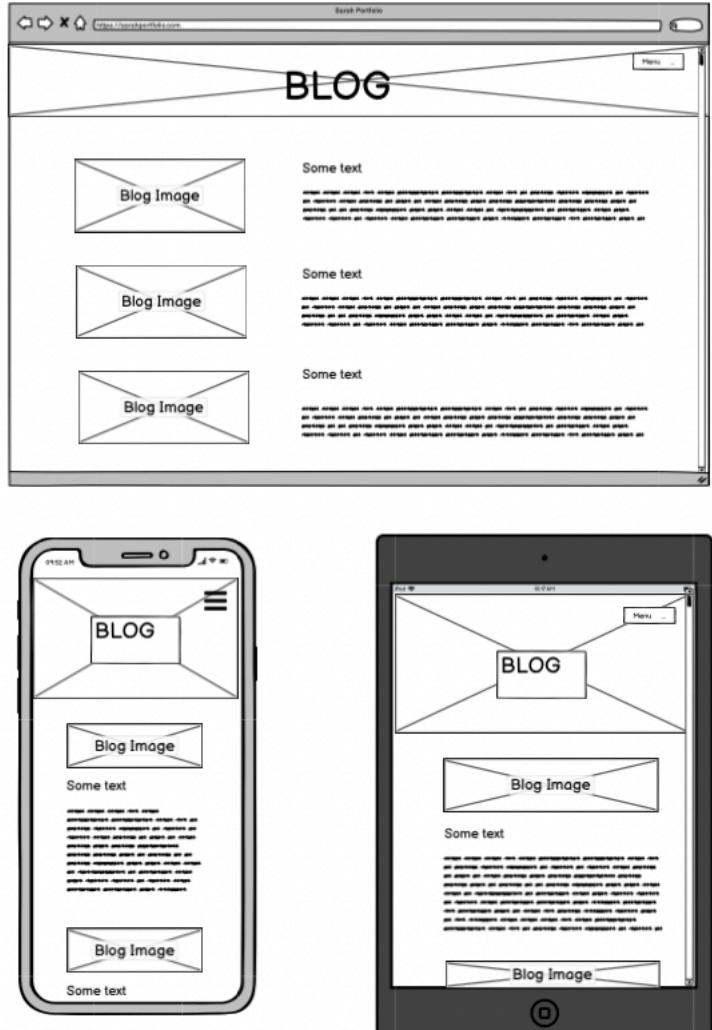
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui vivamus arcu felis bibendum ut tristique. Aenean et tortor at risus. Ipsum a arcu cursus vitae. Ut enim blandit volutpat maecenas volutpat blandit. Volutpat est velit egestas dui id. Condimentum lacinia quis vel eros. Euismod quis viverra nibh cras pulvinar. Duis at tellus at urna condimentum mattis. In hac habitasse platea dictumst quisque sagittis purus. Amet consectetur adipiscing elit pellentesque habitant morbi tristique senectus et.

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- Used `<flex-direction: row>` for laptop size, and `<flex-direction: column>` for phone and ipad.



# Blog Page



- Decided to include all blogs on one page for ease of readability (and save site map from having too many single use pages).
- If longer, would have used expand text, to increase interest (by giving user a preview to encourage click-through).
- Page design differs slightly to other pages in order to show versatility.



# Blog Page



## Blog

I'd probably rather be drinking wine than making this site

Posted: 5th March



Would definitely rather be here

Posted: 5th March

- Used dark blue as background colour (as opposed to beige colour on other pages), as this page is more dynamic than informative.
- 'Date posted' in different colour.
- Again, used `<flex-direction: row>` for laptop size, and `<flex-direction: column>` for phone and ipad.



## Blog

I'd probably  
rather be  
drinking wine  
than making

Posted: 5th March

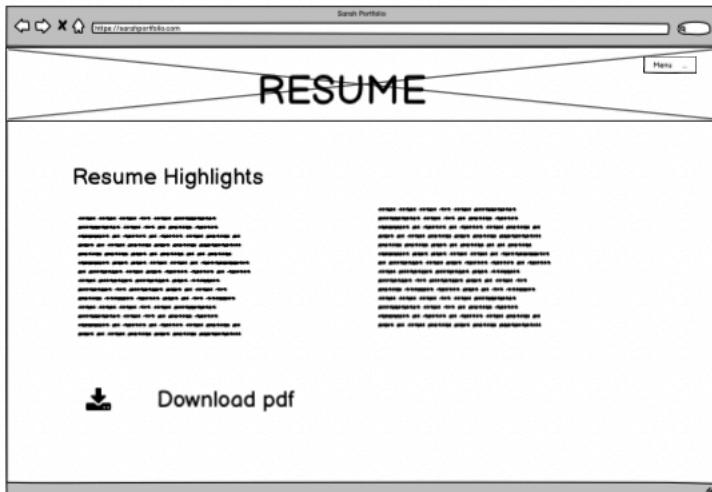


## than making this site

Posted: 5th March



# Resume Page



- Lists education and job highlights in an <ul>.
- Link to download at end.



# Resume Page

Menu

## Resume

Employment Highlights

- General Manager - Marketing @ Australian Geographic | The Co-op
- Senior Buyer @ WHSmith
- Buyer @ Target
- Buyer @ LS Travel Retail
- Buyer @ ABC Commercial
- Buyer @ Borders Bookshop

Education Highlights

- Diploma of Information Technology @ Coder Academy
- Professional Diploma in Digital Marketing @ Digital Marketing Institute
- Master of Marketing @ Monash University
- Bachelor of Arts @ University of NSW

 Download Resume

- Job titles and degrees/courses as bold, but possibly could stand out more.
- Both the resume icon and 'Download Resume' will download the pdf.

Menu

## Resume

### Employment Highlights

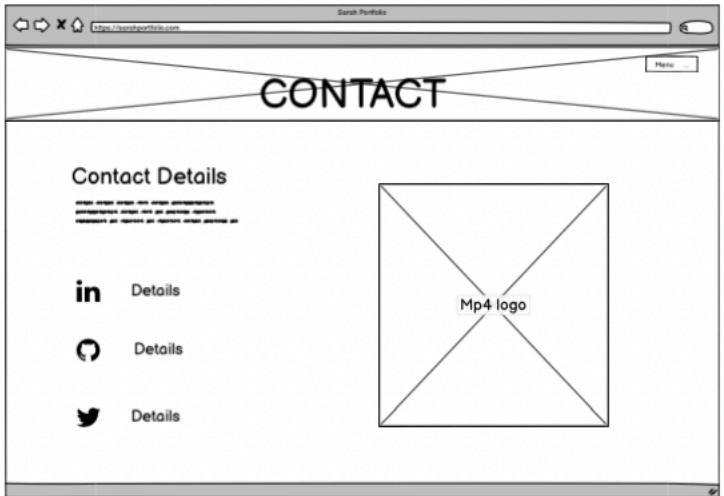
General Manager - Marketing @ Australian Geographic | The Co-op  
Senior Buyer @ WHSmith  
Buyer @ Target  
Buyer @ LS Travel Retail  
Buyer @ ABC Commercial  
Buyer @ Borders Bookshop

### Education Highlights

Diploma of Information Technology @ Coder Academy  
Professional Diploma in Digital Marketing @ Digital Marketing Institute  
Master of Marketing @ Monash University  
Bachelor of Arts @ University of NSW



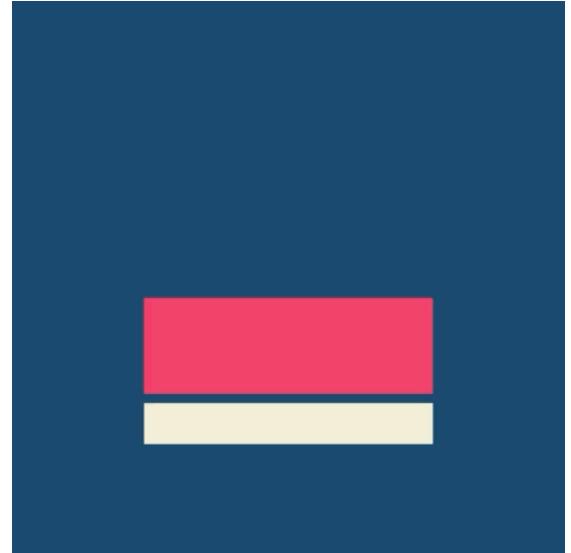
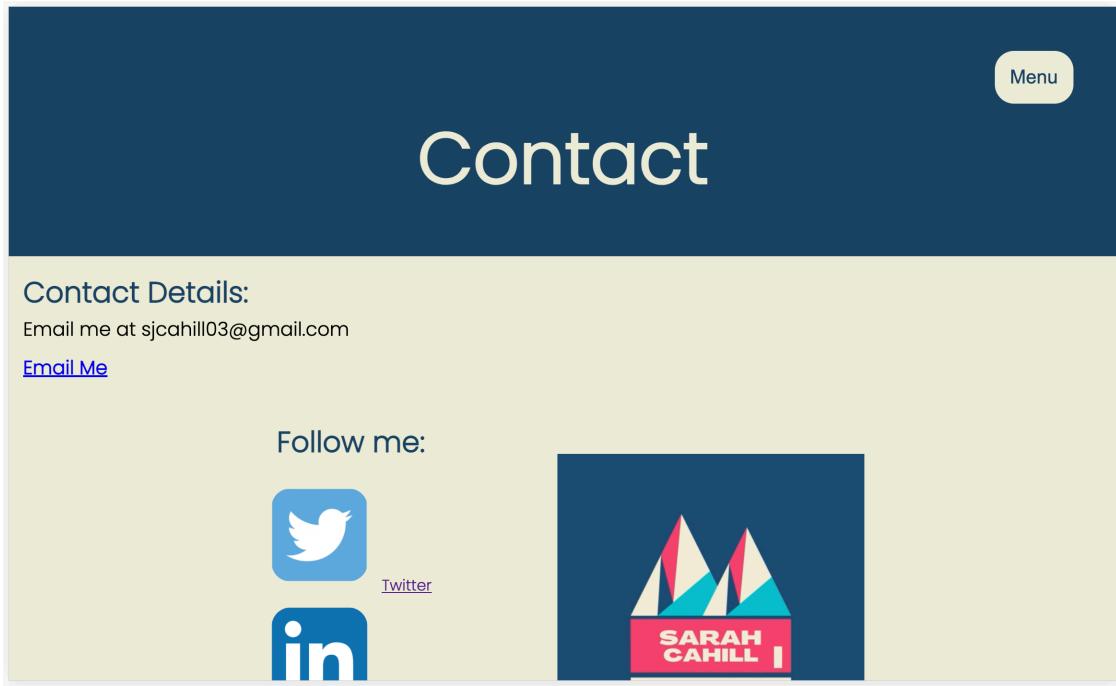
# Contact Page



- Provides email details.
- Uses icons to direct users how to follow.
- Includes mp4 version of logo.



# Contact Page



- Clicking 'Email Me' provides a pop up link to a pre filled email.
- Did have full page list next to logos, but changed to word hyperlinks to keep the page cleaner.
- Have coded mp4 logo to run on a loop.



# Learnings

- Obvious, but doing HTML *then* CSS made a big difference.
- Definitely found responsive design the most difficult. Started off in desktop first, then tried mobile first, and is still an ongoing process.
- Should use consistency in naming <divs> etc. in HTML between pages.
- Make sure ‘go live’ in VS Code is working before making heaps of changes and wondering why they weren’t showing up. Also make sure the preview is zoomed out and look at page without developer tools.
- Having the HTML and CSS done without the responsive design is not “almost finished”.

