

# PROJECT IDEA

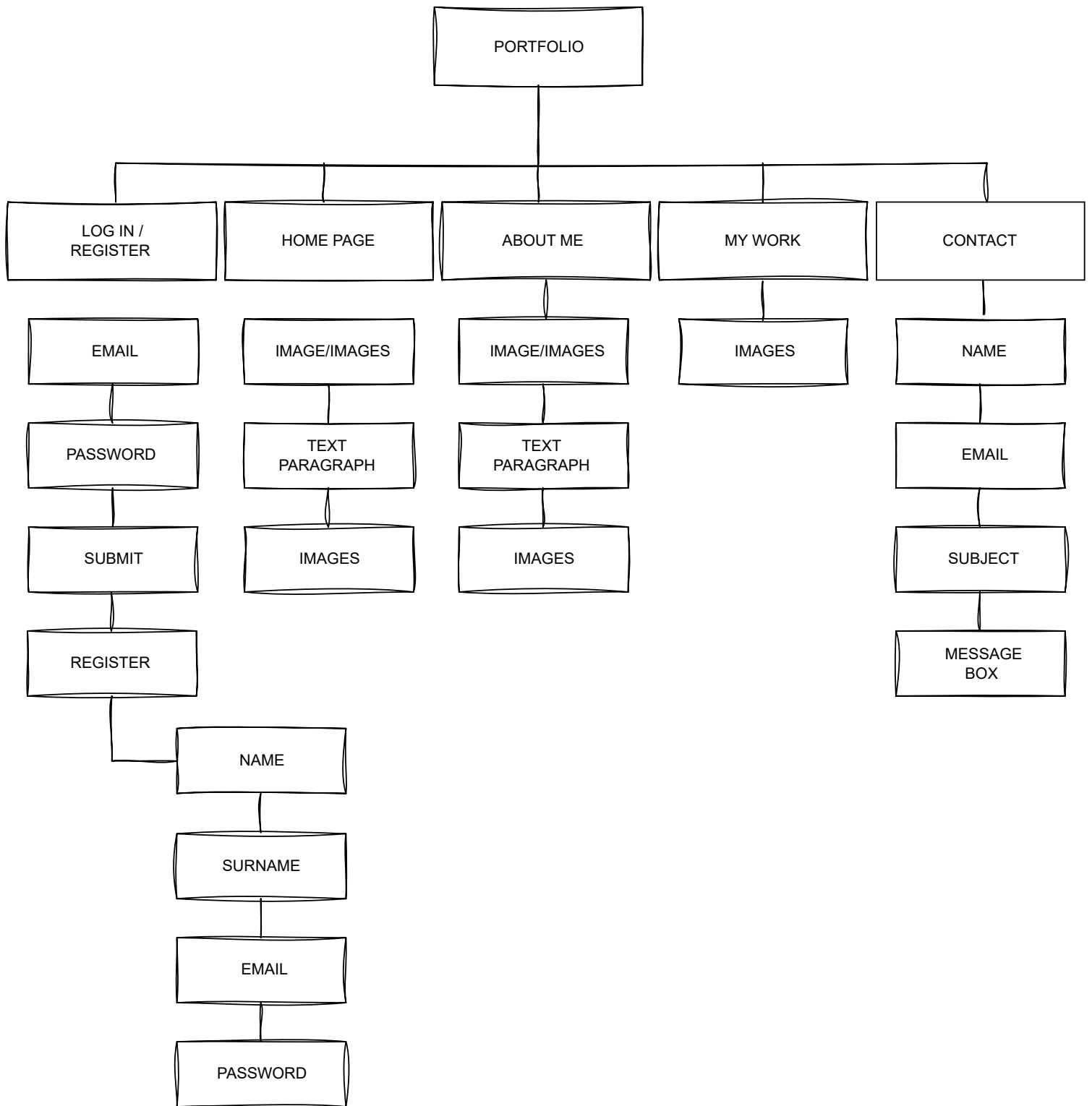
## PORTFOLIO

### **1. Explain what the website is about and what its purpose is.**

*For a graphic design student, a portfolio serves as an organized collection of their top design projects, demonstrating their creativity, technical abilities, and skill in addressing visual communication challenges. A portfolio website serves as an accessible digital platform for students to showcase their work to prospective employers, clients, or educational institutions. It acts as a crucial means of showcasing their design style, versatility, and development, while facilitating exploration of their work and communication regarding opportunities, internships, or freelance projects.*

### **2. List all the different pages that you intend to have as part of your website, including all the functionality that will be built into these pages.**

*The pages to be created include a login page and a signup page, demonstrating that they are verified individuals and not scammer. Secondly, a home page to showcase what a graphic designer is and what their job implies. I will create a portfolio page featuring my updated works, an "About Me" page to share information about myself beyond being a graphic design student, and a contact information page for anyone interested in my artwork or who has questions to reach out.*



# PORTFOLIO

## STYLE GUIDE

### TYPOGRAPHY

## H1 HEADING

**Berlin Sans FB Demi Bold**  
**36pt**

## H2 HEADING

**Berlin Sans FB Demi Bold**  
**29pt**

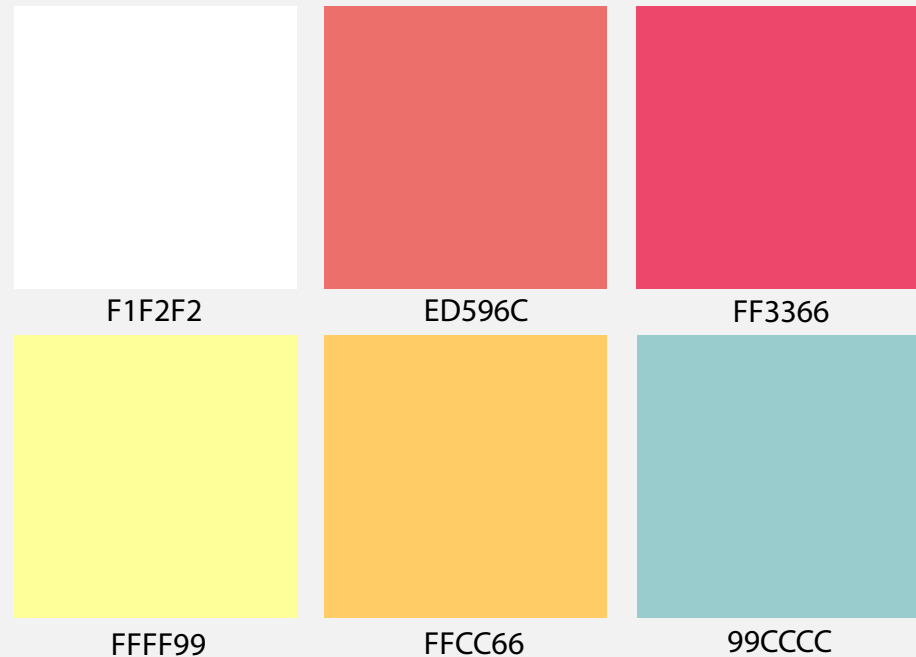
## H3 HEADING

Myriad Pro Regular  
20pt

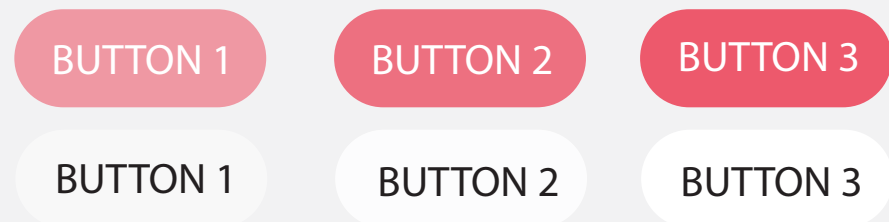
### ICONS



### COLOUR PALETTE



### BUTTON STYLES





# OLIVIA HAYRES

## GRAPHIC DESIGNER

Age: 23

Location: New York City, NY

Experience: 5 Years In The Design Industry

Currently Working As A Freelance Designer

### ABOUT OLIVIA HAYRES

Olivia Hayes is a New York City-based graphic designer with a Bachelor of Fine Arts in Graphic Design. She has worked on various projects, including branding, web design, and digital illustrations. Olivia is known for her attention to detail and balance of minimalism and artistic expression. She enjoys experimenting with design tools, exploring art galleries, and networking.

### SKILLS

Adobe Photoshop ●●●●  
Adobe Illustrator ●●●●  
Adobe InDesign ●●●  
Figma ●●

### PERSONALITY

Communication Skills ██████████  
Time Management ██████████  
Teamwork ██████████  
Problem Solving ██████████

### FRUSTRATIONS

Olivia's demanding work often results in tight deadlines, limiting creative exploration and quality assurance, potentially leading to burnout.

Olivia is frustrated with repetitive tasks and seeks more variety in her work to keep things interesting and inspire new ideas.



# JAMES MITCHELL

## IT ENGINEER

Age: 25

Location: Guttenberg, NY

Education: Bachelor's in Computer Science, Certifications in Networking and Cloud Computing

Experience: 8 years in IT support, systems administration, and network engineering

### ABOUT JAMES MITCHELL

James Mitchell, an experienced IT Engineer with expertise in network administration and cloud infrastructure, has worked in various sectors, from startups to large tech firms. He is a problem solver, skilled in server management, cloud services, and automatization.

### SKILLS

Adobe Photoshop ●●  
Adobe Illustrator ●●●●  
Adobe InDesign ●●  
Web Development ●●●

### PERSONALITY

Communication Skills ██████████  
Time Management ██████████  
Teamwork ██████████  
Problem Solving ██████████

### FRUSTRATIONS

Frequent downtime in websites or online tools can be frustrating, impacting work deadlines and client service for individuals like James who rely on stable systems.

Websites with slow loading times can be frustrating, especially during troubleshooting or accessing critical information, causing wasted time and delays in task completion.





# WILLIAM BROWNS

## PRODUCT DESIGNER

Age: 27

Location: Guttenberg, NY

Education: Bachelor's in Industrial Design, Certification in UX/UI Design

Experience: 3 years in product design, with a focus on user experience (UX) and user interface (UI) design for digital products, apps, and websites.

### ABOUT WILLIAM BROWNS

William Browns is a passionate product designer with a deep understanding of design's impact on user behavior and product success. He works with startups and corporations, continuously learning new trends and technologies.

### SKILLS

Auto Cad ●●●●●  
3D Max ●●●  
Figma ●●  
Adobe XD●●

### PERSONALITY

Communication Skills   
Time Managment   
Teamwork   
Problem Solving

### FRUSTRATIONS

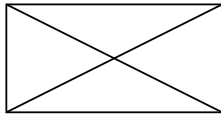
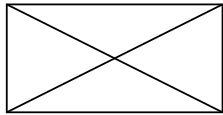
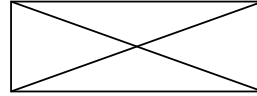
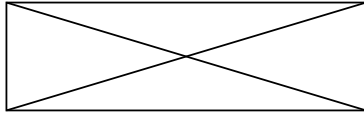
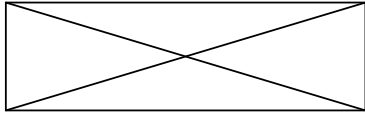
William is frustrated by websites lacking accessibility features for users with disabilities, such as inadequate contrast ratios, missing alt text, and keyboard navigation.

William frequently encounters unclear or incomplete design specifications during collaboration with developers, leading to back-and-forth communication and development delays, particularly

LOG IN

SIGN IN

HOME PAGE



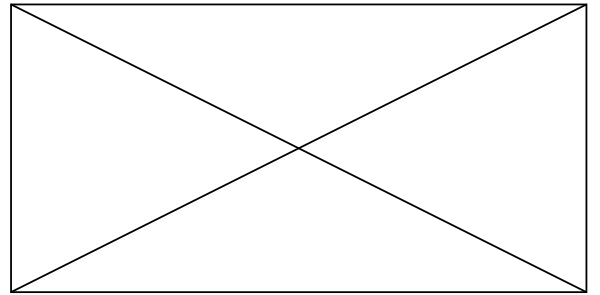
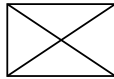
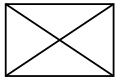
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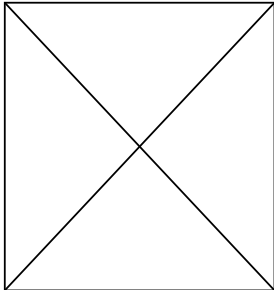
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ABOUT ME



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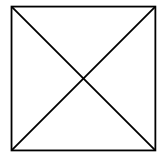
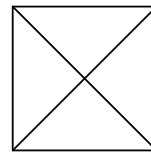
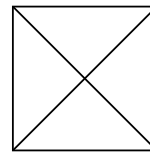
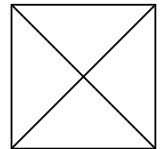
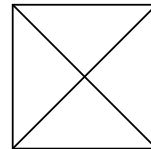
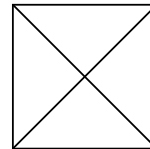
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MY WORK



CONTACT

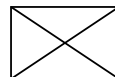
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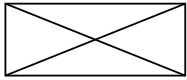
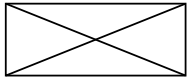
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LOG IN

SIGN IN



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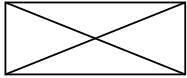
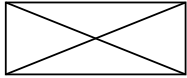
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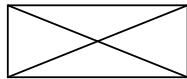
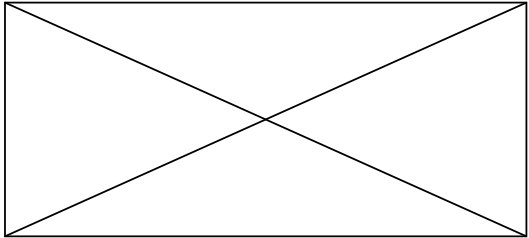
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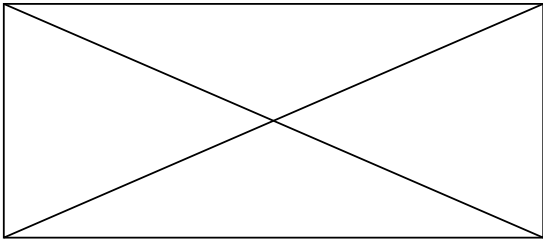
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HOME PAGE



ABOUT ME



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CONTACT



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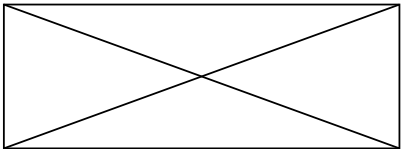
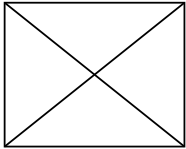
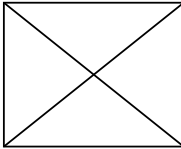
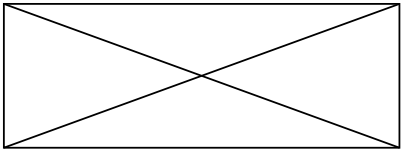
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MY WORK





LOG IN

SIGN IN

LOGO

LOGO

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LOG IN

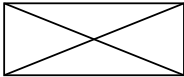
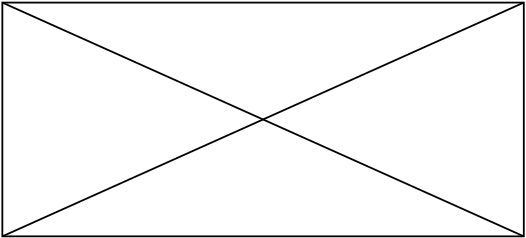
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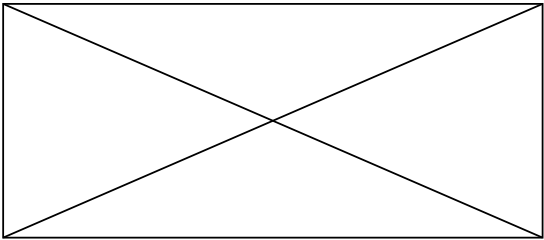
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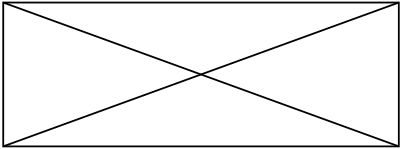
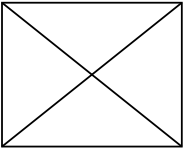
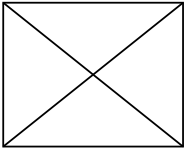
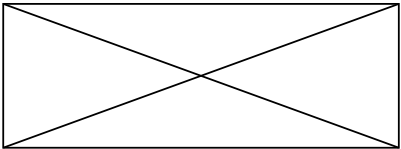
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MY WORK

LOGO

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**PORTFOLIO IPO CHART – TASK 2**

<b>FUNCTIONALITY</b>	<b>INPUT</b>	<b>PROCESS</b>	<b>OUTPUT</b>
Login/Register Page	Email and Password	Input username and password or create a new account	The user is directed to the home page
Home Page	When button is clicked it directs you to a selected image	Clicking the submit button from the login/register page	The user is directed to the homepage automatically once the user is logged in
About Me Page	When button is clicked takes you to the information of the portfolio owner	Clicking on the button provided which will access the information	The user is directed into the about me page once the button is clicked.
My work Page	When the button is clicked it takes the user to the work page which will portray Images showcasing different works of the owner	Clicking on the button provided which will access the provided images	The user is directed into the my work page button once the button is clicked.
Contact Page	Name, Email, subject and text box	Input the name, email, subject and type the message into the text box provided	The message is sent to the owner of the website