Unit 05 - P01 - U-Brand.Me

01 | Audience / Tone

- **Visitors**

  Potential clients looking to build brands, products and simple websites experiences through a deep research process.

- **Competitors**

  In order from any other freelancer designer, branding and product focused designer and small design agencies.

- **Visual Style**

  Minimalist, clean, let's the content speak.

- **Chromatic Style**

  I'll like to use the Logotype accented color as accent for links, for the info area a light gray to separate it from the content / portfolio area which should be white.

- **Imagery Style**

  Project's thumbnails arranged in a grid, not small. Images can be provided.

02 | Site Content

Site of one page only, all the content presented in the same window, no back's clicks, everything at glance.

- **Header / Info Section**

  - **Title**
    u-Brand.me | Daniel Ocando | Integral Designer

  - **Company Logotype**
    ubrandme.github.io/unit_4/images/UBM.svg

  - **What we do**
    Corporate Branding
    Product Branding
    Integral Design

  - **About**
    Daniel Ocando
    Integral Designer

    Creating Integrated Brand Experiences

    A lot of Daniel's past work since more than eighteen years ago as professional integral designer has been in branding, packaging and print in a very diverse and rich work fields as fashion, edibles, banking, luxury hotels and many others.

    Since 2009, Daniel has been working as a Senior Digital Designer / Art Director creating B2C e-commerce marketing campaigns for luxury fashion in NYC.

    He enjoy tackling complex design problems. His role involves working on page level designs, as well as higher level work and client relations.

    For him It's important that organizations, corporations and individuals can have access to effective design; he's a passionate about using his skills and knowledge to help others learn and grow as a whole integral team.
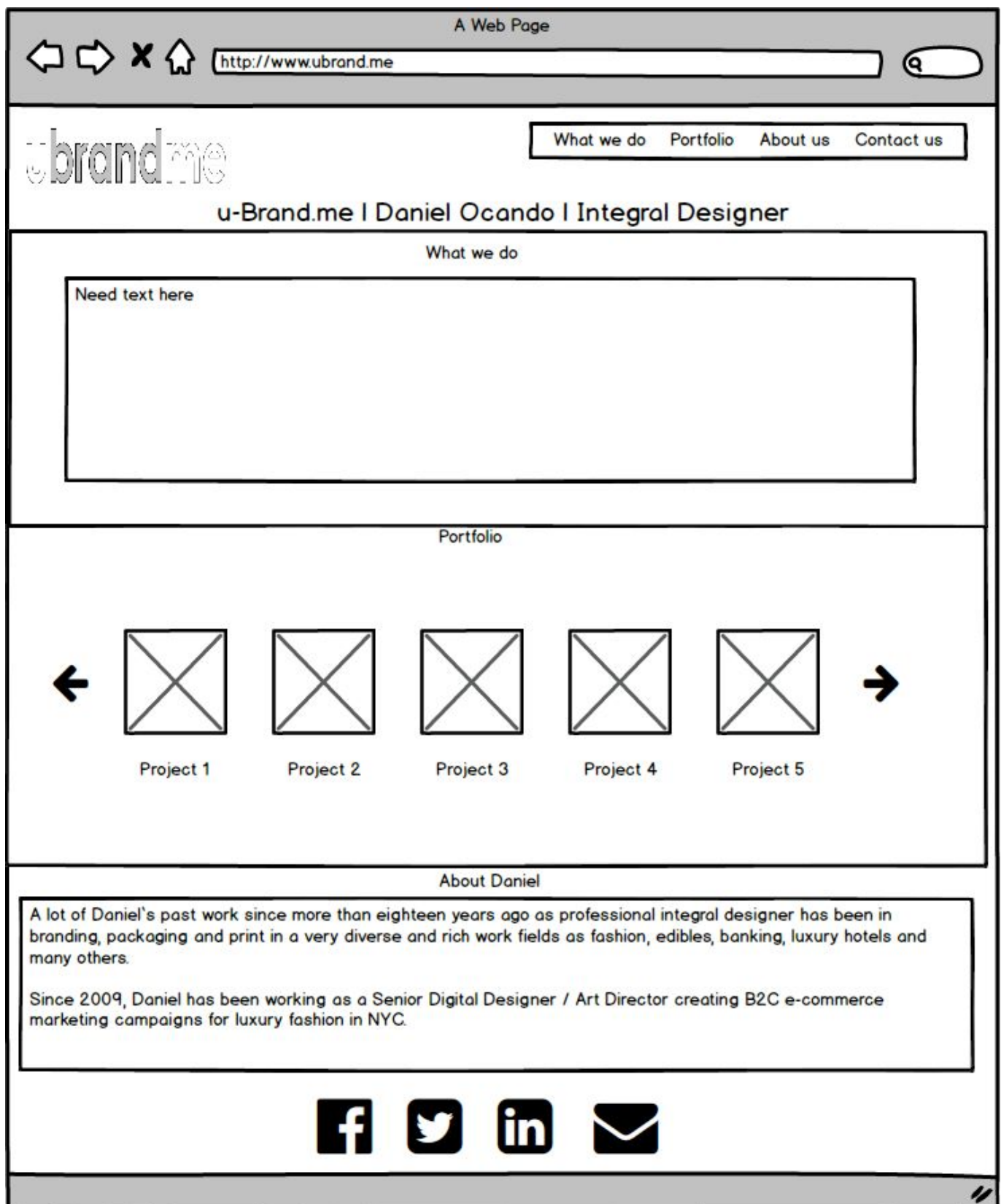
  - **Contact links**
    Resume
    Contact

LinkedIn

- **Content / Portfolio Section**
  - Thumbnails with titles only as Alt tag.
  - Expanded project for each thumbnail would expand on click but this is probably from our knowledge right now :)

Mockup from Dave

http://www.ubrand.me

ubrand.me

What we do   Portfolio   About us   Contact us

u-Brand.me I Daniel Ocando I Integral Designer

What we do

Need text here

Portfolio

←

Project 1   Project 2   Project 3   Project 4   Project 5

→

About Daniel

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Some notes

What we do

-Need what we do text

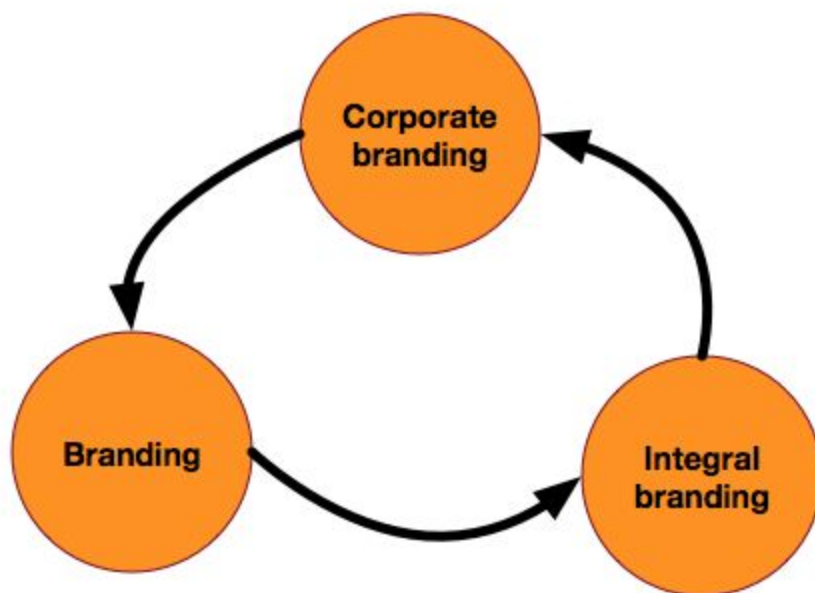So far I have not yet redacted any copy for this area beyond this basic:

Corporate Branding
Product Branding
Integral Design

I'll say let's use these for now :D

(Dave) Maybe a graphic that shows these three things like this?

Dave: OK, I'll try something simple in the next mockup.

Portfolio

-Portfolio could be a carousel with a lightbox. Might be complicated, but there might be a simple API that lets us do it.

Let's try it! at the end, this part of the project is not intended to replicate what we already did, but to see how the other could approach the solution for the site. Different points of view!

Dave: Might be able to do with with simple Bootstrap code. Like this

https://bootstrapbay.com/blog/bootstrap-3-carousel-tutorial/

Or could be a Bootstrap photo gallery. Ideally would have four images in a 2 x 2 grid, then can click on each image to see zoom in Lightbox.   No carousel.

https://blueimp.github.io/Bootstrap-Image-Gallery/

A Bootstrap photo gallery may be too aggressive for my skill level, but I'm open to if I can find something simple online.

Reference sites

If this is not the best approach, maybe reference some other Portfolio sites that you like?

As I put it above at the beginning, I feel content is king, in this particular case is a brand/product's portfolio so I'll say let's the thumbnails/project talk by themselves It's in example, different visual approach from a photographer portfolio.

A nice reference could be portfolios built in Indexhibit. Clean grids. But again my friend, feel free to re-interpret all this!
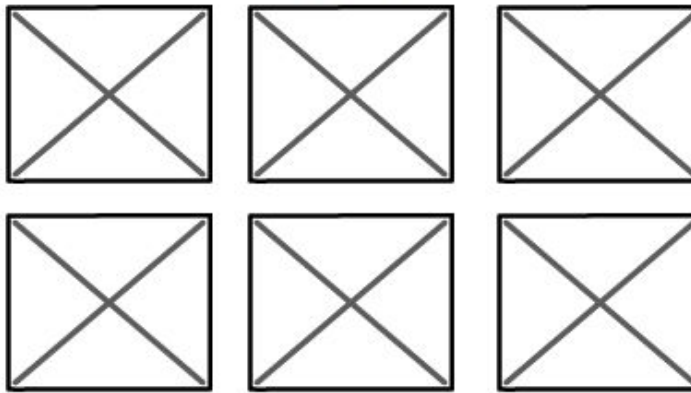
Second mockup

u-brand.me

u-Brand.me | Daniel Ocando | Integral Designer

Providing expert services in

Product Branding   **Corporate branding**   **Integral design**

Portfolio

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