

# Unit 5 Project:

## *Oh Hello Web Design Site*

### Define Audience / Tone

- **Who will visit your site? Potential employers? New clients or customers?**
  - My target audience is mainly potential employers within the web design and development fields. Another potential target audience would be my peers in the field. I want to inspire their own creativity and create a place for my brand within their ranks.
- **What can make you and/or your product stand out against your competitors?**
  - The vision of my brand is simple, clean, and professional. I am trying to create a brand that will be timeless and will showcase my expertise in the field. I want to bring together creativity and simplicity to create a brand that is visually interesting as well as skilled. My core values of clean, well-executed and appropriate design will be shown throughout my brand.
- **How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?**
  - Professional but definitely not without humor. A clever sense of humor, a wink, a smile that sets me apart and makes me more approachable.
- **What colors represent you or your product?**
  - The majority of the page will be the light green on the top, the off white for most of the body, and the dark blue for the footer. The yellow is for a bit of color and brightness.
- **What images illustrate your message?**



## Define Site Structure

### What are the three-to-five pages titled?

Homepage, What I Do, and Work With Me

### Homepage

*Intro to Oh Hello Web Design*

Contains:

- top navigation
- image carousel or hero banner
- information about me
- a brief overview of the services I will offer
- a select few pieces of work to feature
- footer

### What I Do

*Showcase the design and development portfolio*

Contains:

- Top navigation
- several thumbnails of my work with more detailed information opening in a modal window when they are clicked
- footer

### Work With Me

*Contact information*

- Top navigation
- image
- fillable form that will further drive the initial conversation with a potential client