

IMY 320

Group Project

Phase 1

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What we are trying to achieve

The purpose of the portfolio is to showcase our skill sets to potential clients. Instead of just listing what we can do and having people to just trust that we can deliver, we can show them what we are truly capable of through our past projects and the actual website itself. We also show our company's personality and style.

<https://www.24seventalent.com/blog/2019/01/what-makes-a-good-portfolio?source=google.com>

For our website, we are looking to keep users engaged, while they have a seamless and enjoyable experience using our website. This can be achieved through colour scheme, layout, interactivity and content on the pages. We want our website to be dynamic. We want to stand out and create an experience for our users. We want to bring the WOW factor, by adding a lot of animations and scroll effects, adding typography and abstract graphics to add to the static content on our website.

What is our overarching theme?

We are looking for a modern colour scheme, taking away from old and outdated website colours, such as high-contrasting colours, and harsh/unbalanced colour schemes. We will use a dark theme, which is more widely being used in popular websites (such as Spotify, discord, and YouTube music), while others allow you to change to a dark theme. We chose to use a navy background instead of black/dark grey, as black is a bit too harsh and can have too much contrast. The dark navy background will be accompanied by bright pops of colour,

such as blues or greens, which are colours that are more favourable to users and adding splashes of oranges, yellows, and reds, which causes more excitement to users when they are using the website. (Bonnardel, Piolat and Le Bigot, 2011).

Our key features and similar websites used for inspiration

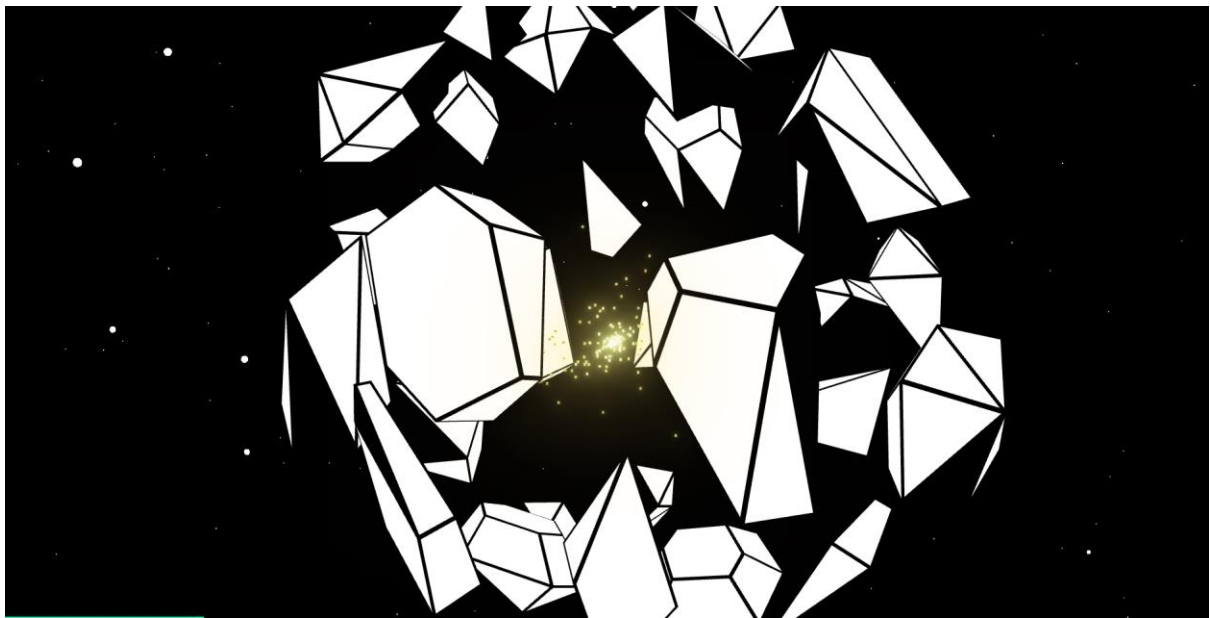
In terms of interactivity, we plan to make use of scroll animations, hover effects and static moving background elements. This allows for a more enjoyable experience for the user visiting the website and makes viewing static content more interesting, which will keep the user engaged for longer. Websites that we take inspiration from in this regard include: [Atelier](#), [Studio Maertens](#), and [Grids](#).

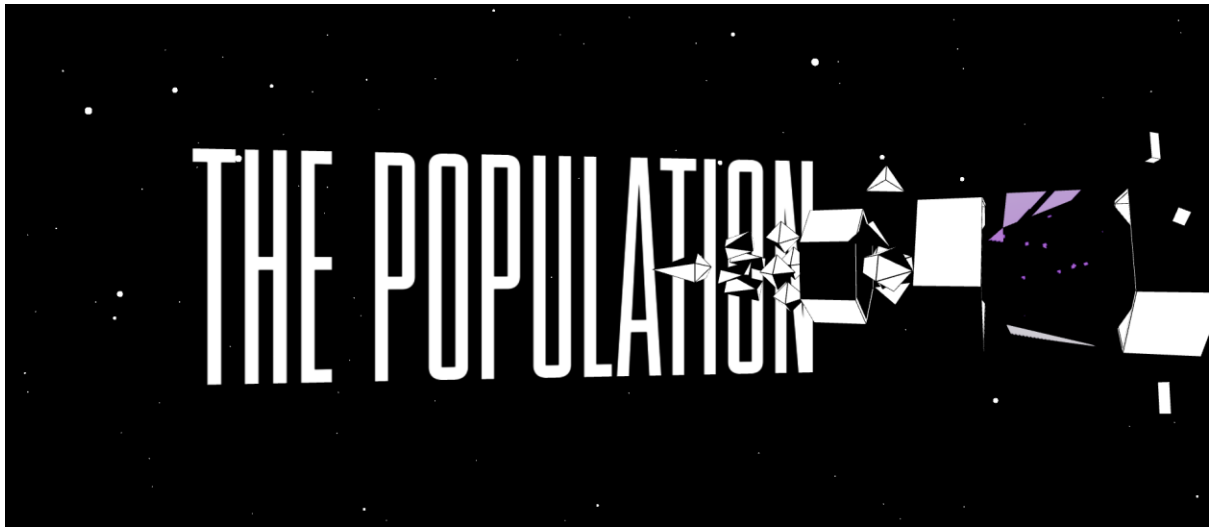
Other interactions we plan to include are hover animations. All our projects and links will be linked in the form of a tile, graphic or animation. When the user hovers over these, there will be an animation/transition that plays. Adding animations like these make using the website more enjoyable and interesting.

One thing we need to keep in consideration is possibly confusing the user. Although animations and scroll effects are interesting and look nice, we will have to make sure that the website is still usable and does not confuse the user, which can be the case in some websites trying to be too fancy.

Other websites we are using for inspiration include:

- [WOW-page](#)
- [The Magic Bottle](#)
- [Iconic Mints](#)
- [Ochi design](#)
- [Study Hall Creative](#)
- [BLVR](#)
- [Panic Studio](#)
- [KeepGrading](#)
- [Art Rebel 9](#)
- [Engine Shop Agency](#)





What to include on the page/s

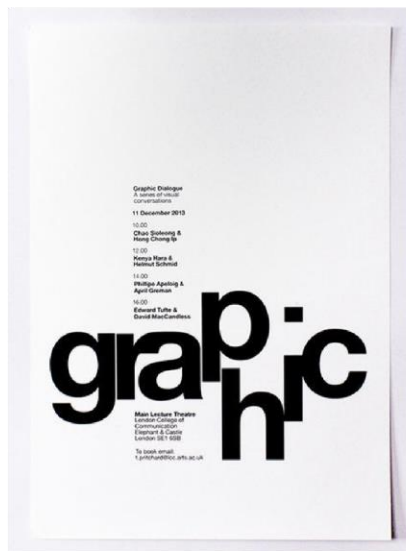
- Project showcase
- All projects
- About Us
- What we do
- Contact
- Performance reviews?
- Brands worked with?
- Animations and transitions
- Custom cursor with interactions
- Landing page
- Pricing?

Design ideas

typography

serif fonts mixed with a retro theme

-aim to play around with typography and breaking the bounds to match the design of creaking elements up

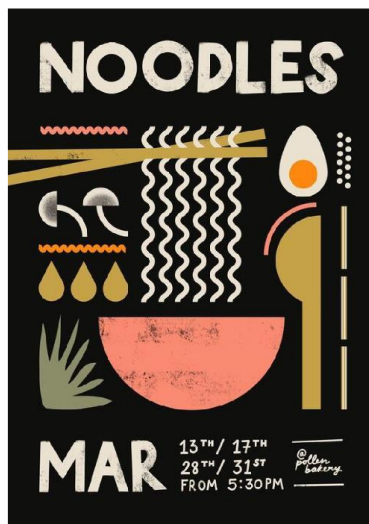
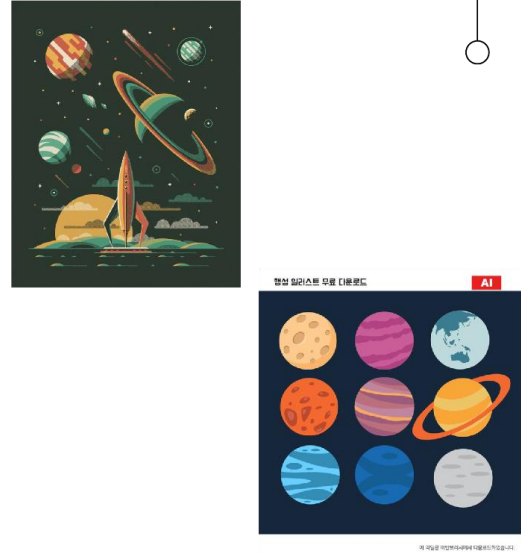


idea of breaking elements apart into separate components

example- 300 game project is about burgers



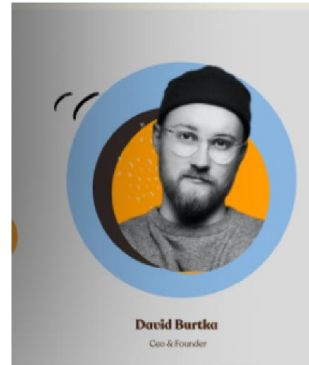
example- VIO portfolio is themed around space



Concept

idea of breaking elements apart into separate components

illustrated with raw patterns and elements with overlapping shapes and patterns



Our site structure

We want to include information about each one of us and what we do in the team. We are going to include our past projects and elements from those projects in our website to showcase what we are capable of. We will start on a homepage, and only have navigation to projects and about us. The rest of the content will be on those pages, separated into categories and will be accessible by scrolling through the pages, reducing the amount of clicking the user has to do while navigating through the website. Basically, we want the user to scroll through our content instead of clicking through navigation to make a more immersive experience.

The image of our company and who we are designing for

The image of our company that we are going for is modern, bright, and creative. We want to have a website that showcases creativity and great design. We are a team of designers and developers, and we want to showcase our awesome work, not just in our linked projects, but in the website containing these links. We are designing for people that are interested in our projects and our work. Therefore, we need to show that we can design and develop a good, modern and unique website. The people looking at our work will most likely know about the website and want to see what we are capable of. This is our opportunity to show how creative we can be.

Our main concept is a “break-away” style of breaking elements into abstract elements and putting them together as the user scrolls and interacts with elements. For example, for a project that we are showcasing, we break an image into different elements, adding labels to those elements that explain what the project is about, what we did, how we did it, and other information about the project, adding animations and hover effects to the elements. The reason we would like to implement this concept is because we want to show how every project that we created is made of many elements. The break away concept will be shown in the overall design using layering of abstract shapes and patterns as well as illustrating the concept of our portfolio in individual elements such as illustrating a broken apart burger to illustrate our 300 Game Project.

Persona



Name: Ashton Conrad
"I believe in exploring creativity and expressing myself through website design"

Key goals:

- Have fun
- Be creative
- Push creative boundaries
- Find talented people to join my team

Behaviours:

- Scans websites
- Likes visual information compared to bodies of text
- Hard to trust without proof
- Judges on first impression

Must dos:

- Express oneself creatively
- Demonstrate a unique use of colour
- Easily communicate with designers
- Critique designs

Must never:

- Make a website confusing/cluttered
- Have a slow mouse animation
- Not understand how to navigate website
- Have sound play in a website

Bibliography

Bonnardel, Piolat & Bigot, L., 2011. The impact of colour on Website appeal and users' cognitive processes. *Displays*, 32(2), pp. 69-80.

Jiang, Z., Chan, J., Tan, B. C. & Chua, W. S., 2010. Effects of Interactivity on Website Involvement and Purchase Intention. *Journal of the Association for Information Systems*, 11(1).

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<https://designshack.net/articles/trends/portfolio-design/>