# Client and Topic

My final website project will be a website for my personal portfolio showcasing my professional abilities and experience across a variety of mediums as well as educational and professional settings.

# Development Process and Engagement

I am creating the website for myself to gain exposure as an artist. I will consult the websites of other designers, as well as platforms such as LinkedIn, DeviantArt, and Adobe Behance to get a better idea of how artist are showcasing themselves and their work. I believe that consulting standards of personal websites as well as larger social media platforms will provide a balanced user experience which will be highly appealing to a wide variety of users/

# Testing

Prior to launch, I will test the website myself before passing it along to family and peers to get their feedback on its effectiveness. I will test the website on a variety of browsers in addition to asking for specific feedback on the copy, layout, and colors of the website across all pages. I will ensure everything is up to standard as well as ensuring all pages provide a consistent user experience.

# Description

The website is for a personal portfolio, and therefore will be highly reflective of the work being showcased as well as being appealing to the target audience. The goal of the business is to create designs and illustrations for a variety of clients, but with a particular focus on musicians and their needs. The goal of the website is to showcase previous work with the intention of gaining new followers or clients.

Rob Cline

Male

22 years old

Musician

White

Bachelor’s Degree

Upper-Middle class

Lives in Georgetown, DC

Hobbies: Writing songs, reading

Uses his MacBook to access the web

Oversees marketing and releases for his band

Naia Newman

Female

19 years old

Student

Japanese Descent

High School Diploma, Some College

Middle Class

Lives in Hyattsville, MD

Hobbies: Going to concerts, Exploring local events

Uses a laptop and mobile phone to access the web

Making connections within the local arts scene

Marina DeWitt

Female

30 years old

Business Professional

White

College degree in business administration

Middle class

Lives in Rockville, MD

Hobbies: Writing, Hiking

Uses her desktop and laptop to access the web

Developing a brand presence for her company by working with designers

The website will be curated with the interest of appealing to the target audience (Rob, Naia, and Marina). The website’s content will be tailored so that they can immediately understand its appeal to their interests.

# Growth and Maintenance

The website will continue to evolve as new projects and clients emerge, as well as through each post to the Blog page. Contact information will also need to be kept up to date and the blog will be updated whenever there is progress to share about an ongoing project. Implementing a solid structure for the layout and styling of blog posts and gallery images will help to easier maintain the site, as will the use of comments within the website’s code.

# Organization

The site be organized into ten webpages: Home, About, Graphic Design Gallery, Illustration Gallery, Photography Gallery, Previous Clients, Social Media, Blog, Contact and the Privacy Policy included in the footer. They will be linked in a hybrid structure. The gallery pages will include subtopics devoted to each project, and the social media page will introduce where else on the web I can be followed.

The page layout and structure of the portfolio website is outlined below. The wireframes and diagram will be used to ensure that the final website flows well and that the pages remain consistent as to create a better user experience.

Diagram

Description automatically generated

* Wireframes:

Graphical user interface

Description automatically generated with low confidence

# Web Hosting

Elements to be concerned with when selecting a web host include, reliability, cost, customer service, and response time for the user. The user’s security is also of great importance as users should be able to trust my website as a safe corner of the Internet. Reading reviews and comparing services will help to narrow down web providers. The website will need to be able to handle the contact form and JavaScript in order to fit the needs of the project.

An available domain name that would be well suited to the project is spencerthomasportfolio.com. While it is a bit lengthy is very accurately describes the website and shows users what to expect without any further description. While other top level domains are available .com offers a level of classic prestige which many users will still find attractive even in comparison to the now-available top level domains which are more niche.

# Marketing

The website will be promoted through linking on various other social media platforms (which are in turn also promoted on the website itself), including Instagram and Adobe Behance. Search Engine optimization techniques such as keywords, interesting meta-tag descriptions, and proper use of headings will also help to direct traffic to the site through search engine results.

# Security

The website will not include an ecommerce element, nor will users be required to register accounts to access any portion of the website. The website will include a form on the contact page into which users can place their information. Ensuring proper validation of the HTML5 and CSS will further help to ensure the security of the user.

**References**

[CMST-386](https://learn.umgc.edu/d2l/home/613893)

[How To Define Your Target Audience](https://www.quicksprout.com/define-your-target-audience/)

[11 Factors to Consider Before You Choose a Web Hosting Company](https://digitalharpreet.com/factors-consider-choosing-web-hosting/)