Shanika Isaacs

CIMM 111

Creative Brief

1. What is this project? This project is a portfolio about Shanika Isaacs. It gives the reader an understanding of who she is and what she has done within the last couple of years.
2. Who is it for? This is for an employer who wants to have a digital presentation of their potential employee. As a Journalism major, it is also good to have a digital representation to showcase some of the work you have done to interested media organizations. In visiting the website, the employer would get to have a better understanding of who the person is and be able to see some of the work they have done, along with their resume and contact number.
3. Why are we doing it? The reason for creating this website would be as a result of showcasing a creative piece to employers for job seeking purposes. It would not just showcase the work by the client, but it would also give credit to the website designer. This website would be accessible on the internet for desktop purposes, or for someone in a hurry who can just browse through the website on their phone. For an interested client to take that extra mile in creating this type of website, they can really stand out from all the other interested applicants. This website would show dedication, creativity and zeal. In the end this website would be more beneficial for the client, which can be a tie breaker between someone else for receiving a job offer.
4. What needs to be done? By whom? By when? There are several things that need to be done by midnight of December 10, 2019 on the designer’s part. There first needs to be a picture of the home page with big boxes posing as the navigation, within a grid on the home page. The first page should have another picture with notes about who the client is with a responsive jQuery code. Then the third should be the work page that needs 1 grid with 2 columns and 2 rows. The fourth page would be the resume with 2 grids where 1 has 3 columns and 1 row, while the other has 2 columns and 1 row. Lastly, the last page would have the clients contact information with a responsive jQuery code. The entire thing would be the client’s portfolio that would be a representation of them.
5. Where and how will it be used? This website would be used for professional endeavors. It would be great on job seeking application submittals, or something as simple as sending the hiring team or personnel the website address link to take a look at it. It can be a great tool for introduction purposes in the Communication field, or it can be a great addition on a resume for creative purposes. It also serves as a reel introduction to get one foot in into the media industry.
6. What are your inspiration websites? Some of the inspirations for this website would be the following:
7. Format -<https://uicookies.com/demo/#format>
8. Explorer -<https://uicookies.com/demo/#explorer>
9. Evan -<https://colorlib.com/preview/#evans>
10. Accent -<https://colorlib.com/preview/#accent>
11. Alime -<https://colorlib.com/preview/#alime>

Many of these websites gave the inspiration the client initially thought of. From much of what was seen the client chose a simpler version to single out and reflect her work.