Assignment 2: Portfolio

IMD 1005A

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Rough Work and Wireframes

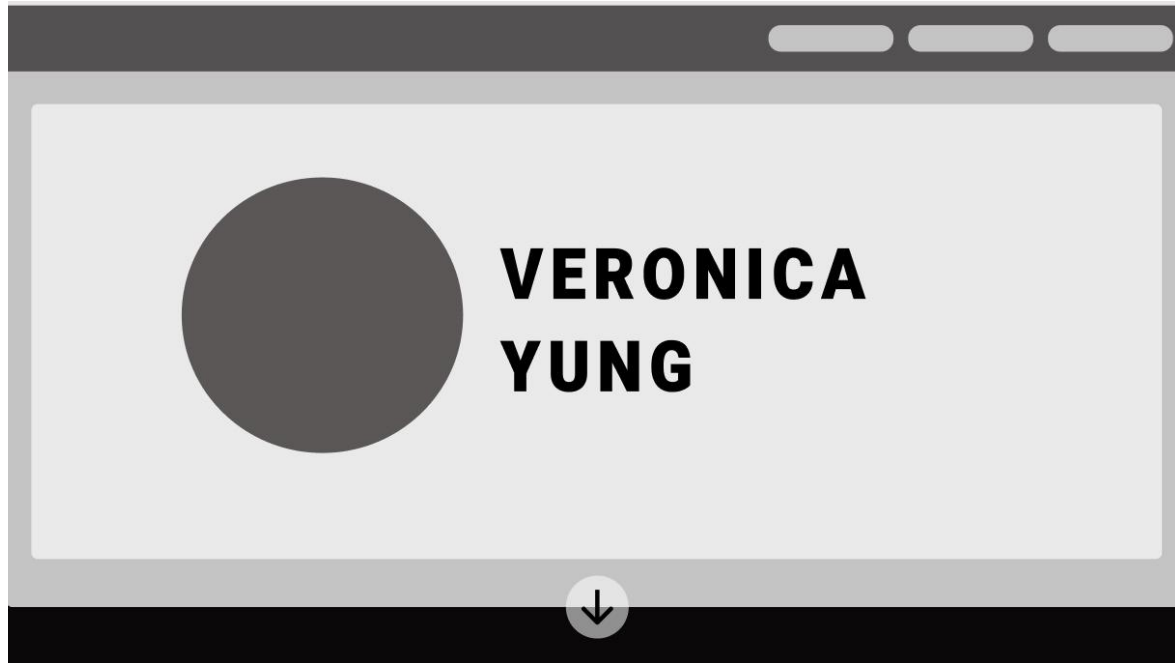## Homepage

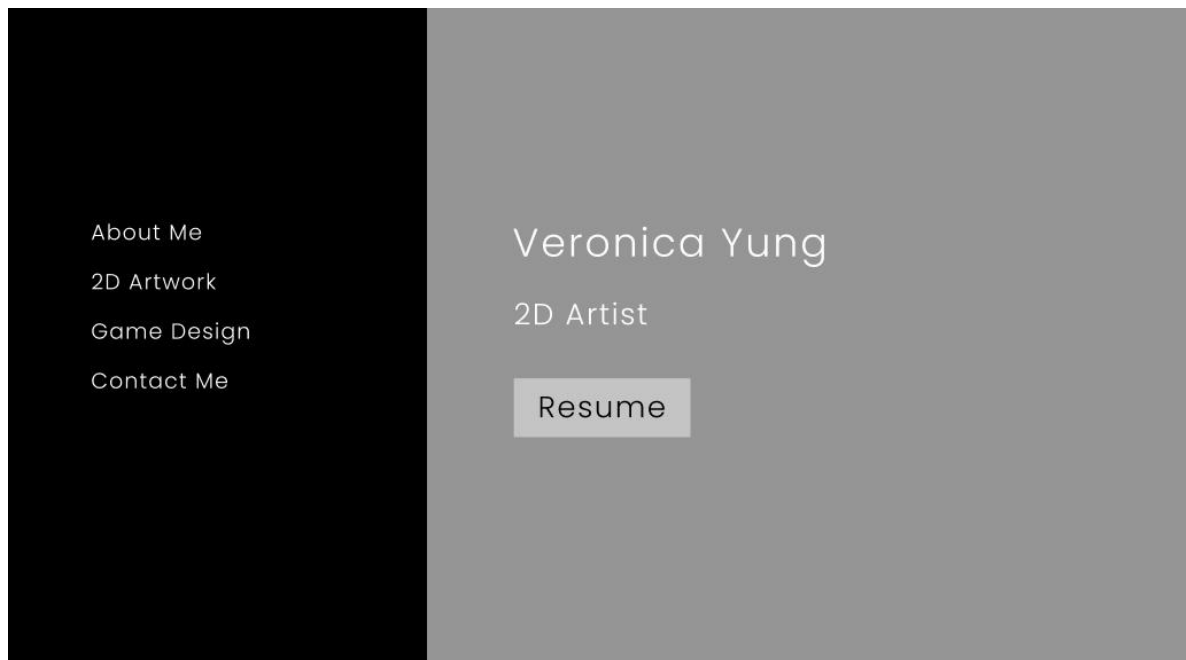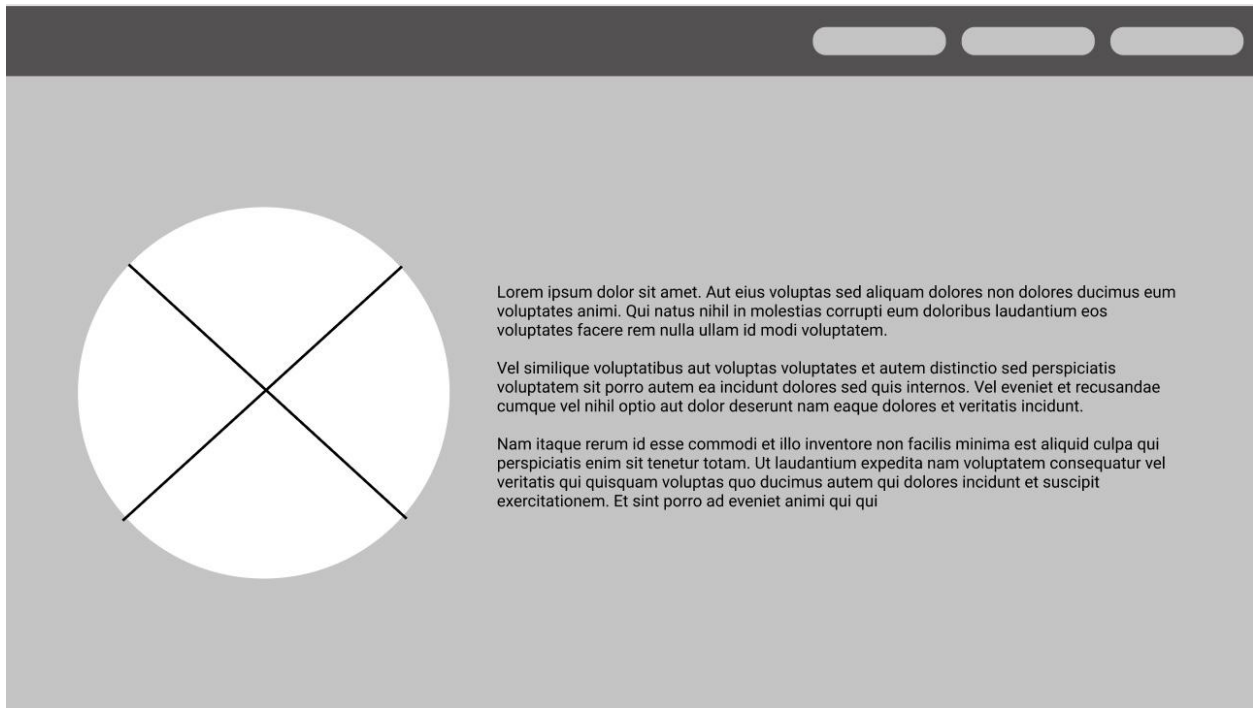Figure 1. First Iteration Homepage Design
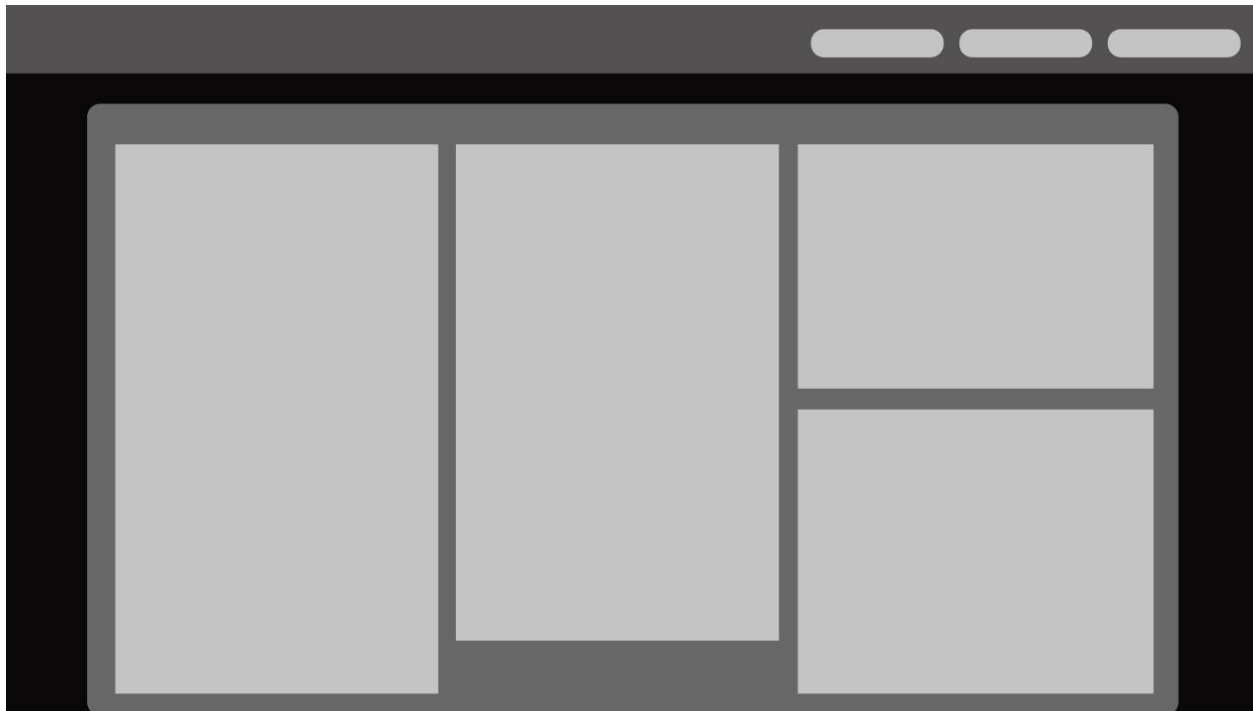

Figure 2. Final Iteration Homepage Design

About Me Page

Figure 3. Final Design of About Me Page

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Gallery Page

Figure 4. Gallery-grid for Portfolio Section

Portfolio Content Page

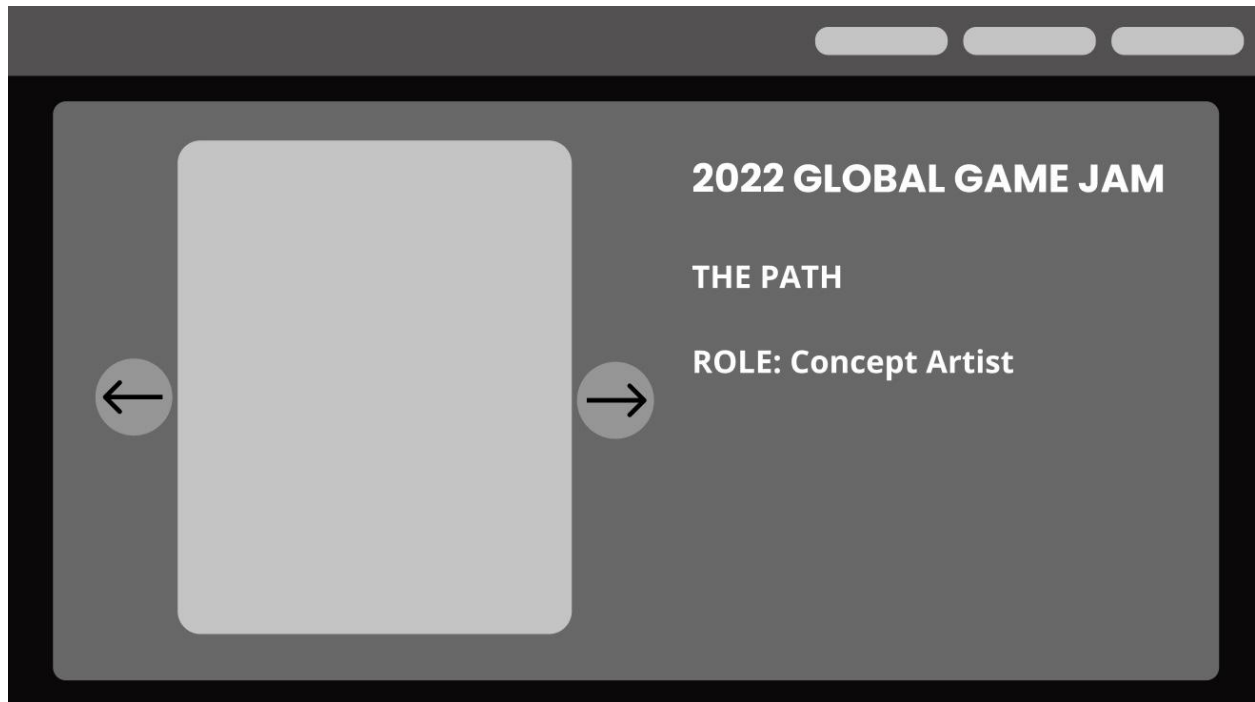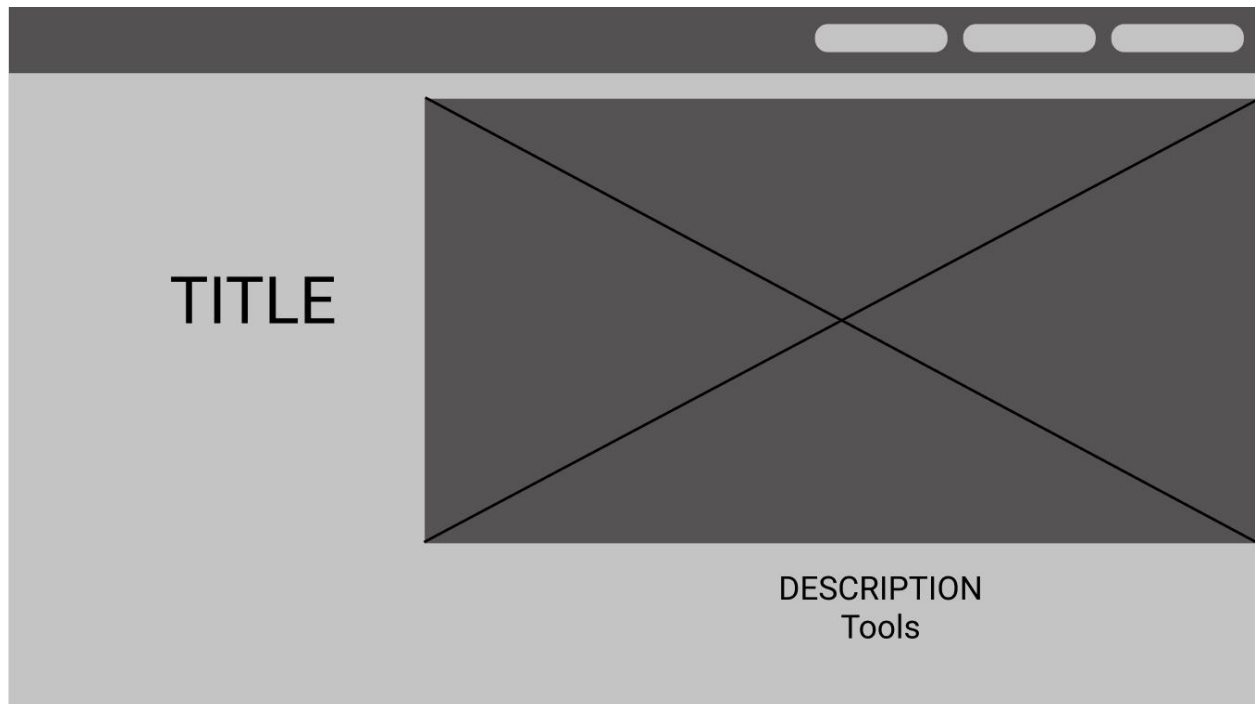Figure 5. First iteration of Portfolio Content Page

Figure 6. Final Iteration of Portfolio Content Page

Design Rationale

Color Palette

Figure 7. Color Palatte Used for Website

Light Accent:`#929F5F`
Light Shade:`#E7E4DD`
Dark shade:`#2D2B32`
Dark Accent:`#767188`

Prior to choosing a color palette, I had two images I wanted to include which were the homepage's background image, as well as the profile picture of myself.

I also wanted to choose colors that represented who I was as a game designer and illustrator.
I tend to create darker-themed games, whereas my illustration is filled with a variety of colors.

To complement these aspects of myself and my art, I decided to choose light accents and shades to bring out bright colors, whereas the darker accent shades would re-establish the game-design theme of my portfolio page.

Layout

My layout features two gallery grids, a fixed vertical navigation bar, a simple introduction and contact me page, and all portfolio pieces have a cross-feature display.

My layout design had the "F-shaped" scanning pattern in mind, which describes how users read in a horizontal movement from left to right, reading less as they go down the page.

Figure 8. F-Pattern Website Scanning Pattern
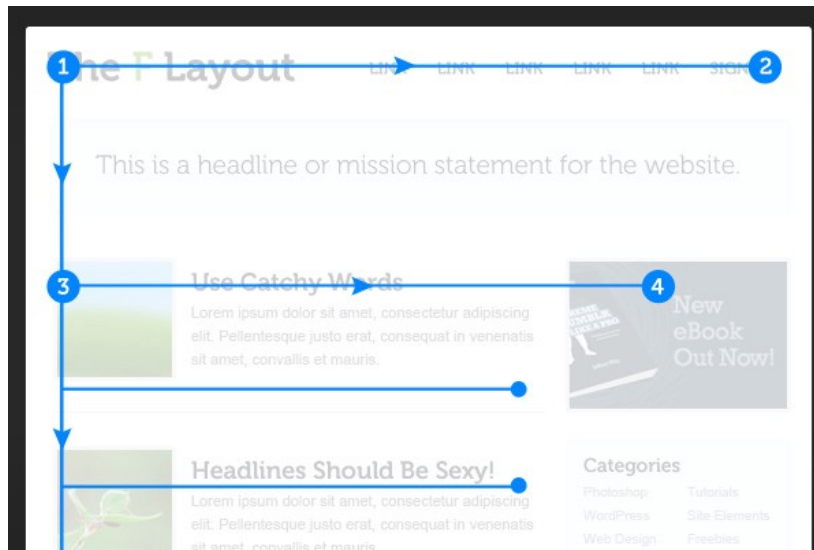
Note. F-Pattern describes the most common user eye-scanning patterns when analyzing content (Babich, 2020)

I chose to take inspiration from this pattern because it helped me establish hierarchy, putting the most important information starting from the top left, going to the right, and down the page.

Doing so, I made sure there was a clear hierarchy content-wise as well as typography choices. All pages start with a bold header and go down in font weight and font sizes.

A key feature that takes advantage of the F-shape pattern would be the navigation bar. I made sure the navigation bar would always reset options of interest for users. When users feel the urge to either click off the page or lose interest in the particular section, they do not have to shift their attention back up to the page, going over the content they have already seen, but instead, choose their next destination with a natural shift to the left side of the page.

The pages that feature portfolio pieces also enforce this logic as it first introduces the content of the piece, and immediately shifts the user's attention to the image/video. Then after seeing the content, they can see additional details that may not be as important below.

Format

In addition to the comments in the HTML and CSS files, I made sure to order CSS properties by arranging them from most important to least important("How to Organize CSS @9Elements", n.d).

References

Babich, N. (2020, May 30). *F-shaped pattern for reading content*. Medium. Retrieved

    February 18, 2022, from

    https://uxplanet.org/f-shaped-pattern-for-reading-content-80af79cd3394

HOW TO ORGANIZE CSS @9ELEMENTS. How to organize CSS @ 9elements. (n.d.).

    Retrieved February 18, 2022, from

    https://9elements.com/css-rule-order/#:~:text=So%20the%20order%20is%3A%2

    0position,text%2D*%20%2C%20then%20word%2D*%20