

Project 2: Portfolio

Strategy + Structure

Design Objectives

- The design has to be clean and smooth
- The design has to interact with the user
- All the pages must have some type of entertainment
- The color of the page must match with the vibe

Design Inspiration

- <http://www.refinery29.com/>
- <http://fooreveryyoung.tumblr.com/>
- <http://putput.dk/>

Design Precedents

- Hover an item and something changes
- Having a song on the page
- Nice color palette

Audience

Teenagers - Young Adults

Content

- My personal pictures taken by others
- Videos
- Personal work
- Separated sections for different photographers
- Music

Functional Requirements

- The sections must pop up once your mouse hovers it
- The transition between the content and the page itself must be smooth
- In case theres a song designated to a certain page, the volume must gradually increase
- The videos should have the best resolution possible

Information Architecture

- The home page should have all the subsections displayed
- Each page must have some type of introduction close to the picture/video
- Every page must have either a “next” or “home page” button
- The title/date/author must appear somewhere in the page

Anticipated Templates