



SHUANGYAN XU PERSONAL PORTFOLIO WEBSITE

徐雙妍個人作品集網站

MDDN 201 PROJECT 2

300387442

STYLE, VISUAL DIRECTIONS

The style of this web site is going to be clean, tidy, logical and minimalist. In order to achieve and maintain the unity, here are the basic requirements.

1. Logos and Icons should be designed as less complex as possible. (simple color and structure)
2. Use gray tone when pick color theme. (Giorgio Morandi)
3. The gallery website is contains with amount of photos, which should be the main thing that stand out in the pages.
4. In order to bring pictures to the fore, text contents could be lightened and taken up smaller size.

風格方向

此網站風格走向：整潔合理，極簡冷淡。

達成要求：

- 一、商標圖標設計及用色需簡單。
- 二、灰色系配色，參考莫蘭迪色系。
- 三、作品集網站主要構成爲圖片，要求其所占比重高于其他。
- 四、內容文字顏色可清淡化，大小盡量小化。



WEB SITE, PROJECT OUTLINE

In terms of gallery presentation, this web site is aimed to create my own portfolio site which presents my art, design and photography works. It will also contain my personal resume. The target audience are small groups of users such as people who have same interests in art and design or potential clients and employers. When browsing this web site, audience will be able to see and understand my personal experience. As I am originally from China, the content in this web site will also have bilingual content, which will better serve both English and Chinese users.

網站，設計梗概

作為一個作品展示網站，此項目的設計目的為展示我的私人作品集。它面向小部分藝術設計同好，潛在客戶或者潛在雇用者人群。網站用戶在瀏覽網頁的時候可以清楚認知我的個人經歷及作品。至于此網站的內容，其將會以雙語形式，面向說英語及中文的用戶。

LOGO DESIGN

商標設計



TYPOGRAPHY CHOICES

字體選擇

BASKERVILLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

明朝體

最是人間留不住，朱顏辭鏡花辭樹。
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOUR SCHEME

色卡



#6b6b6b

CMYK: 55,44,44,30

RGB: 107,107,107



#7f8c94

CMYK: 53,35,32,13

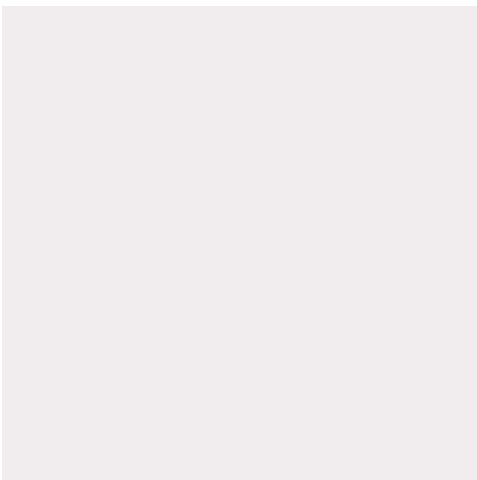
RGB: 127,140,148



#bcc7cb

CMYK: 36,16,18,1

RGB: 187,199,204



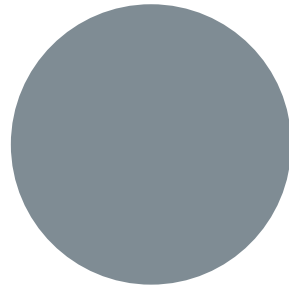
#f1edee

CMYK:6,7,6,0

RGB: 241,237,238

PERSONAS

用戶簡介



Momo Lee

20, Art Student
Shanghai, China

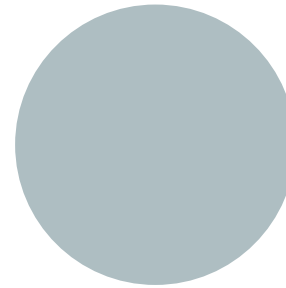
Momo is an art student from Chinese university. She's now looking for inspirations for her new assignment.

Interests:

Movies

K-Pop music

Fashion



Sara Smith

35, HR
Auckland, NZ

Sara is a HR from a design company base in Auckland. When reading the CVs from job seekers she hopes that she can fully understand their professional abilities.

Interests:

Cooking

Meditation



Yuanhan Young

60, Retired
Beijing, China

Yuanhan was a middle school teacher who has retired two years ago. Now he has developed a new hobby on photography. He learnt how to use computer but not good in English.

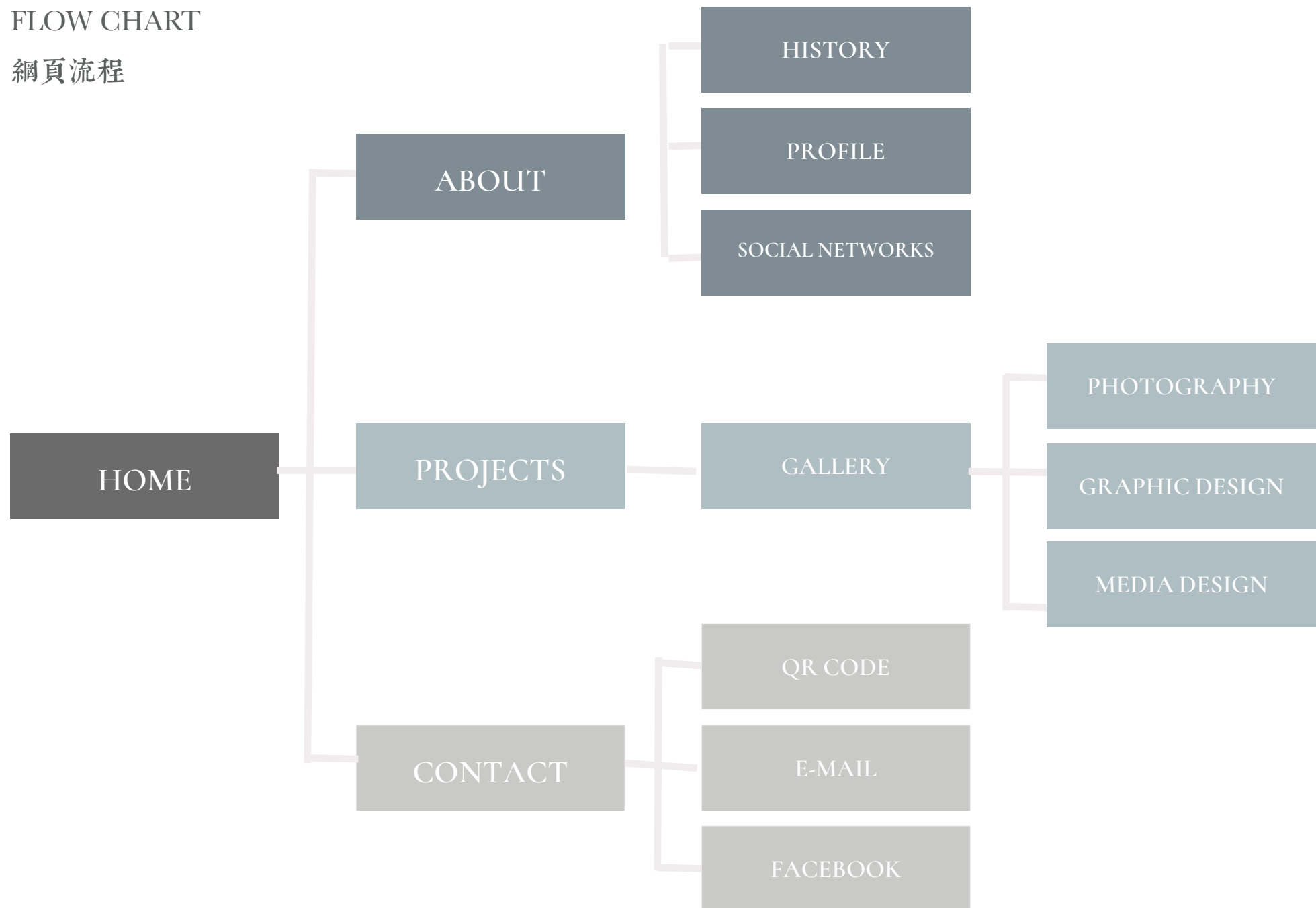
Interests:

Beijing Opera

Photography

FLOW CHART

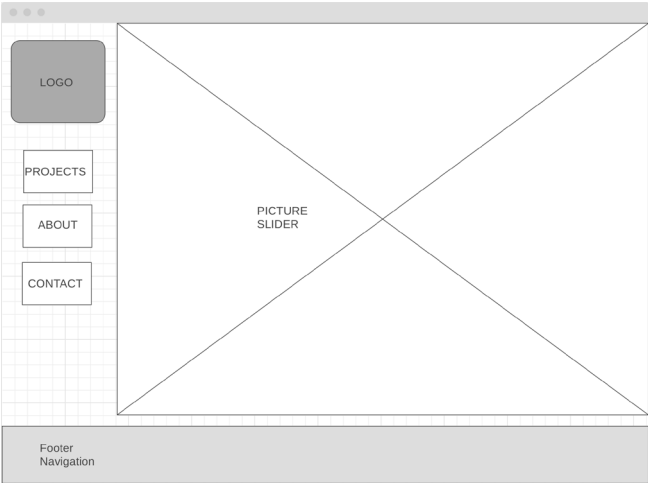
網頁流程



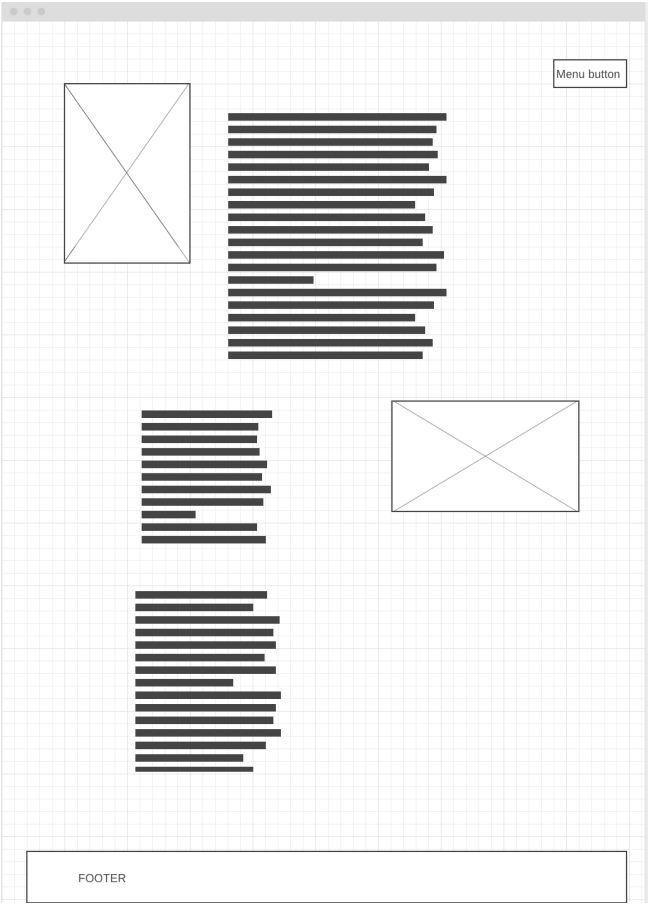
WIRE FRAMES

網頁大綱

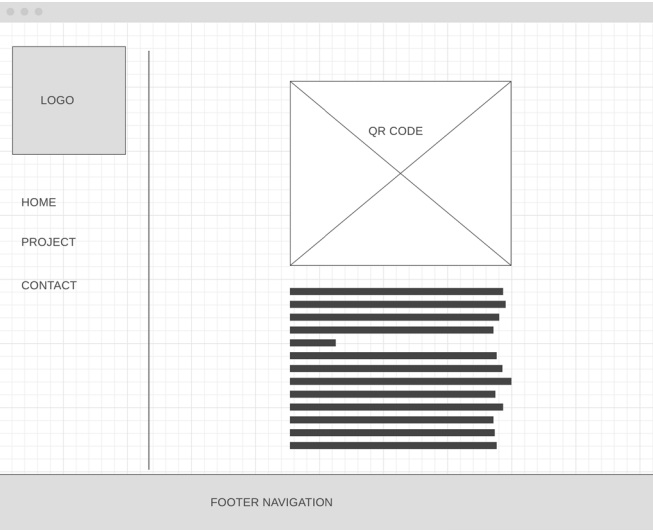
HOME PAGE



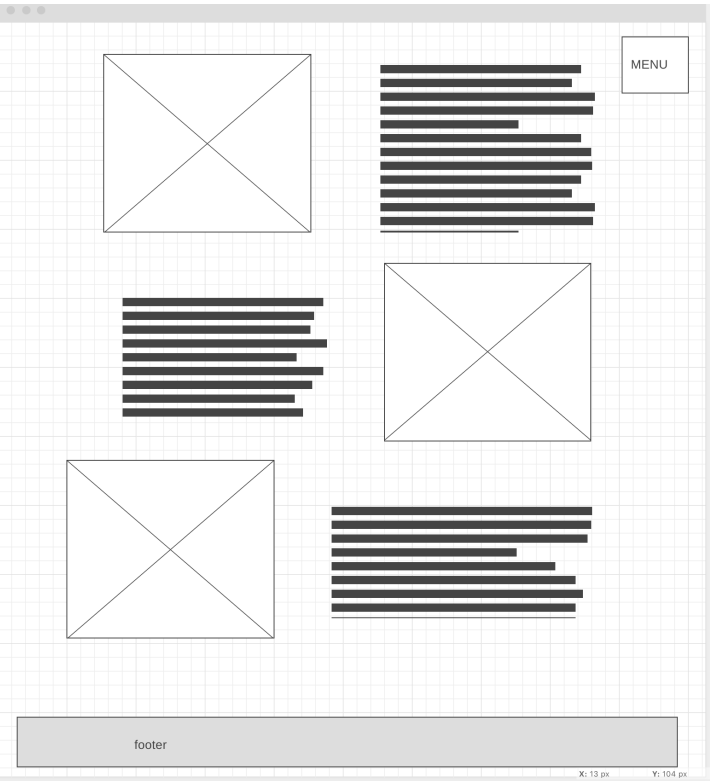
ABOUT



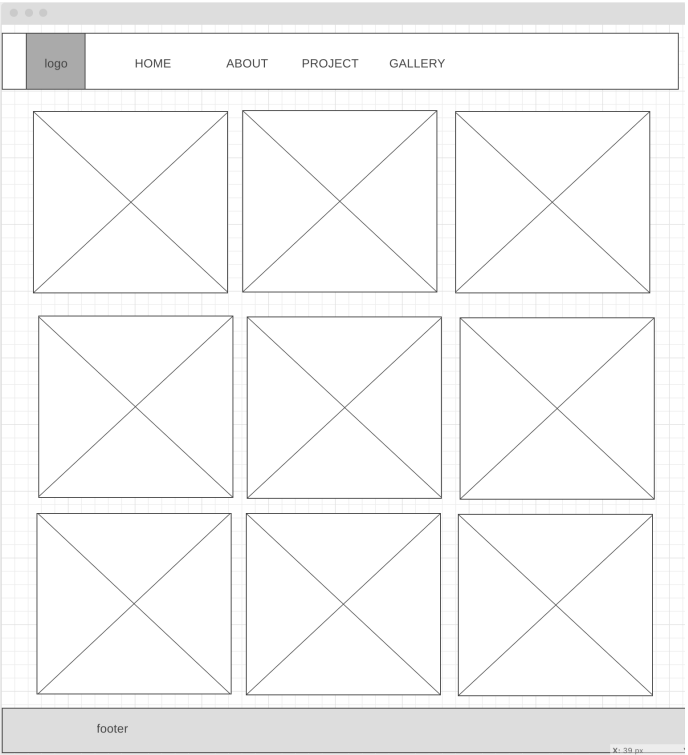
CONTACT



PROJECT



GALLERY



USEFUL REFERENCES

其他參考

<https://aliceleveque.com/>

<https://www.hok.com/>

<https://www.kzkr.fr/projects/BackgroundAnimation/index.html>

<https://bersardi.com/>