

YAZEDY YAHYA

A Portfolio Case Study

1. INTRODUCTION

This case study is about the portfolio website that I designed and developed. It is a personal project that I did to showcase my skills as a designer. I wanted to create a website that would reflect my personality, my style, and my values. I also wanted to ensure that my portfolio helped me stand out from the crowd. Most Importantly I wanted to make a website that would be easy to navigate, and that would showcase my best work in a clear and engaging way.

In this case study, I will explain the goal, the process, and the outcome of this project. I will also share some of the challenges, the learnings, and the feedback that I encountered along the way. I will describe how I used various tools and methods, such as research, sketching, prototyping, coding, testing, and deploying, to create a website that meets the needs and expectations of my target audience. I will also show some examples of the design and the functionality of the website, and how they relate to the content and the purpose of each page.

2. FRAME OF REFERENCES



Figure 1: Basic Sections of Personal Web Portfolio

3. PROJECT PLANNING AND RESEARCH

The most significant part of any design project is defining the ultimate project goal and its objectives. Clarifying the purpose of the project as well as describing what problems need to be solved, also have to be included into the debrief. In the later stages this data will be used to ensure that the provided solutions are accurate.

At this stage, I did some research on portfolio websites, looking for inspiration. I also defined my target audience, my value proposition, and my unique selling points. I used tools such as Google, Pinterest, and Behance to find and collect examples of portfolio websites that I liked or disliked. I created a document where I summarised my research findings and insights, and where I wrote the design brief for the project.

4. PROJECT DESIGN & DESIGN PHILOSOPHY

The design of my portfolio website is based on a tree-like structure, where each branch represents one of the pages: About, Resume, Works, Contact, and Blog. The tree is displayed on the index page, and the user can click on any branch to go to the corresponding page. The website has a minimalistic and elegant style, using a simple color scheme of black and white. The website also uses a sans-serif font, and some subtle animations and transitions to create a smooth and engaging user experience.

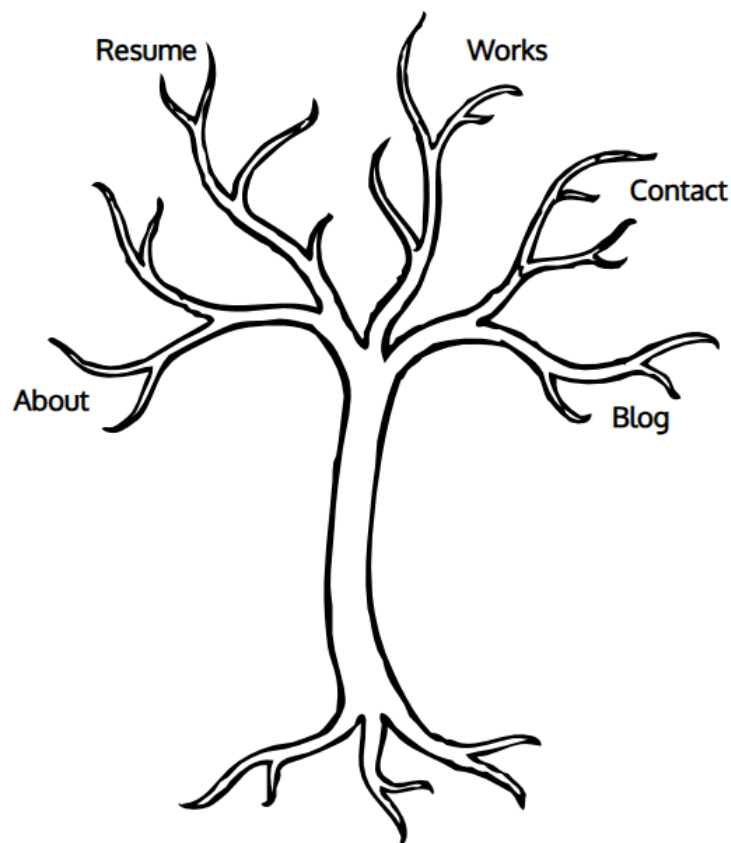


Figure 2: Final Tree-Like Structure on Index Page

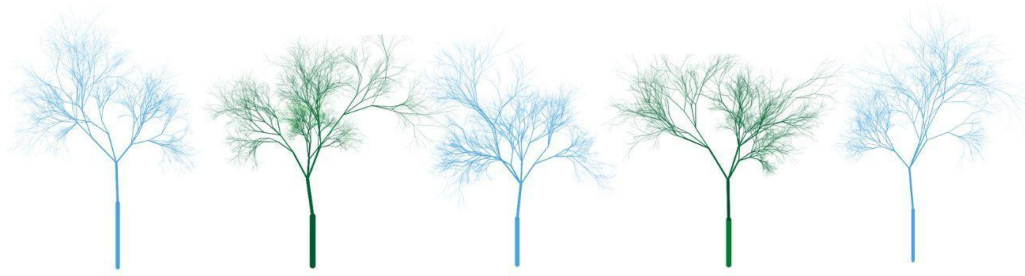


Figure 3: Scrapped Trees

The content of each page is short and precise, highlighting the most important and relevant information about me and my work. The about page introduces myself and leaves no room for unnecessary babble.

The resume page summarises my education, skills, experience, and achievements. The works page showcases some of my projects, with a brief description, and a link to each project. The contact page provides my contact details. The blog page features some of my writing, where I share my thoughts

5. PROJECT DEVELOPMENT AND CODE

The development of this project involved using HTML, CSS, and JavaScript to code the website and make it functional and interactive. Here is a brief overview of what I did in the development stage.

Index page: In creating an engaging and interactive portfolio website, the technical foundation plays a crucial role. The index

page, which serves as the gateway to the various sections of the portfolio, is meticulously crafted using HTML5, CSS3, and modern web standards to ensure a seamless user experience. The underlying code not only supports the visual appeal but is engineered for performance and accessibility.

The index page begins with `<!DOCTYPE html>`, declaring the document type to be HTML5, ensuring all browsers render the page correctly. The `<html lang="en">` tag specifies English as the primary language, which is crucial for accessibility and search engine optimization.

Within the `<head>` section, metadata like character encoding (UTF-8), browser compatibility (`IE=edge,chrome=1`), and responsive design settings (`viewport`) are defined. These elements ensure that the website functions across various devices and browsers.

```
<meta charset="UTF-8" />  
<meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1" />  
<meta name="viewport" content="width=device-width, initial-scale=1.0" />
```

A favicon is included providing a unique visual identifier for the website in browser tabs and bookmarks, reinforcing brand presence.

```
<link rel="shortcut icon" href="images/favicon.ico" />
```

The body of the index page is intentionally minimalistic, encapsulating the entire content within a single div with a class of .hotspots. This choice emphasises a clean and focused user interface, directing attention to the interactive 'tree' metaphor represented by the central image and its branches, each leading to a different portfolio page.

```
<body>
  <div class="hotspots">
    
    <a href="about.html" class="hotspot" id="hs-a">About</a>
    <a href="resume.html" class="hotspot" id="hs-b">Resume</a>
    <a href="works.html" class="hotspot" id="hs-c">Works</a>
    <a href="contact.html" class="hotspot" id="hs-d">Contact</a>
    <a href="blog.html" class="hotspot" id="hs-e">Blog</a>
  </div>
</body>
```

CSS Styling for Index Page: The CSS begins with an import of two carefully selected fonts from Google Fonts: 'Oxygen' for headings and 'Source Sans 3' for body text. The choice of these fonts is deliberate, balancing aesthetics with readability to enhance the overall look and feel of the site.

```
@import url('https://fonts.googleapis.com/css2?family=Oxygen&family=Source+Sans+3&display=swap');
```

A global reset is applied to body and html tags, setting padding, margin to zero, and specifying height and width to cover the entire viewport. Overflow is set to hidden to prevent any unwanted scrolling, which could disrupt the visual layout. A subtle perspective property is applied to the body, adding a sense of depth to the page elements.

```
body,
html {
  padding: 0;
  margin: 0;
  overflow: hidden;
  height: 100%;
  width: 100%;
  background-color: #fff;
}
body {
```

```

    perspective: 100px;
    font-family: 'Source Sans 3', sans-serif;
}
.heading {
    font-family: 'Oxygen', sans-serif;
    text-align: center;
    font-weight: 700;
    margin: 30px 0px 0px 0px; /* top - right - bottom - left */
}
.subheading {
    font-family: 'Oxygen', sans-serif;
    font-style: italic;
    text-align: center;
    margin: 0px 0px 30px 0px; /* top - right - bottom - left */
}
.hotspots {
    position: relative;
    display: flex;
    justify-content: center;
    align-items: center;
}
.hotspots img {
    max-width: 100%;
    height: auto;
    display: block;
    margin-top: 30px;
}
.hotspot {
    position: absolute;
    width: 150px;
    height: 150px;
    padding-top: 6px;
    border-radius: 50%;
    transition: all 0.2s;
    text-align: center;
    text-decoration: none;
    font-weight: bold;
    font-family: 'Oxygen', sans-serif;
    color: #000;
    font-size: 20px;
}

#hs-a {
    top: 46%;
    left: 27%;
    color: transparent;
}
#hs-a:hover {
    color: #000;
}
#hs-b {
    top: 6%;
    left: 32%;
    color: transparent;
}
#hs-b:hover {
    color: #000;
}
#hs-c {

```



```

top: 6%;
left: 51%;
color: transparent;
}
#hs-c:hover {
color: #000;
}
#hs-d {
top: 22%;
left: 60%;
color: transparent;
}
#hs-d:hover {
color: #000;
}
#hs-e {
top: 48%;
left: 58%;
color: transparent;
}
#hs-e:hover {
color: #000;
}
.about-container {
display: flex;
}

```

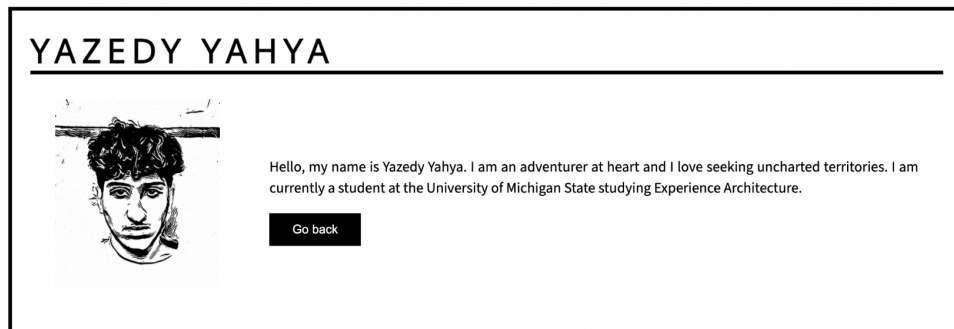
About Page: The About page is structurally very similar to the index page in that the HTML structure is built with semantic clarity and ease of navigation in mind.

The <head> section follows the same robust structure as the index page, with links to CSS files, charset, browser compatibility meta tags, responsive design settings, and the favicon for brand consistency across the website.

The <body> houses a .wrapper div to encapsulate all content, ensuring a consistent and centred layout. The use of the .logo image provides a visual and navigational anchor point, linking back to the home page.

The .container div encompasses the .header and .about sections, highlighting any name in bold, and bordering it for emphasis. The .about div is divided into two sections:

.about-image, which contains a personal icon, and .about-text, which briefly describes myself. A <button> is provided to navigate back to the index page, reinforcing the user-friendly



nature of the website.

```
<div class="wrapper"> <!-- Added this line to create a wrapper element -->
  <a href="index.html"></a> <!--
This is the logo image -->
  <div class="container">
    <div class="header">YAZEDY YAHYA</div>
    <div class="about">
      <div class="about-image">
        
      </div>
      <div class="about-text">
        <p>content.....p>
        <a href="index.html"><button class="button">Go back</button></a>
      </div>
    </div>
  </div>
</div> <!-- Ends the wrapper division -->
```

Figure 4: About Page

The About page's code is thoughtfully constructed to prioritise usability, aesthetic, and a narrative flow. The HTML structure is streamlined for easy navigation, while the CSS styling reinforces the personal brand and facilitates a responsive reading experience. Every choice, from the layout to the

typefaces, is made with the intent to create a cohesive and engaging introduction to who it is that I am

Works Page: The Works page is a showcase of my professional projects and accomplishments. The layout is consistent with the rest of the portfolio, providing a familiar and intuitive navigation experience for users.

As with the About page, the Works page features the same .wrapper and .logo elements, reinforcing the brand and offering easy navigation back to the index page through the clickable logo. The main content of the page is contained within a .container div, with the .header clearly labelling the section as "WORKS." This header maintains the consistent branding and typographic style seen throughout the website. The .about div, similarly styled to the About page, is repurposed here to present project information. The .about-image displays a thematic icon related to my work, while the .about-text provides a compelling description of the project. The use of tags highlights the project name, drawing attention to it.

```
<div class="wrapper"> <!-- Added this line to create a wrapper element -->
  <a href="index.html"></a> <!--
This is the logo image -->
  <div class="container">
    <div class="header">WORKS</div>
    <div class="about">
      <div class="about-image">
        
      </div>
      <div class="about-text">
        <p><strong>Project Heading.....</strong>Content.....
        <a href="pdf/apr-project.pdf" target="_blank">View</a></p>
        <a href="index.html"><button class="button">Go back</button></a>
      </div>
    </div>
  </div>
</div> <!-- Added this line to close the wrapper element -->
```

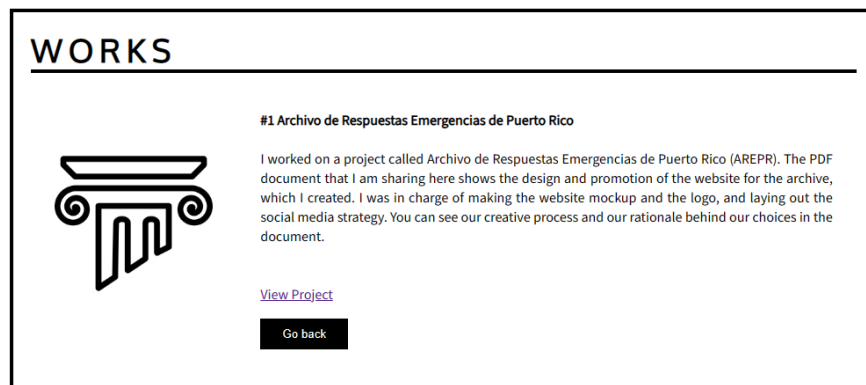


Figure 5: Works Page

Blogs Page: The Blog page is designed to offer a window into my thoughts, experiences, and expertise. The structure of the page is consistent with the rest of the site, providing a uniform user experience. The <head> section remains unchanged, ensuring consistency in metadata, responsiveness, and branding with the favicon. The .wrapper and .logo elements at the top of the page provide a familiar navigation anchor, allowing users to easily return to the homepage.

The main content area is contained within the .container, which also houses the .header that labels the section as "BLOG." This sets the stage for the blog entries that follow. Each blog entry is wrapped in a .blog-entry div, which contains a .blog-title and a summary paragraph. The .blog-title gives the title of the post, the date, and the author's name, formatted with <h3> tags for semantic clarity and importance.

The summary paragraph provides a teaser of the blog content, using placeholder text 'Lorem ipsum' to demonstrate the layout. At the end of each summary, there is a 'Read More'

button aligned to the right, which invites users to click through to the full blog post.

```
<div class="wrapper"> <!-- Added this line to create a wrapper element -->
  <a href="index.html"></a> <!--
This is the logo image -->
  <div class="container">
    <div class="header">BLOG</div>
    <div class="blog-entry">
      <h3 class="blog-title">#Blog 1 • 25-11-2023 • Author: YazedY Yahya</h3>
      <p>Content.....</p>
      <a href="blog1.html" style="display:block; text-align: right;"><button class="button">Read
More</button></a>
    </div>

    <div class="blog-entry">
      <h3 class="blog-title">#Blog 2 • 27-11-2023 • Author: YazedY Yahya</h3>
      <p>Content.....</p>
      <a href="blog2.html" style="display:block; text-align: right;"><button class="button">Read
More</button></a>
    </div>

    <a href="index.html"><button class="button">Go back</button></a>
  </div>
</div>
```

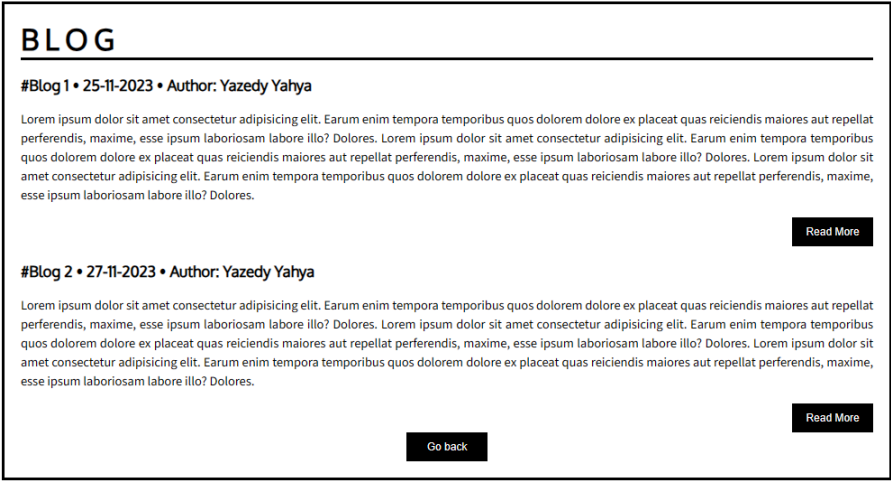


Figure 6: Blog Page

Contact Page: The Contact page of the portfolio is designed to provide information regarding the contact details. The structure of the page is consistent with the rest of the site, providing a uniform user experience. The <head> section remains unchanged, ensuring consistency in metadata,

responsiveness, and branding with the favicon. The .wrapper and .logo elements at the top of the page provide a familiar navigation anchor, allowing users to easily return to the homepage.

The main content area is contained within the .container, which also houses the .header that labels the section as "CONTACT." Then, there is just a Mail and Phone Icon contained in a flexbox which gives the email address and the phone number. In the end, there is a "Go Back" page, like the other pages.

```
<div class="wrapper"> <!-- Added this line to create a wrapper element -->
  <a href="index.html"></a> <!-- This is the logo image -->
  <div class="container">
    <div class="header">CONTACT</div>
    <div class="contact">
      <div class="email">
        
        <!-- You need to replace the src attribute with the actual image URL -->
        Email
      </div>
      <div class="phone">
        
        <!-- You need to replace the src attribute with the actual image URL -->
        Phone Number
      </div>
    </div>
    <a href="index.html"><button class="button">Go back</button></a>
  </div>
</div> <!-- Added this line to close the wrapper element -->
```

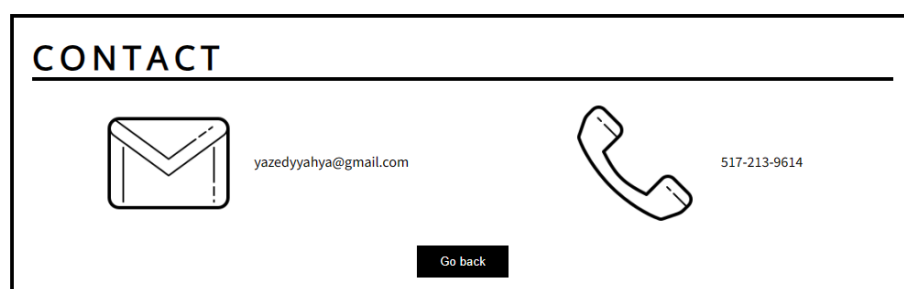


Figure 7: Contact Page

6. TIMELINE

The timeline of this project shows the four main stages that I completed to create my portfolio website: planning a research, design, development, and deployment. The timeline also shows the duration of each stage, and the total duration of the project. Here is the timeline of my portfolio website:

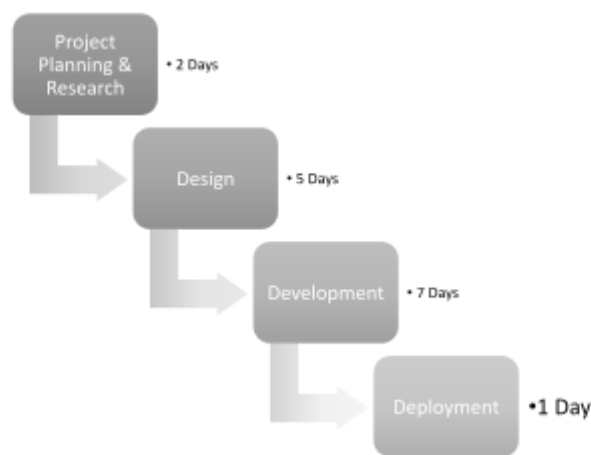


Figure 8: Timeline of the Project

7. CONCLUSION

In this particular study, I detailed the creation and advancement of my individual web portfolio. The aim was to highlight my proficiency as a human-centred designer. The process unfolded through four primary phases: initial planning and research, subsequent design, development, and eventual deployment. At each juncture, distinct tools and methodologies were employed to construct and enhance the website. Encountering challenges, I learned valuable lessons throughout the journey. The outcome is a user-friendly website that effectively expresses who I am as a designer.

