

Project 3: Specification

Executive Summary

I plan to develop a portfolio website template (utilizing Wordpress) for web designers and graphic designers. The portfolio website needs to be easy to understand and navigate for both novices to the world of design and experts who are looking for something specific.

Criteria

- Priority 1:
 - Represents who the designer is and their potential
 - Simple, easy to navigate and find information
 - Invites viewer in, allows them to explore work effortlessly
- Priority 2:
 - Consistent design
 - Professional quality
- Priority 3:
 - Memorable
 - Interesting

Persona

Paula Summers is a graphic and web designer with experience at a few high-profile apparel companies, and is currently overseeing catalog production at a growing apparel company specializing in sustainable clothing. She has become very familiar with the Adobe Creative Suite and online platform websites like Behance during her college education, and relies on them heavily in her profession. Paula doesn't have any technical knowledge regarding websites, but will notice the components of a website's design and can tell if a website takes too long to load or includes too many unnecessary aspects.

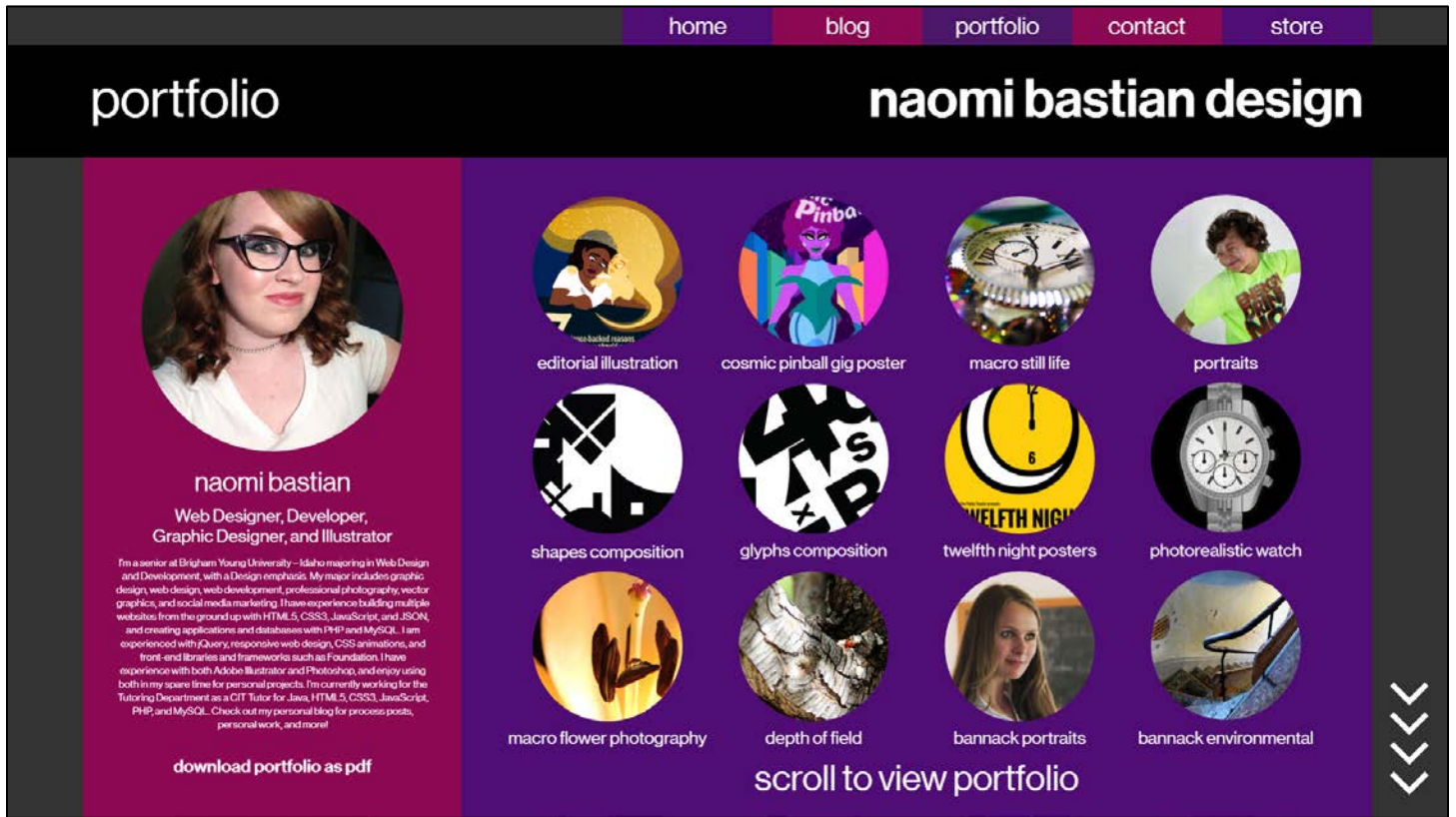
Scenario

The apparel company Paula is currently working for is escalating its business, and she has been assigned to find three new designers to assist with finishing the newly expanded spring catalog. She needs to find designers who are skilled with Adobe InDesign, photography, print work, and professional experience.

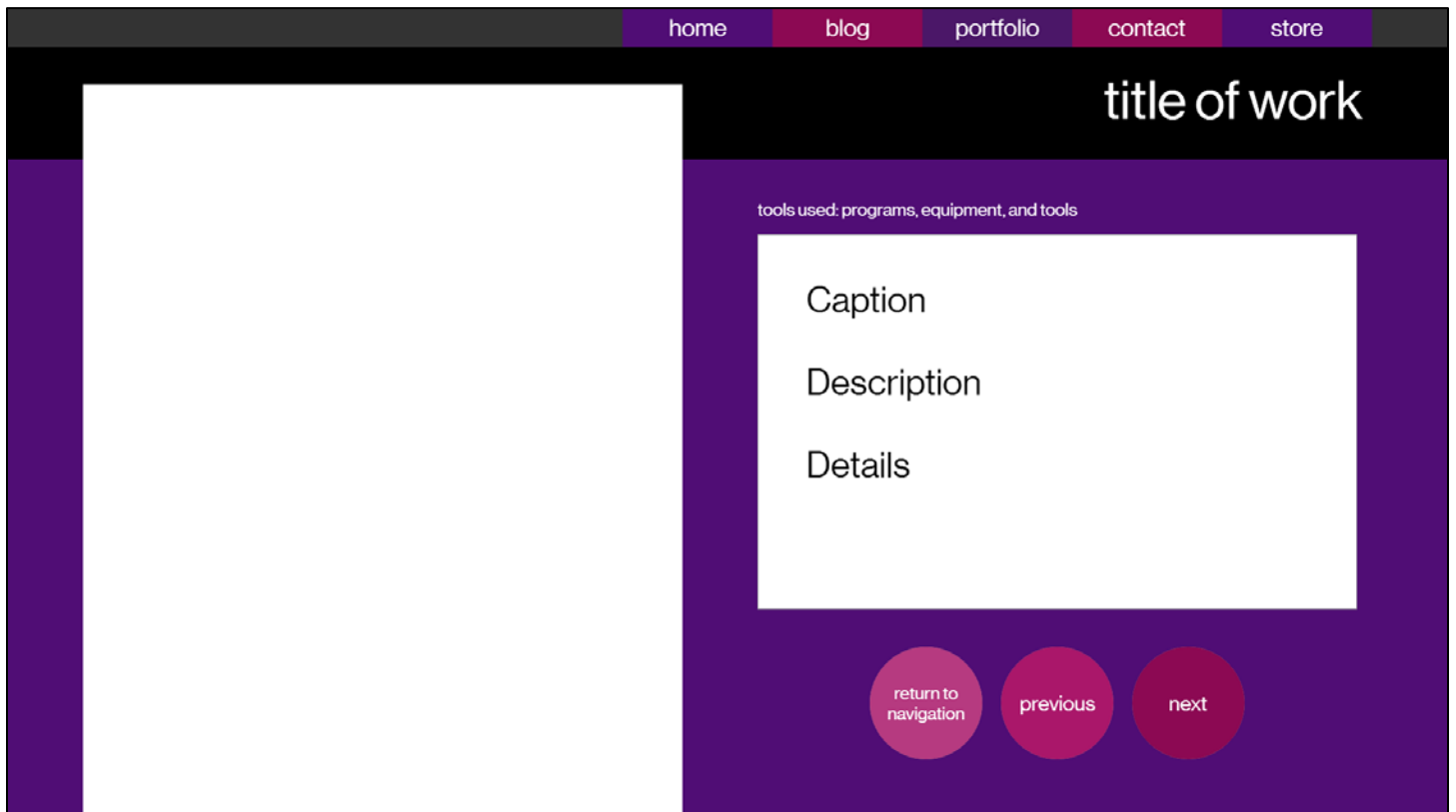
Interactive Prototype

<https://xd.adobe.com/view/3478b778-8cf0-4c76-b363-d0bd589ced6a>

Prototype



Designer Section, including Profile Sidebar and Gallery Navigation Container



Default Portfolio Section

Detailed Design

States of Controls:

Website Navigation



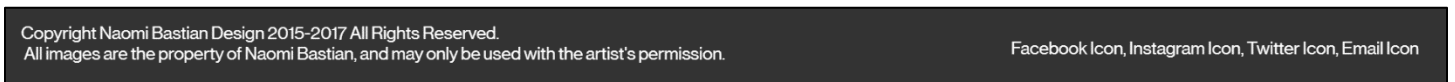
Default



Hover

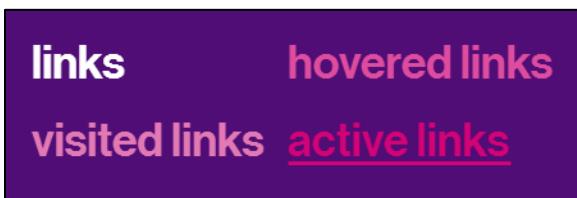
- Fixed top navigation bar
- Width: 200px, Height: 50px
- Changes background colors and font-weight on hover

Footer

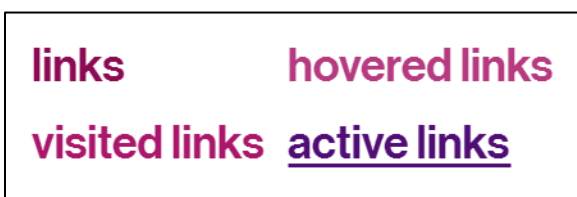


- Fixed bottom footer
- Icons function as regular links
- Replace Facebook Icon, Instagram Icon, Twitter Icon, and Email Icon with Font Awesome icons
- Use fa-lg class, “<i class=" fa fa-instagram fa-lg"></i> fa-lg”
 - <http://fontawesome.io/icon/facebook/>
 - <http://fontawesome.io/icon/instagram/>
 - <http://fontawesome.io/icon/twitter/>
 - <http://fontawesome.io/icon/envelope-o/>

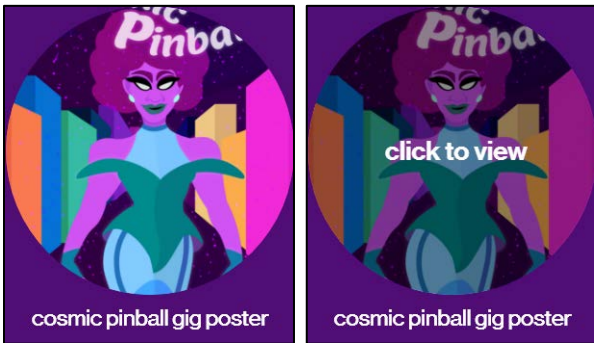
Links



Description Links



Gallery Navigation



Default

Hover

Caption: Title of work

- Width: 200px, Height: 200px
- 40% opacity black transparent layer added and font-weight changed on hover

Section Navigation

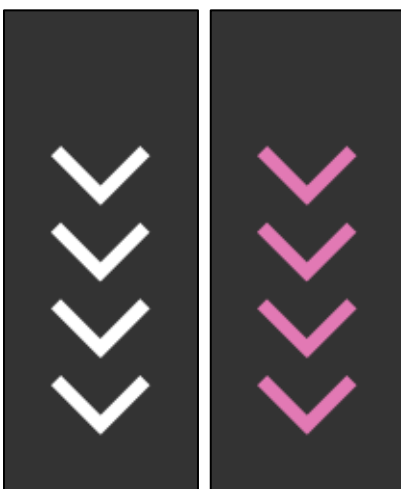


Default

Hover

- Fixed position in section
- Width: 150px, Height: 150px
- Changes background colors and font-weight on hover

Scroll Indicator



Default

Hover

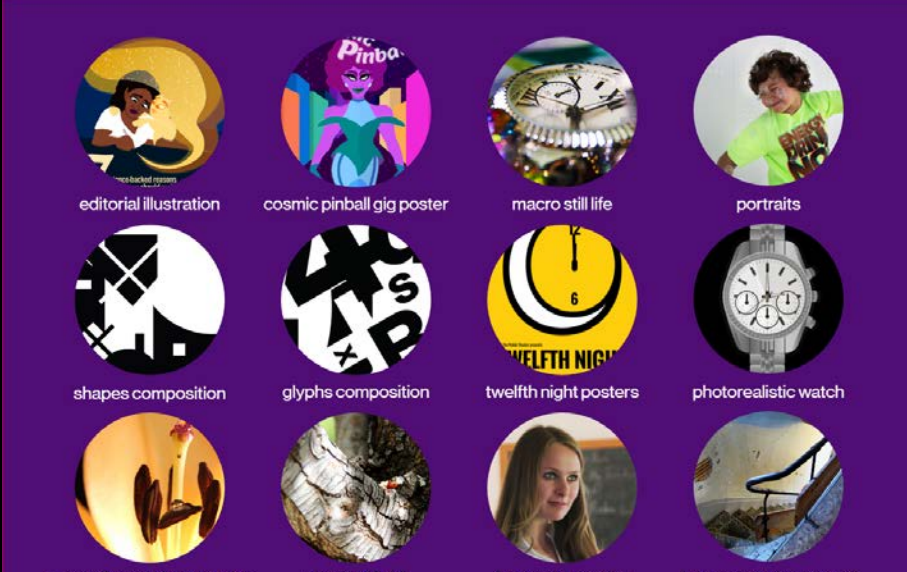
Other Key Components



naomi bastian
Web Designer, Developer,
Graphic Designer, and Illustrator

I'm a senior at Brigham Young University - Idaho majoring in Web Design and Development, with a Design emphasis. My major includes graphic design, web design, web development, professional photography, vector graphics, and social media marketing. I have experience building multiple websites from the ground up with HTML5, CSS3, JavaScript, and JSON, and creating applications and databases with PHP and MySQL. I am experienced with Query, responsive web design, CSS animations, and front-end libraries and frameworks such as Foundation. I have experience with both Adobe Illustrator and Photoshop, and enjoy using both in my spare time for personal projects. I'm currently working for the Tutoring Department as a CIT Tutor for Java, HTML5, CSS3, JavaScript, PHP, and MySQL. Check out my personal blog for process posts, personal work, and more!

[download portfolio as pdf](#)



editorial illustration cosmic pinball gig poster macro still life portraits

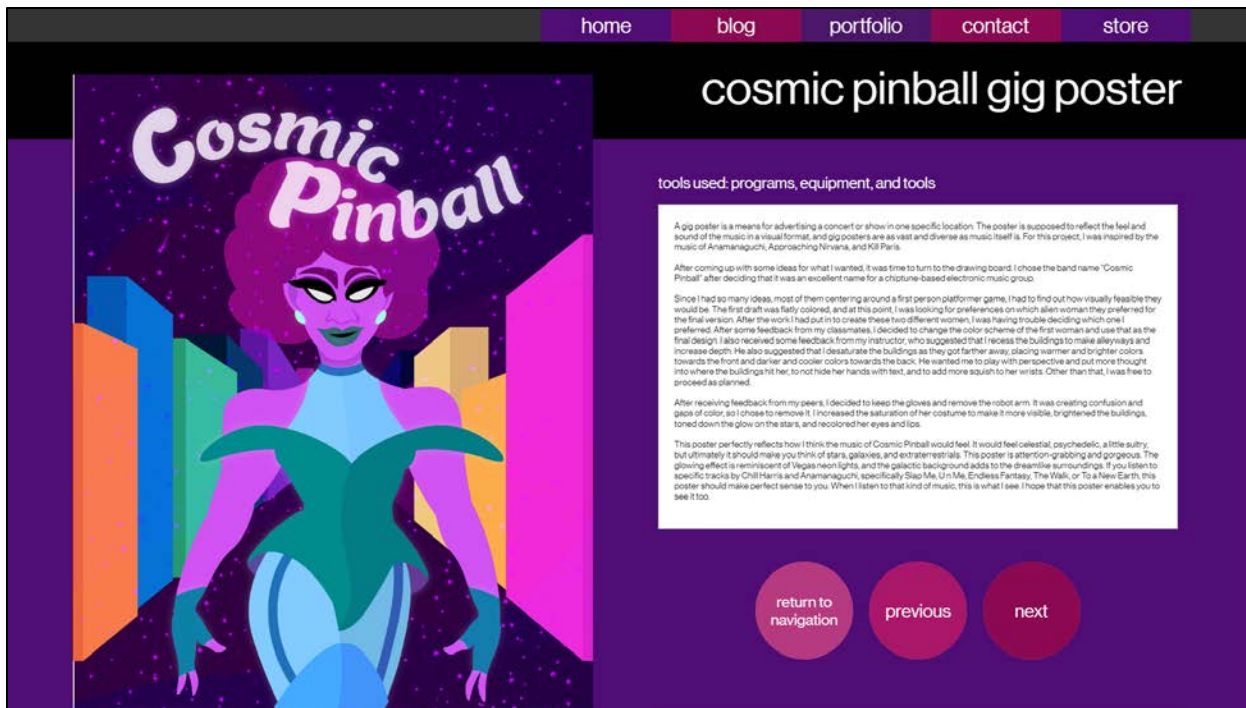
shapes composition glyphs composition twelfth night posters photorealistic watch

macro flower photography depth of field bannack portraits bannack environmental

scroll to view portfolio

Portfolio Sidebar

Gallery Navigation Container



home blog portfolio contact store

cosmic pinball gig poster

tools used: programs, equipment, and tools

A gig poster is a means for advertising a concert or show in one specific location. The poster is supposed to reflect the feel and sound of the music in a visual format, and gig posters are as vast and diverse as music itself is. For this project, I was inspired by the music of Anamanaguchi, Approaching Nirvana, and Kill Paris.

After coming up with some ideas for what I wanted, it was time to turn to the drawing board. I chose the band name "Cosmic Pinball" after deciding that it was an excellent name for a chiptune-based electronic music group.

Since I had so many ideas, most of them centering around a first person platformer game, I had to find out how visually feasible they would be. The first draft was fairly colored, and at this point, I was looking for preferences on which alien woman they preferred for the final version. After the work I had put in to create three different women, I was having trouble deciding which one I preferred. After some feedback from my classmates, I decided to change the color scheme of the first woman and use that as the final design. I also received some feedback from my instructor, who suggested that I recess the buildings to make alleyways and increase depth. He also suggested that I desaturate the buildings as they got farther away, placing warmer and brighter colors towards the front and darker and cooler colors towards the back. He wanted me to play with perspective and put more thought into where the buildings hit her, to not hide her hands with text, and to add more squash to her wrists. Other than that, I was free to proceed as planned.

After receiving feedback from my peers, I decided to keep the gloves and remove the robot arm. It was creating confusion and space of color, so I chose to remove it. I increased the saturation of her costume to make it more visible, brightened the buildings, toned down the glow on the stars, and recolored her eyes and lips.

This poster perfectly reflects how I think the music of Cosmic Pinball would feel. It would feel celestial, psychedelic, a little sultry, but ultimately it should make you think of stars, galaxies, and extraterrestrials. This poster is attention-grabbing and gorgeous. The glowing effect is reminiscent of Vegas neon lights, and the galactic background adds to the dreamlike surroundings. If you listen to specific tracks by Crill Harris and Anamanaguchi, specifically *She's Me*, *Un-Me*, *Endless Fantasy*, *The Walk*, or *To a New Earth*, this poster should make perfect sense to you. When I listen to that kind of music, this is what I see. I hope that this poster enables you to see it too.

[return to navigation](#) [previous](#) [next](#)

Completed Portfolio Section

Designer Customizes:

- Title of Work
- Tools Used
- Description
- Image Inserted (800px Width)
- Full Size Image in Modal

Colors:

Element	Hex Code
Background, Home, Portfolio, Store, Description Active Links:	#500D75
Profile Sidebar, Blog, Contact:	#8C0953
Return to Navigation, Description Hover Links:	#B63A80
Previous, Description Visited Links:	#AA176A
Next, Description Links:	#8C0953
Header Background, Caption and Description Text:	#000000
Description Background, Font, Default Links, Scroll Indicator:	#FFFFFF
Navigation Background:	#333333
Home, Portfolio, Store Hover:	#850CC8
Blog, Contact Hover:	#D10377
Return to Navigation Hover, Visited Links, Scroll Indicator Hover:	#E279B4
Previous Hover, Hover Links:	#DD4C9E
Next Hover, Active Links:	#D10377



Fonts and Font Sizes:

Fonts

naomi bastian design

Font:	Neue Haas Grotesk Display Pro
Font-Family:	Neue Haas Grotesk, Helvetica, sans-serif
Weights:	55 Roman, 65 Medium
Normal:	55 Roman
Hover, Website Heading:	65 Medium

Font Sizes

- Sizes for 1920px width screen, must shrink to fit screen size

Text	Pixel Size	Em Size (16px Base)
Heading 1:	72px	4.5em
Heading 2:	36px	2.25em
Heading 3:	24px	1.5em
Scroll to View Portfolio:	48px	3em
Top Navigation:	32px	2em
Body:	12-14px	0.75em- 0.875em
Return to Navigation Button:	24px	1.5em
Previous and Next Buttons:	28px	1.75em
Footer:	18px	1.125em

Measurements

1920px by 50px	home 200px by 50px	blog 200px by 50px	portfolio 200px by 50px	contact 200px by 50px	store 200px by 50px
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800px by 100%

1920px by 150px **title of work**

tools used: programs, equipment, and tools

Caption

Description

Details

800px by 500px

return to navigation
150px by 150px

previous
150px by 150px

next
150px by 150px

Copyright Naomi Bastian Design 2015-2017 All Rights Reserved. All images are the property of Naomi Bastian, and may only be used with the artist's permission. 1920px by 100px Facebook Icon, Instagram Icon, Twitter Icon, Email Icon

1920px by 50px	home 200px by 50px	blog 200px by 50px	portfolio 200px by 50px	contact 200px by 50px	store 200px by 50px
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1920px by 150px **naomi bastian design**






350px by 350px

naomi bastian

Web Designer, Developer,
Graphic Designer, and Illustrator

I'm a senior at Brigham Young University - Utah majoring in Web Design and Development, with a Design emphasis. My major includes graphic design, web design, web development, professional photography, vector graphics, and social media marketing. I have experience building multiple websites from the ground up with HTML5, CSS3, JavaScript, and JSON, and creating applications and databases with PHP and MySQL. I am experienced with jQuery, responsive web design, CSS animations, and front-end libraries and frameworks such as Foundation. I have experience with both Adobe Illustrator and Photoshop, and enjoy using both in my spare time for personal projects. I'm currently working for the Tutoring Department as a CIT Tutor for Java, HTML5, CSS3, JavaScript, PHP, and MySQL. Check out my personal blog for process posts, personal work, and more!


505px by 880px

 editorial illustration	 cosmic pinball gig poster	 macro still life	 portraits
 shapes composition	 glyphs composition	 twelfth night posters	 photorealistic watch
 macro flower photography	 depth of field	 bannack portraits	 bannack environmental

scroll to view portfolio

1215px by 880px

50px by 150px



- Size for 1920px width screen, must shrink to fit screen size
- Use Flexbox to style dynamically for different screen sizes
- Gallery Navigation container should arrange elements according to screen width

Main:	Centered
Image Width (Portfolio Sections):	Max-width: 800px
Image Caption and Description (Portfolio Sections):	Max-width: 800px
Gallery Navigation Image Width:	Max-width: 200px
Profile Image:	Max-width: 350px
Profile Sidebar:	Max-width: 505px, Height: 100%
Gallery Navigation Container:	Max-width: 1215px, Height: 100%
Section Header:	Width: 100%, Max-height: 150px;
Section Navigation Buttons:	Max-width: 150px
Scroll Indicator:	Max-width: 50px
Footer	Width: 100%, Max-height: 100px;

Miscellaneous

- Use `<meta name="viewport" content="width=device-width, initial-scale=1">`
- Use `border-radius: 50px;` to create circles with CSS
- Footer: “`<p>© Naomi Bastian Design 2015-
<?php echo date('Y'); ?> All Rights Reserved. All images are © Naomi Bastian, and may
only be used with the artist's permission.</p>`”
- All icons provided by Font Awesome <http://fontawesome.io/>
- When user clicks on display image in portfolio section, use a pop-up modal to display the image at full size
- Navigation links should point to:
 - Home: <http://nsbastdesign.com/>
 - Blog: <http://nsbastdesign.com/nsbastdesign/>
 - Portfolio: <http://nsbastdesign.com/portfolio.php>
 - Contact: <http://nsbastdesign.com/contact.php>
 - Store: <http://nsbastdesign.com/nsbastdesign/>
- Gallery Navigation uses in-page links to jump to certain sections
- In-page links created using `id="section-number"` or `id="title-of-work"`
- The “download portfolio as pdf” link operates as default link, without visited, hover, and active styles, links to PDF version of portfolio (provided by designer)

Grading

	Exceptional 100%	Good 90%	Acceptable 70%	Developing 50%	Missing 0%
Design Process 10%	The design process shows creativity, structure, and introspection. Following this method, a high quality product will likely result every time	Evidence of broad thinking (breadth-first search), and systematic refinement (depth-first search) exists	It is clear that the design when through multiple iterations, each of which improving the quality of the design	More than one version of the design is present	Only one design is present
Prototype 20%	The prototype unambiguously describes how each aspect of the design works.	All the features in the design are described to some degree	Prototype capture the key design features but minor details are missing	Flaws in the prototype seriously undermine its effectiveness	Prototype missing
Design Quality 20%	All the priority 1 criteria are met and most of the priority 2 criteria are met	The target user is likely to be “pleased” with the design and all their needs will be met	Minor flaws exist but none are likely to present serious usability issues	Flaws in the design exist that seriously undermine how the user will accept the final product	It is better to start from scratch; few parts of the design can be salvaged
Specification: Page 1 20%	The “page 1” part of the spec completely and concisely capture all aspects of the design	All parts of the “page 1” part of the spec are well executed	One or more component has a minor flaw but the essence of the design is communicated	Everything is present but a serious flaw exists in one or more component seriously undermine its effectiveness	One or more components of the specification is missing
Specification: Detailed Design 30%	Design is so clear and precise that there is no room for interpretation or confusion	Every detail has been worked out and is described in the spec	All the design components are described in the spec to some degree	One important aspect of the design is not completely hashed out	No features are described to any degree of detail

In addition to the above criteria, a penalty will be added for write-ups that suffer from usability issues: grammar or spelling errors, overly verbose, poor formatting choice, etc.