

## Project 4: 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.

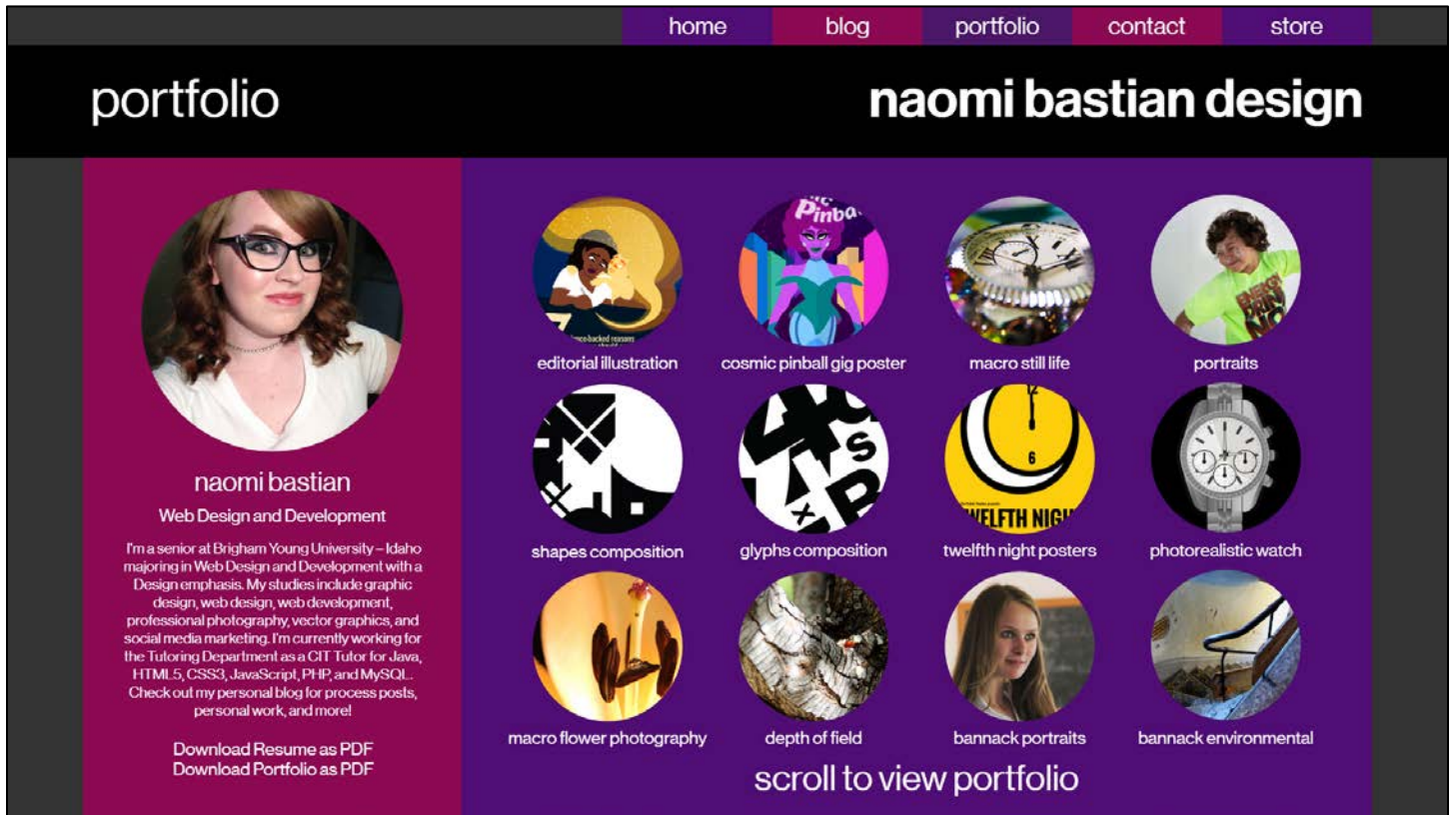
### Scenario

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.

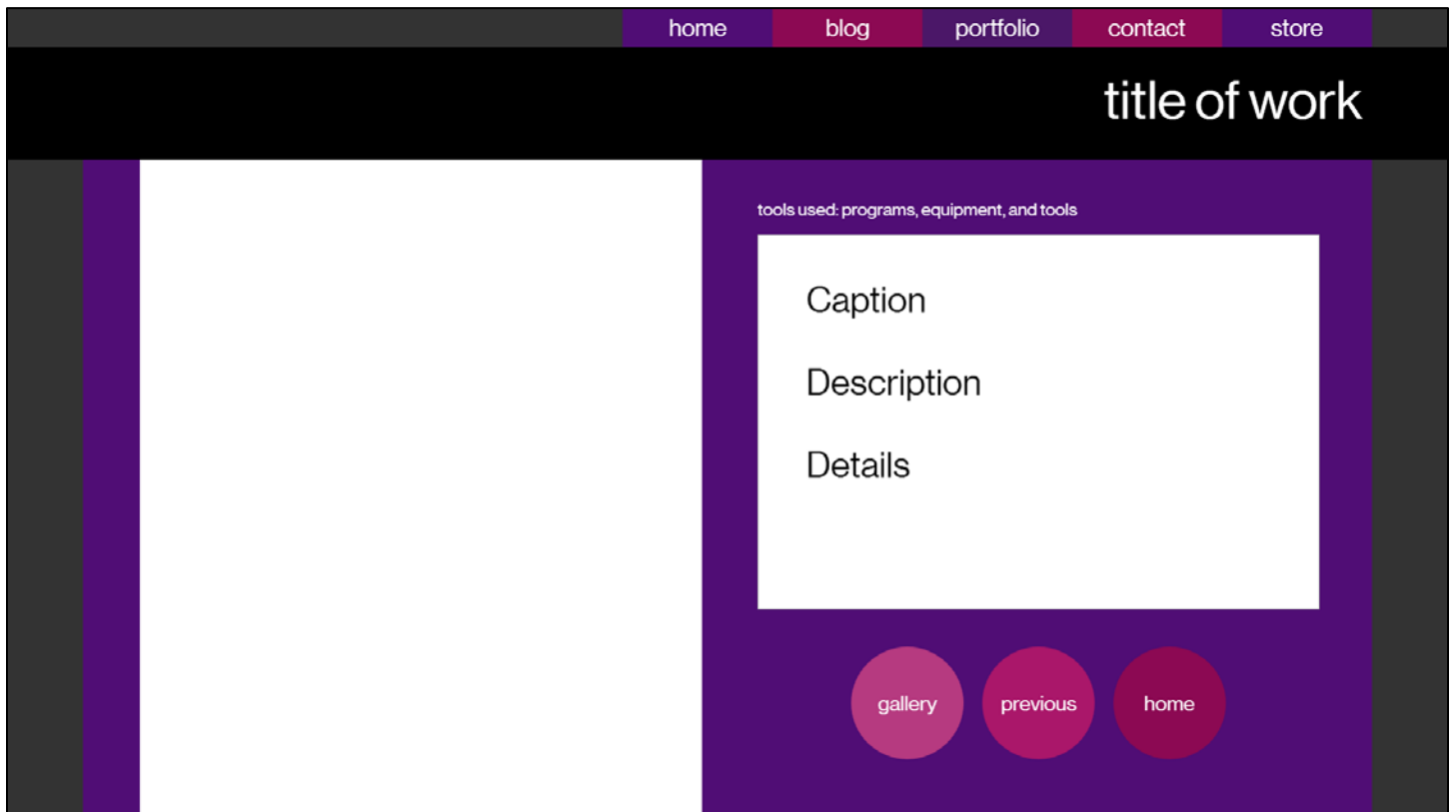
### Interactive Prototype

<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



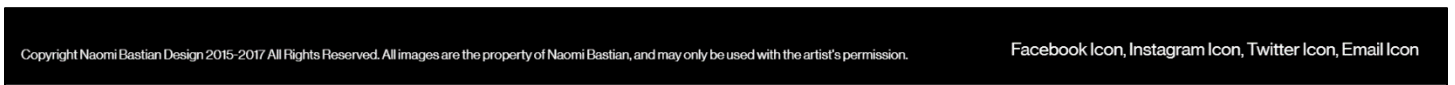
#### Default



#### Hover

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

#### Footer



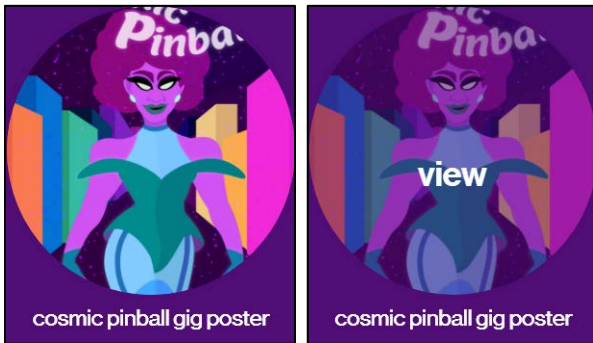
- Fixed bottom footer
- Icons function as regular links
- Replace Facebook Icon, Instagram Icon, Twitter Icon, and Email Icon with Font Awesome icons
- Use fa-lg class, “<i class=" fa fa-instagram fa-lg"></i> fa-lg”
  - <http://fontawesome.io/icon/facebook/>
  - <http://fontawesome.io/icon/instagram/>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

#### Links

#### Description Links



## Gallery Navigation

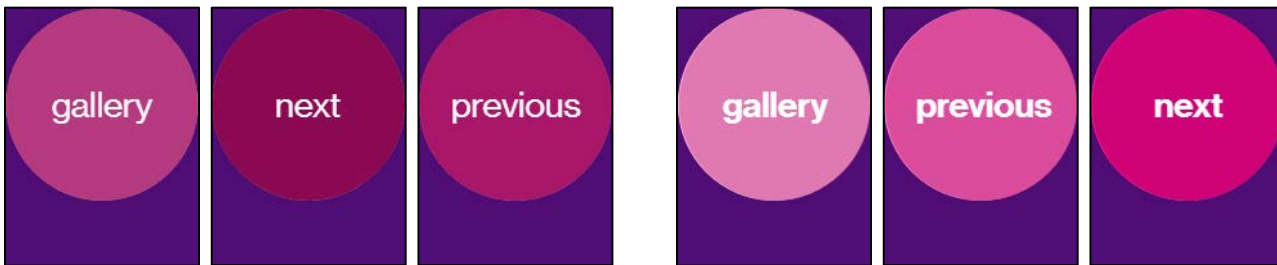


Default

Hover

- Caption: Title of work
- Width: 200px, Height: 200px
- 50% opacity and font-weight changed on hover

## Section Navigation

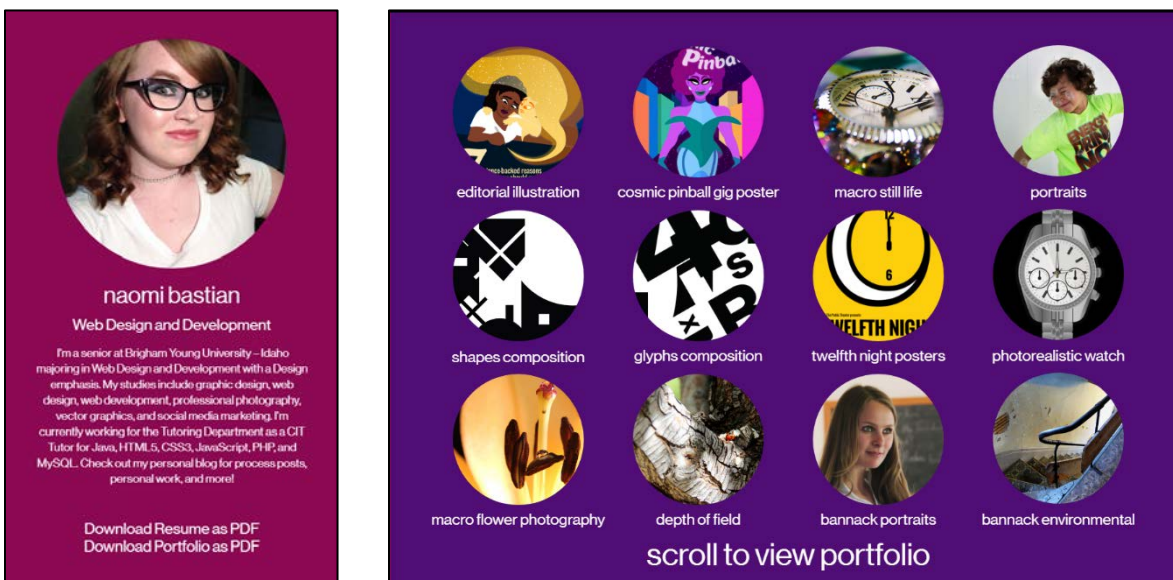


Default

Hover

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

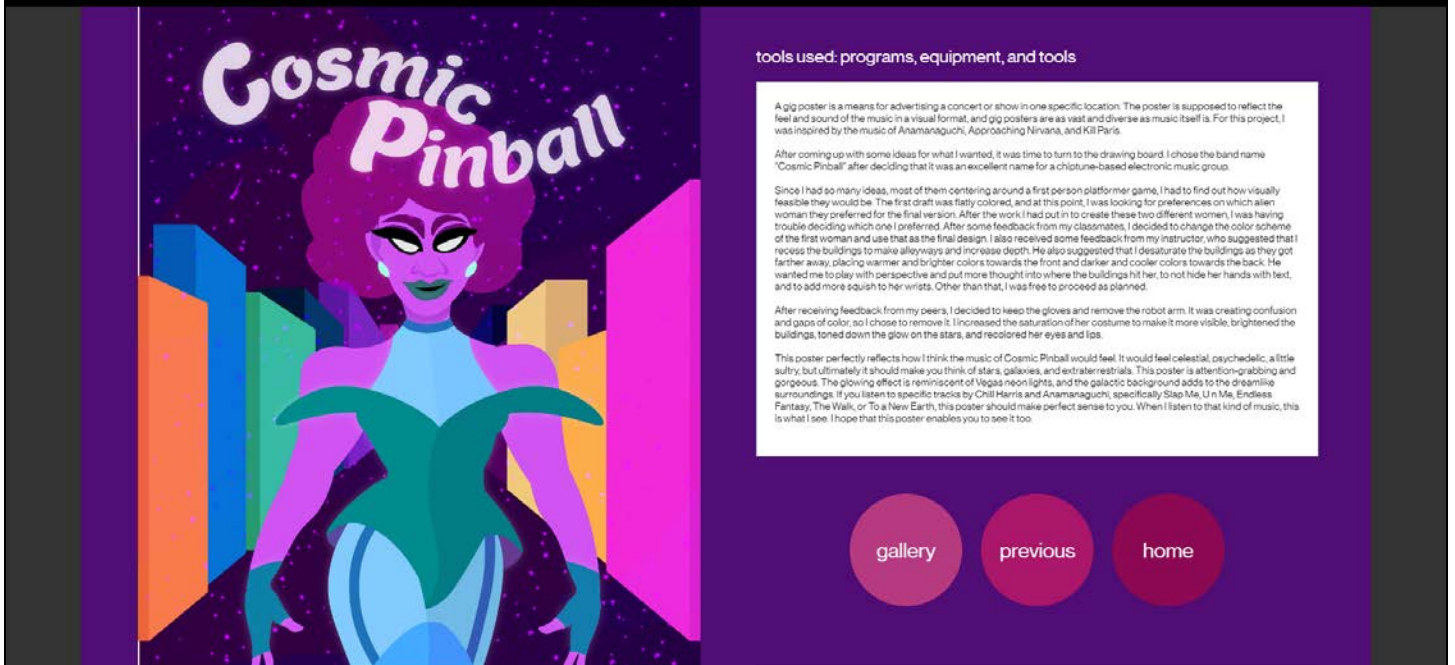
## Other Key Components



Portfolio Sidebar

Gallery Navigation Container

## cosmic pinball gig poster



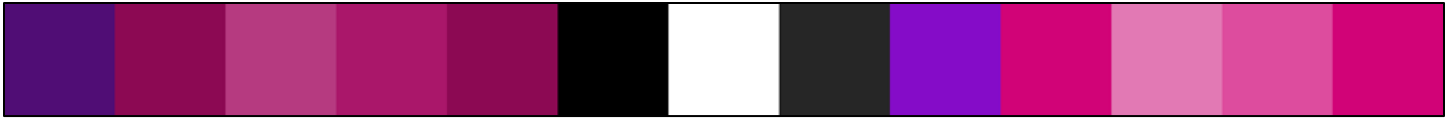
## Completed Portfolio Section

## 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 will alter depending on screen size. Efforts should be made to make sure the site is responsive across different desktop sizes. Portfolio sites will not be accessible on mobile due to image size and the purpose of portfolio websites.

## Measurements

1920px by 50px		home 200px by 50px	blog 200px by 50px	portfolio 200px by 50px	contact 200px by 50px	store 200px by 50px
		1920px by 150px naomi bastian design				
 <p>350px by 350px</p> <p>naomi bastian</p> <p>Web Designer, Developer, Graphic Designer, and Illustrator</p> <p><small>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 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!</small></p> <p>505px by 880px</p>	 <p>200px by 200px</p> <p>editorial illustration</p> <p>cosmic pinball gig poster</p> <p>macro still life</p> <p>portraits</p> <p>200px by 200px</p> <p>shapes composition</p> <p>glyphs composition</p> <p>twelfth night posters</p> <p>photorealistic watch</p> <p>200px by 200px</p> <p>macro flower photography</p> <p>depth of field</p> <p>bannack portraits</p> <p>bannack environmental</p>					
	scroll to view portfolio				1215px by 880px	

1920px by 50px		home 200px by 50px	blog 200px by 50px	portfolio 200px by 50px	contact 200px by 50px	store 200px by 50px
		1920px by 150px title of work				
800px by 100%	<p>tools used: programs, equipment, and tools</p> <div data-bbox="820 1176 1360 1537" style="border: 1px solid black; padding: 10px;"> <p>Caption</p> <p>Description</p> <p>Details</p> <p>800px by 500px</p> </div> <p>gallery 150px by 150px</p> <p>previous 150px by 150px</p> <p>next 150px by 150px</p>					

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1920px by 100px

Facebook Icon, Instagram Icon, Twitter Icon, Email Icon

- 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>&copy; Naomi Bastian Design 2015-  
<?php echo date('Y'); ?> All Rights Reserved. All images are &copy; 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” links to PDF version of portfolio (provided by designer)
- The “Download Resume as PDF” links to PDF version of resume (provided by designer)

## Working Product

<http://nsbastdesign.com/portfolio.php>



# Boneyard

## States of Controls:

### Gallery Navigation

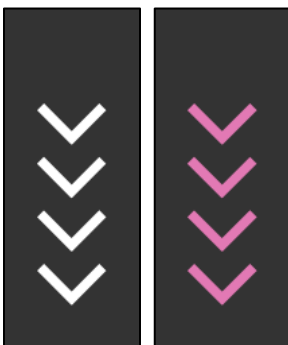


Default

Hover

- Changed opacity from black to the color of the background, changed opacity from 40% to 50%, and changed “click to view” to “view”

### Scroll Indicator

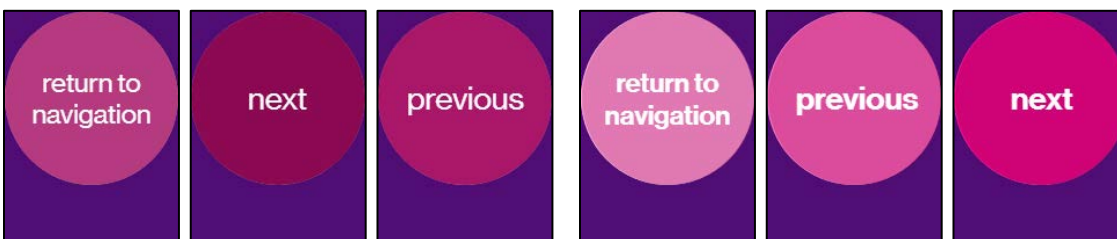


Default

Hover

- Abandoned due to challenge of implementation

### Section Navigation



Default

Hover

- Changed “return to navigation” to “gallery”

### Footer

- Changed text, text alignment, and colors; added final icons

## Other Key Components



naomi bastian

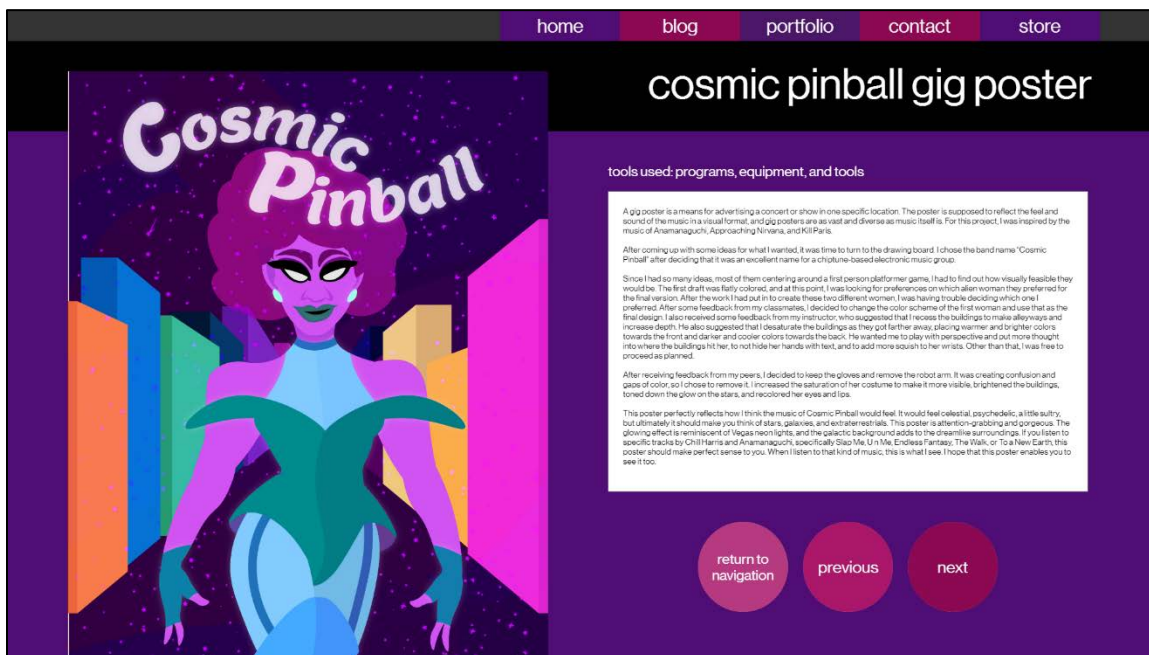
Web Designer, Developer,  
Graphic Designer, and Illustrator

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 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 CI 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](#)

## Portfolio Sidebar

- Changed text and links



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 cobweb, 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 these two 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 increase the buildings to make alleys deeper 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 perspectives 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 gave 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 recolorized her eyes and lips.

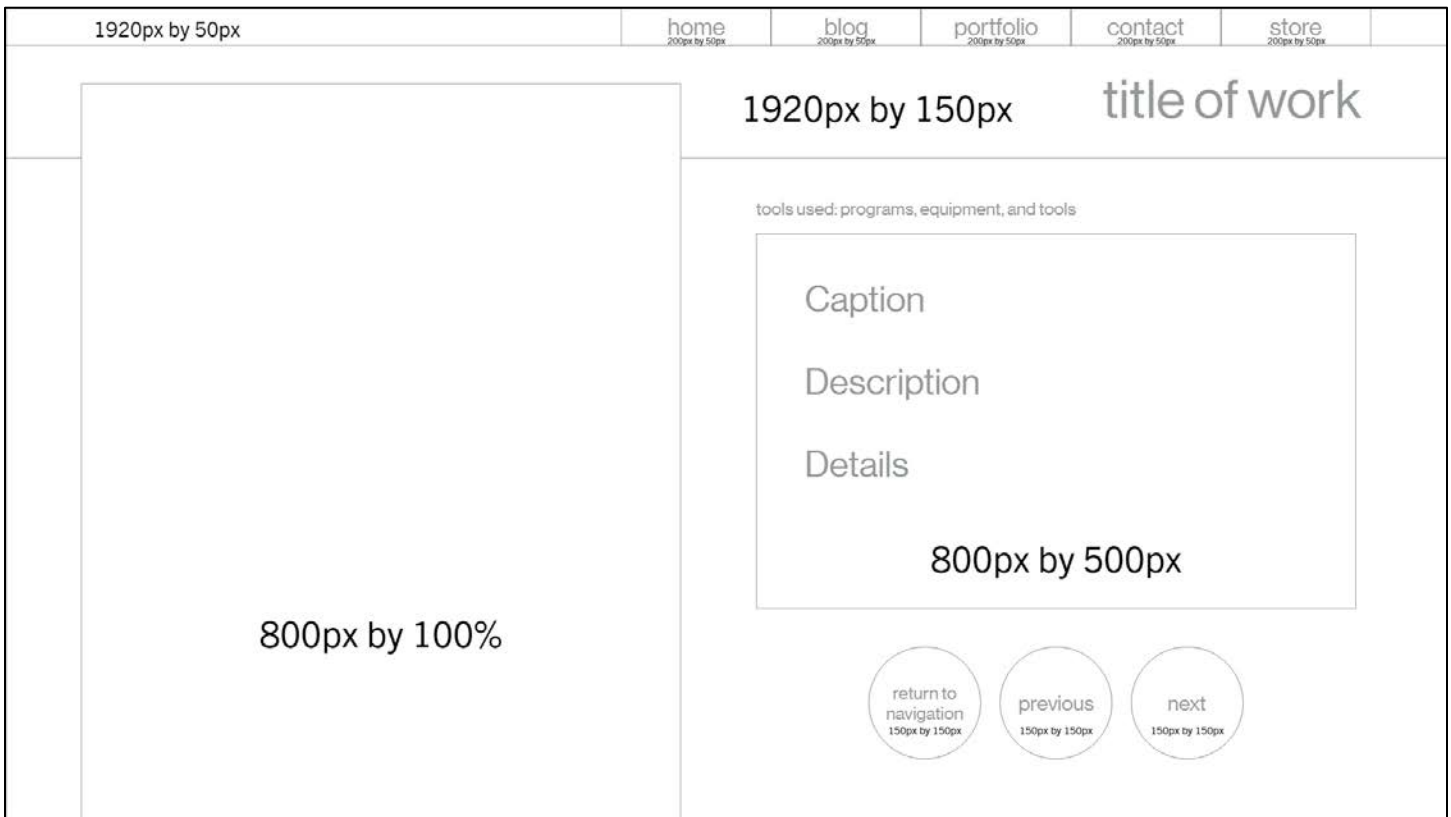
This poster perfectly reflects how I think the music of Cosmic Pinball would feel. It would feel celestial, psychedelic, a little sultry, but ultimately it should make you think of stars, galaxies, and extraterrestrials. This poster is attention-grabbing and gorgeous. The glowing effect is reminiscent of Vegas neon lights, and the pastel background adds to the dreamlike surroundings. If you listen to specific tracks by Chill Harris and Anamanaguchi, specifically Siao Me, U n 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](#)

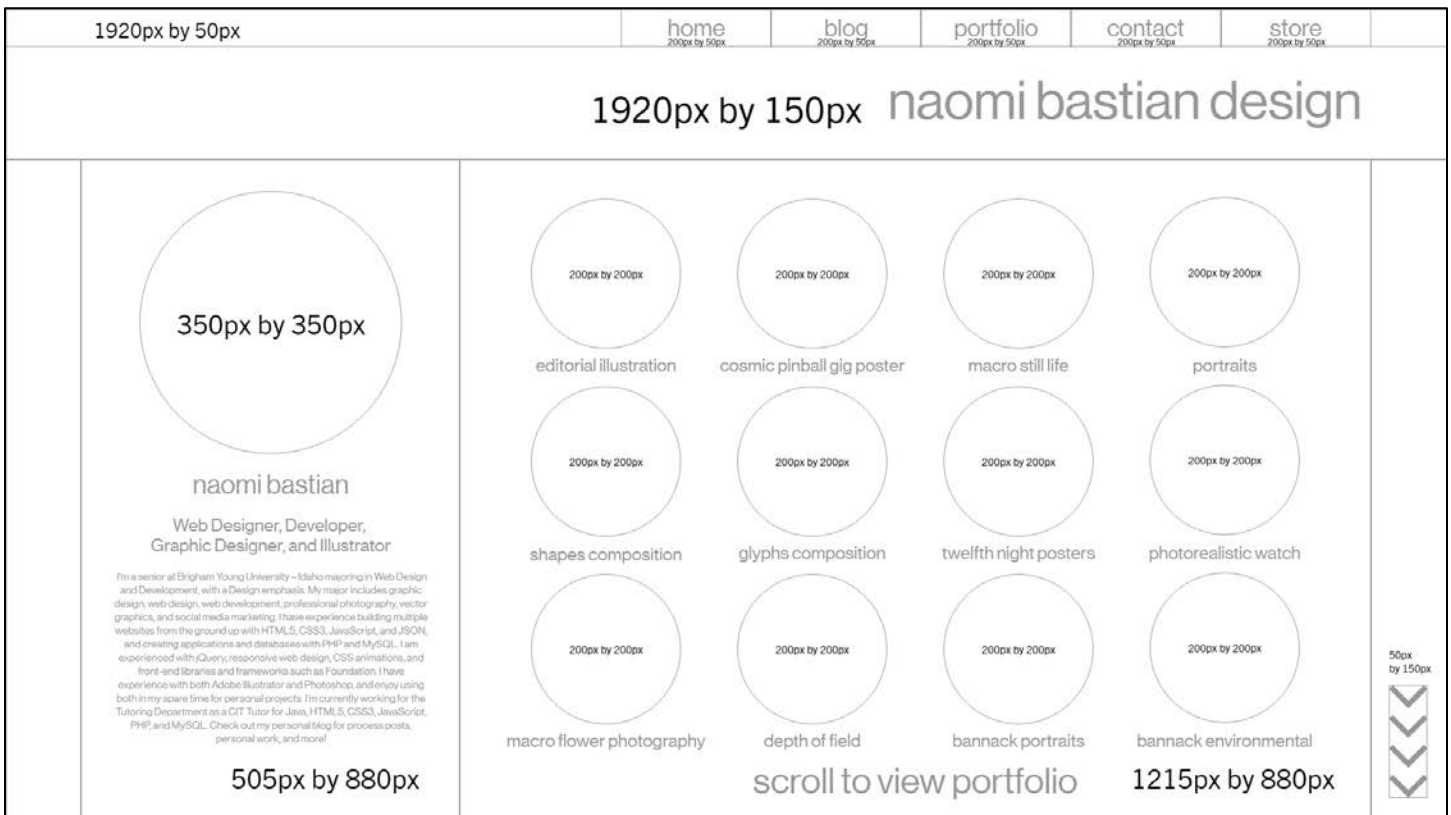
## Completed Portfolio Section

- Changed height of image, proportions changed and background changed

# Measurements



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- Measurements and graphics changed to reflect changes made on final product

## Grading

	Exceptional 100%	Good 90%	Acceptable 70%	Developing 50%	Missing 0%
Fully Implemented 20%	Every control works as the user expects	All the features in the spec are implemented	One feature does not work as the user expects or as the spec describes	One feature described in the spec is missing	More than one feature is missing
No Defects 20%	No bugs can be found	One or more minor bugs exist that the average user would probably not find	One obvious defect	A bug exists that severely impacts a common user scenario	There are many glaring bugs
Application of Standards 20%	There is no room for improvement in the use of color, typography, and layout as well as applicable web, mobile, or desktop standards	The design follows all relevant layout, color, and typography guidelines	One aspect of the design does not adhere to the standards	One obvious or gross violation of a standard seriously degrading the overall quality of the design	No knowledge of applicable standards is demonstrated in the product
Overall Impact 40%	Stunning	The target user is likely to be "pleased" with the design and all their needs will be met	One aspect of the design distracts from the overall visual impact	The quality of the visuals presents usability issues	The design is difficult to look at

In addition to the above criteria, a penalty of 10% will be added for a missing updated spec.