

Final Project

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

home | blog | portfolio | contact | store

portfolio

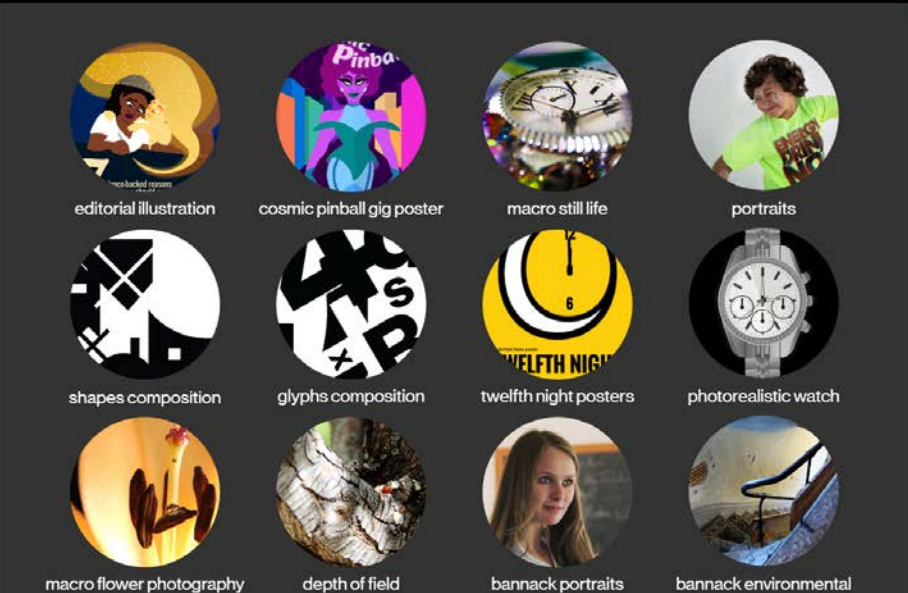
naomi bastian design



naomi bastian
Web Design and Development

I'm a senior at Brigham Young University - Idaho majoring in Web Design and Development with a Design emphasis. My studies include graphic design, web design, web development, professional photography, vector graphics, and social media marketing. 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 Resume as PDF](#)
[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

Designer Section, including Profile Sidebar and Gallery Navigation Container

home | blog | portfolio | contact | store

title of work

tools used: programs, equipment, and tools

Caption

Description

Details

gallery | previous | home

Default Portfolio Section

Detailed Design

States of Controls:

Website Navigation



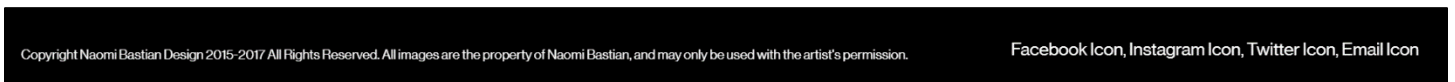
Default



Hover

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

Footer



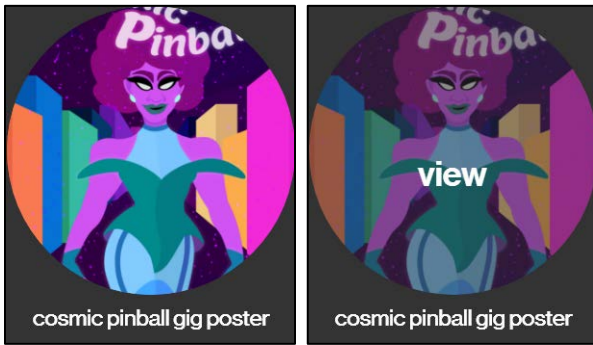
- Fixed bottom footer
- Icons function as regular links
- Replace Facebook Icon, Instagram Icon, Twitter Icon, and Email Icon with Font Awesome icons
- Use fa-lg class, “<i class=" fa fa-instagram fa-lg"></i> fa-lg”
 - <http://fontawesome.io/icon/facebook/>
 - <http://fontawesome.io/icon/instagram/>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

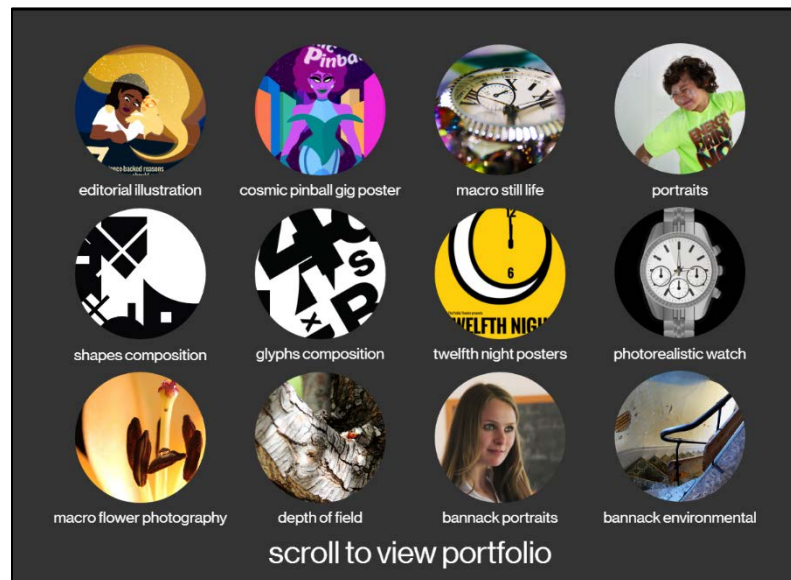
Hover

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

Other Key Components

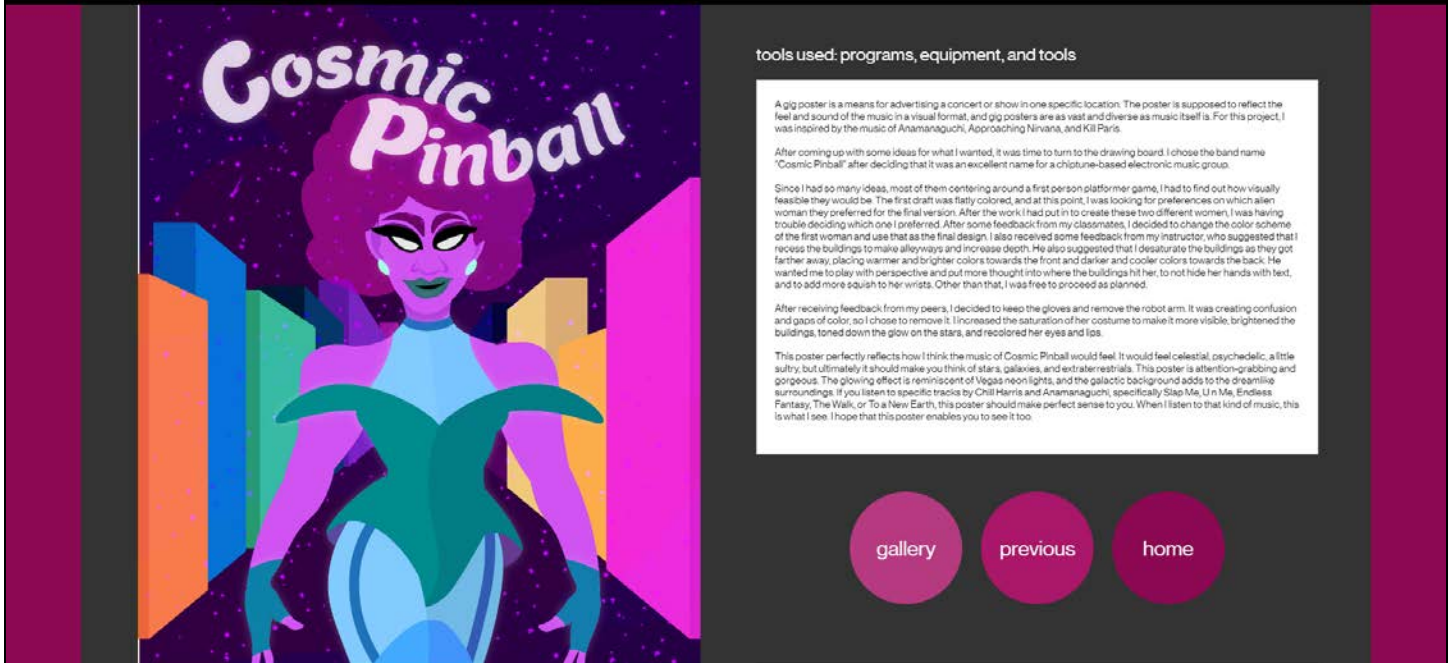


Portfolio Sidebar



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:	#8C0953
Blog, Contact:	#AA176A
Return to Navigation, Description Hover Links:	#B63A80
Previous, Description Visited Links:	#AA176A
Next, Description Links:	#8C0953
Profile Sidebar, Header Background, Caption and Description Text:	#000000
Description Background, Font, Default Links, Scroll Indicator:	#FFFFFF
Navigation Background, Gallery Background, Section Background:	#262626
Home, Portfolio, Store Hover:	#D10377
Blog, Contact Hover:	#DD4C9E
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 1535" 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>				
<p>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.</p>						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

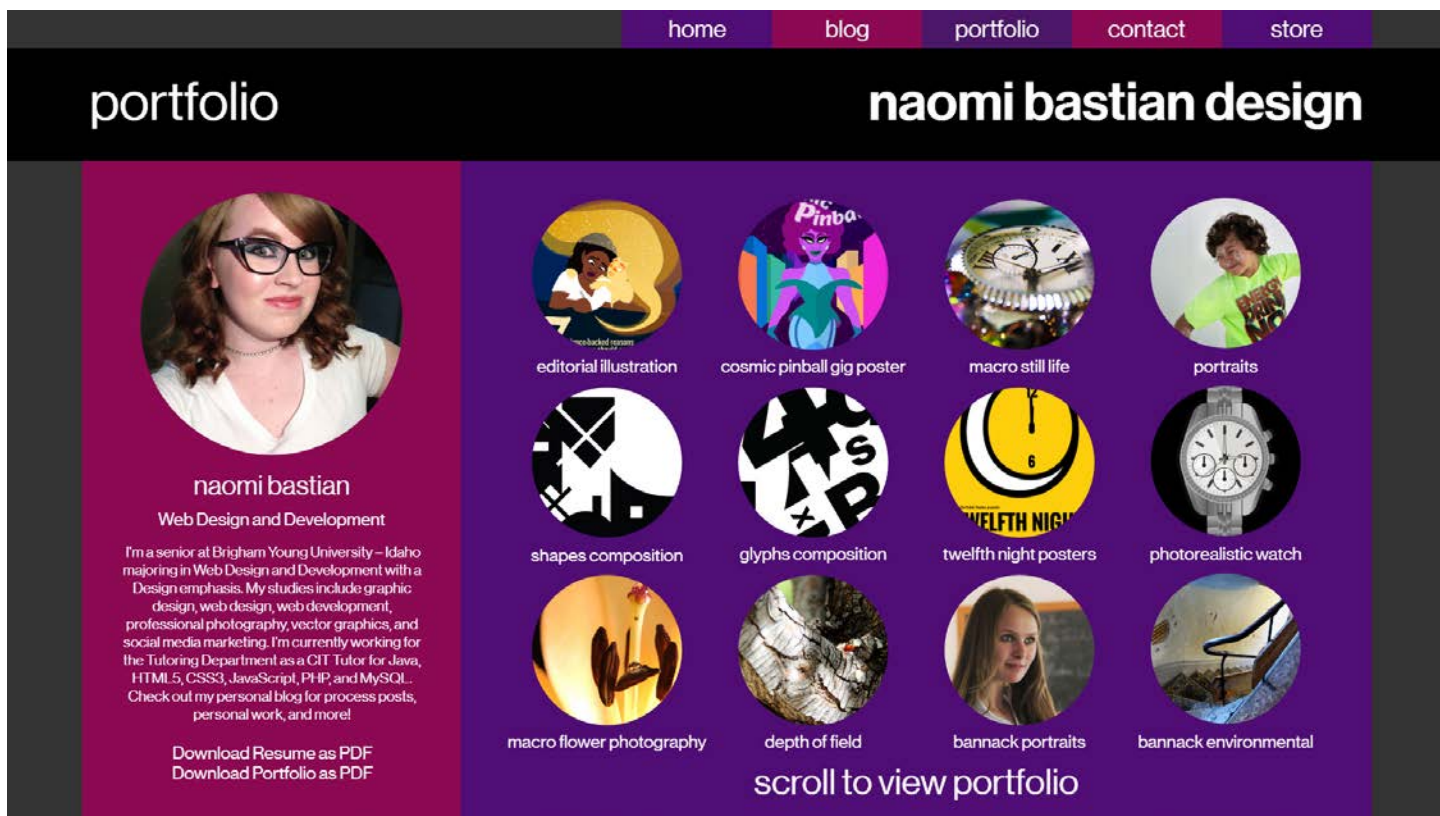
- Use `<meta name="viewport" content="width=device-width, initial-scale=1">`
- Use `border-radius: 50px;` to create circles with CSS
- Footer: “`<p>© Naomi Bastian Design 2015-
<?php echo date('Y'); ?> All Rights Reserved. All images are © Naomi Bastian, and may only be used with the artist's permission.</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” 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

Color Scheme:



The previous color scheme was changed to better complement the icons and photos used within the site. All other changes within the prototype and specifications are resulting from this change of color scheme. No other functionality, layout, fonts, or sizes were changed.

Previous 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

Previous Color Scheme:



States of Controls:

Gallery Navigation

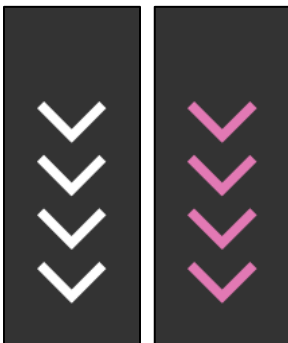


Default

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

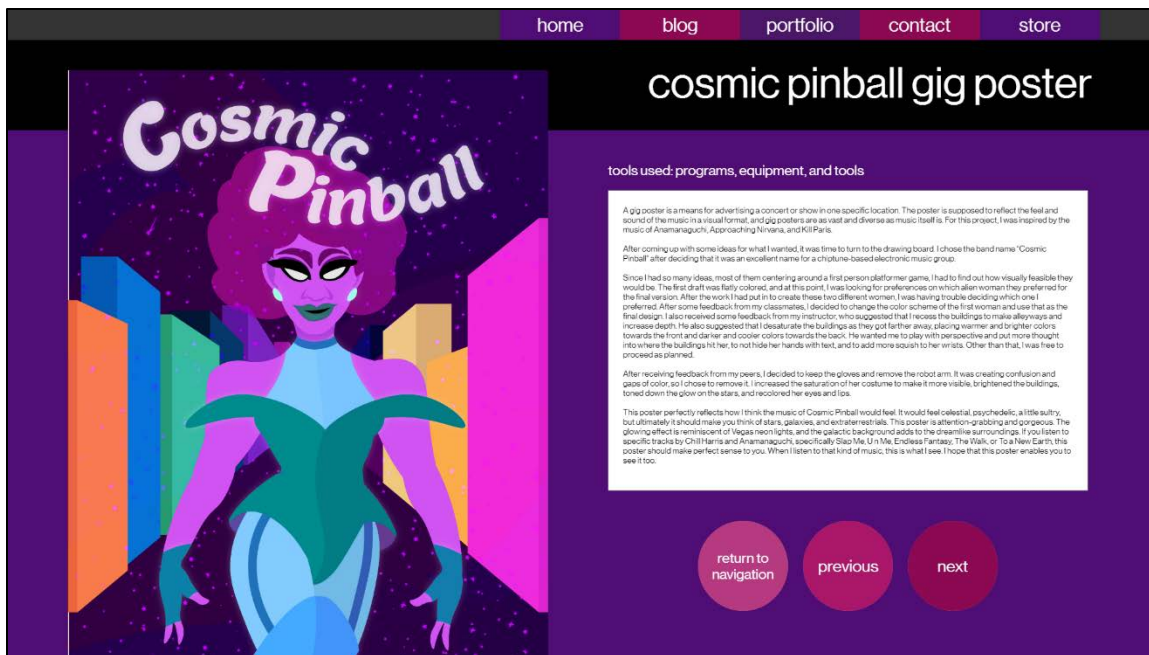
- Changed text, text alignment, and colors; added final icons

Other Key Components



Portfolio Sidebar

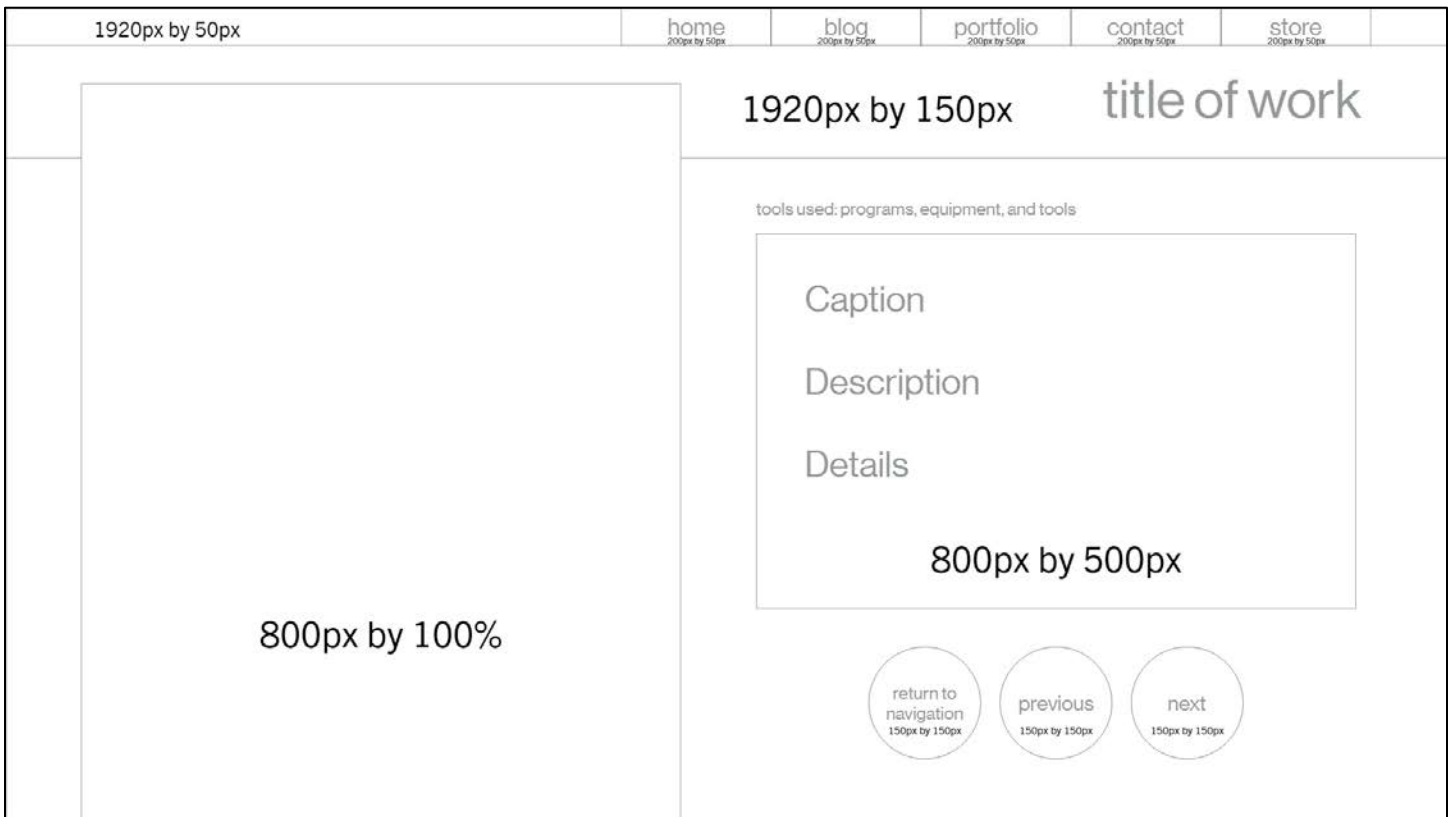
- Changed text and links



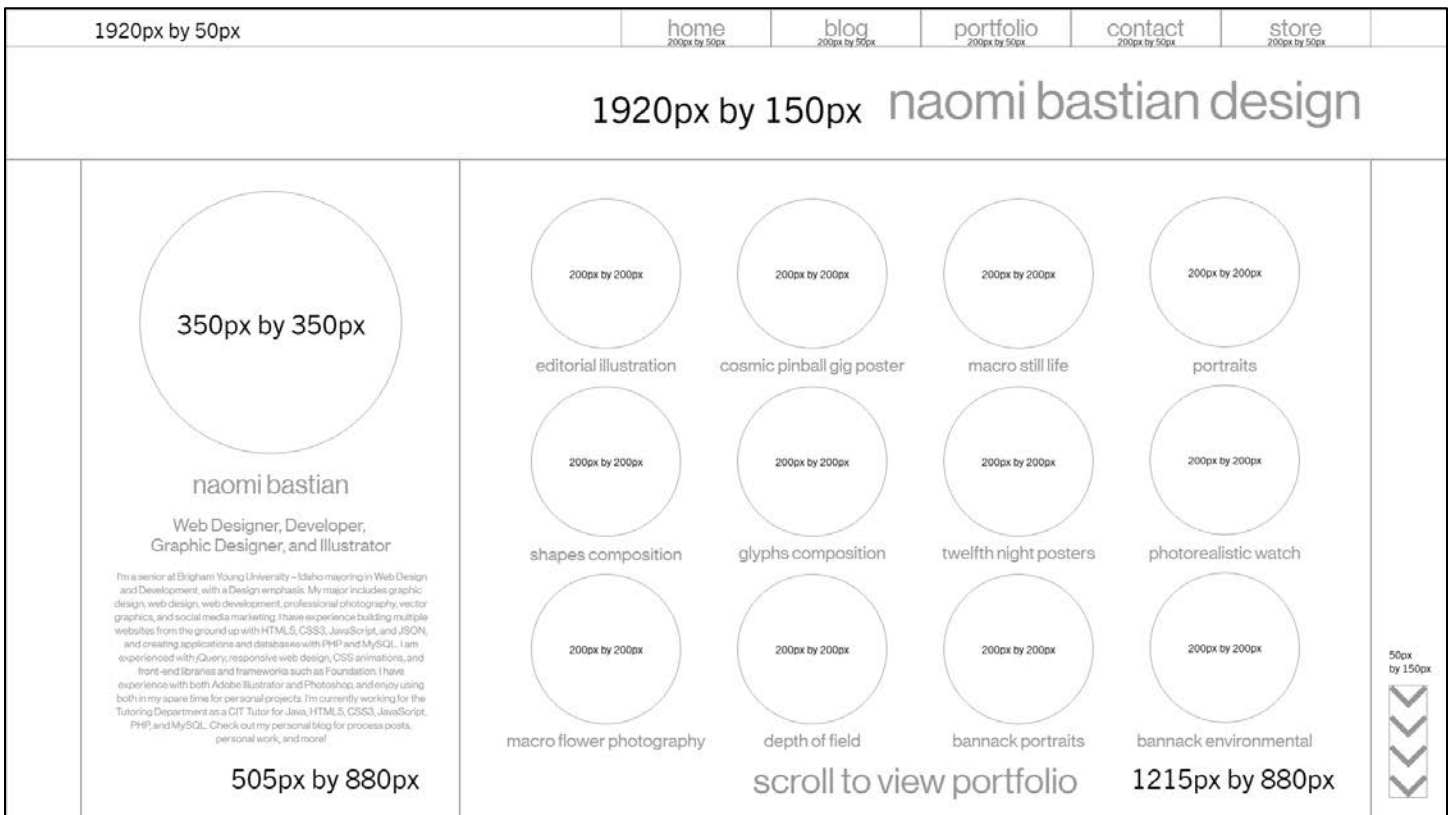
Completed Portfolio Section

- 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%
Final Project 30%	This is a runaway success	The project is likely to meet all the needs of the target user	Minor defects remain in the project	Serious defects remain in the project	No final project
Spec 10%	There is no difference between the design in the spec and the final project	The spec is updated with the latest visuals	Minor inconsistencies exist in the spec	The spec appears unchanged from Project 3	No final spec
Usability Study Response 60%	Every issue was addressed in the best possible way	Every issue was addressed, but the rationale for some of the changes could be improved	The usability study response document was missing	At least one problem found in the usability study was fixed	It does not appear that any of the problems found in the usability study were addressed

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, difficulty finding important information, etc.