
Julie Ludeman

Assignment 6 Portfolio

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Introduction

Objectives Goals

The objective of the project is to create a website that showcases projects I have worked on throughout my career.

Description and Background

The website is intended to act as a resume for my career. I do have a side business that I operate occasionally for clients that are seeking assistance on communications projects and this website could serve as my portfolio for them.

Purpose

This website is an online resume of sorts that can be shown to potential employers or clients.

Target Audience

The target audience is perspective employers or clients that may be interested in communications strategies for small projects. While the programs I have worked on are typically massive in size, the intent is to show that my services are scalable and focus on architecture, engineering and construction services. The user will be able to read about me, the type of work I do, and places I've worked. They can click on the client logo to get a brief understanding of my role, photos of what I worked on, and types of work I did. There is also a contact me section allowing users to follow me on social media or contact me directly.

Scope

Design and develop a 5 Page website showcasing home, about, portfolio, contact, and services.

Design Overview

Approach and Concept

My approach to design was to find a style that was similar to my personality. While I created two distinct websites, the consensus from peers and family members was that this website was more like me – a little fun, quirky, but with substance.

This design is intended to have a vintage, calm feel to it. This is created through art deco fonts, a logo reminiscent of a craftsman style.

Framework

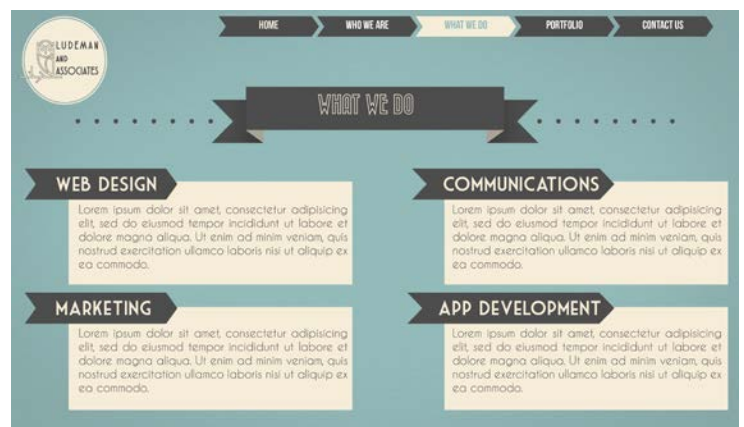
Adobe Muse and uses Adobe Typekit.

Guiding Principles

The design is scalable, but is intended to be viewed on a traditional monitor or iPad.

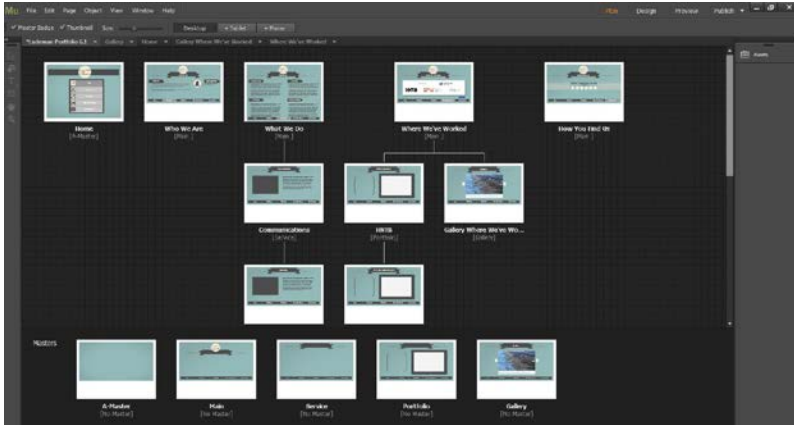
Design Aesthetics

The color palette is simple with a blue graphic background. Cream and grey are the primary color choices. The menu is located at the bottom. An art deco style font is used throughout and headers are styled to look like handwriting.



Planning and Implementation

Site Outline (structure and interface)



Content (image/media resources) and Copy Text

Site Visual Resources:

- Images and linked Media assets
- Slideshow of Projects
- Icons
- Site Logo
- Banners
- Social Media Icons
- Client Logos

Site Copy and Text:

- Bio
- About
- Clients
- Portfolio
- Services
- Contact Information

External Assets and Resources

The site uses Raleway and Lobster fonts.

Timeline

Concept start: March 25

Concept for review: April 8

Refine Concept: April 15

Decision on which concept to move forward with: April 18

Create final site for comment: April 25

Comments due: April 27

Go Live: April 28

Deliverables and Documentation

Website Design published online

Project design files including:

- Muse files

- Illustrator AI files

- Photos

Licensing and Copyrights

Define licensing and copyrights for published resources include:

Stock.adobe.com

Fonts.com

DFWAirport.com

Explorationsprep.org

Licensing you would like to include (retain) for your own content, see:

Attribution-NonCommercial-NoDerivatives 4.0 International

Revision History

Version	Date	Description
1.0	04/18/2016	Initial Draft
2.0	04/20/2016	Revised Document
3.0	04/28/2016	Revised Document