

Memo

To: Professor Eyman
From: Kristen Shifflett
Date: February 17, 2016
Re: Project Proposal

Purpose

As a graduating college senior, I will soon be on the hunt for a job and/or internship this summer. I would like to create a website displaying my portfolio to showcase my skills to potential employers. Due to work and school conflicts, I have not been able to secure one in my desired field. A portfolio website will be very useful because many companies ask for a certain amount of experience or successful skill or project. I hope to use the portfolio as a kind of placeholder for those years of experience. With a major in English concentrating in writing and rhetoric and a minor in journalism, I've taken a variety of classes in my college career and would like to share how adaptable and versatile my writing style can be.

Product

On the surface, I want a clean, simple website with possibly a photo or textured background or in colors like grey, white and possible accenting colors of red, blue, purple or green. I have not decided on a font or font size as of yet.

Content:

- Welcome page
- A short biography page with a professional photo of me
- My resume
- Writing samples from English and journalism classes with descriptive abstracts,
- Project examples
 - My tumblr TV show blog
 - Document design flyers
 - An online journalism class required website
 - Or possibly a video or two I created or collaborated on for a multimedia journalism class.

Some content will probably need to be updated or revised.

The website's skeleton and structure won't have a lot of content cluttering up the page despite how much I have to draw from. I want four to seven writing samples each. The navigation bar will be either at the top of the page or to the left with the content below or to the side. I want the site to be consistent and easy to use so the navigation bar will remain on each page in order for the user to be easily directed around the site. I'm considering a sub-

navigation bar to my other writing sample styles and projects. I will have to figure out how the content will be displayed. I am between displaying it in boxes or just clearly delineating content so it remains clear what goes with what.

Audience

My primary audience will be job recruiters or prospective employers I direct to my website. My secondary audience will be other students or users searching for portfolio website examples and possibly even employees who might evaluate me in order to advise superiors about hiring decisions. To investigate user needs, I will research other portfolio sites and examine how successful and usable the site is. For feedback, I will hopefully receive constructive criticism from my peers and possibly some kind of a contact page.

Functional Specifications and Content Requirements

I need it to clearly display the content in an aesthetically pleasing and logical structure. I will need to select the best examples of my writing and write abstracts. I do not want a ton of graphics or photos on this website because I want the focus to be on my content.

Project Technical Resources & Similar Sites

I will probably download Adobe Dreamweaver because I'm told it allows you to see what you're creating when you're writing HTML code and possibly Gimp or Photoshop for a nice professional photo of me depending on choice of Adobe product subscription. I will use the course texts and online tutorials and resources to help me figure out code and code issues. I will ask other students to serve as a usability test group who can give feedback and suggestions as well as to serving to help keep me on track to my proposed timeline. I will probably also consult with one or two of my current professors about content and how it would best be displayed.

Every example I chose has aesthetically pleasing yet simple and not overly cluttered layouts. There's not a lot of bells and whistles but it's laid out just how it needs to be to show users around the site. As well as the websites below, I will use our textbooks and online tutorials and resources to help me best construct this site.

- **Abbey Niezgoda**, <http://www.abbeytv.com/>
 - I like this one because it's still not overly cluttered and how she displays her content. I actually also like that she just tells has her resume with industry related experience displayed rather than just linking to a pdf document. I think I would like that as well as an optional pdf version just in case someone wanted to print it.
- **Juanita Beal**, <http://juanitabeal.com/>, a personal/professional portfolio website
 - I like her navigation bar and how it allows her users to have the main one and sub directory one taking you to different sample styles of her work. I like its' simplicity.
- **Adrian Eufrazio**, <http://adrianeufrazio.com/>, portfolio website
 - I like this website for how he separates his content. It's clear what is what though I'm not overly fond of how large he makes his font and links to his projects. It overtakes the entire page so it's not my favorite stylistic design choice.
- **Cory Etzkorn**, <http://coryetzkorn.com/>, professional portfolio
 - Here is another example I liked. It's clear, readable and not overly cluttered.
- **Marco John Design**, <http://www.marcojohndesign.com/>

- It's nice and simple however he doesn't display anything other than his photography work.

Tentative Project Timeline

According to the course's website, the project needs to be completed before April 27. In the next two to three weeks, I will work on figuring out what content I want to display and what samples to choose for a good two weeks. Most of March will be dedicated to setting up a basic version with the content to see if I like how it looks. I also wanted to give myself a little time to build up my skills from the course's instruction. April will probably be refining it and figuring out the bells and whistles that will make it aesthetically pleasing and logically laid out. My class schedule is predictable but my part-time job's work schedule is not. I find out two weeks or so in advance what my hours will be but I do pick up shifts which make setting out a day by day or week by week scheduled timeline so far in advance somewhat difficult.