

Portfolio Design Choices Documentation

1. Project Overview

- **Goal of the Portfolio:**

My portfolio will be a documented proof of my learning outcomes and my professional journey in exploring the ICT Media world.

2. Color Scheme

The website would be primarily in dark mode, meaning that the home and learning outcomes pages would be in dark mode, when the project documentation pages would be in white mode. This would be done to allow greater range of visuals for the project pages. The color palette would consist of white, black, cornflower blue and cantaloupe orange for button hovers.

3. Typography

- **Primary Font:**

Teko is a primary font used for the headers, quotes and navigation bar/footer elements

- **Secondary Font:**

Vazirmatn is a secondary font that compliments the head one and is used for small texts and articles.

4. Layout & Structure

- **Grid Layout:**

12-column grid, with a 200px margin and a 60px gutter.

- **Navigation:**

On the website there would be a non-sticky navigation bar on top, that would link to learning outcomes and projects

- **Sections:**

I will include a hero section with my creative image and a bit of text. Then there would be a section with cards to go to learning outcomes. And finally, I will place the projects cards.

- **Learning outcomes pages**

On the learning outcomes pages there would be articles of each task I performed with consistent naming of the sub-themes and images on the right supporting the text.

- **Projects pages**

Projects pages would have a personalized walkthrough of the projects that I have had, my role in them and what I have done. It would be highly visual, engaging and I would try to dive users in the story of the project.

Rationale:

With this structure I ensure that teachers who will review the website have an easy access to the full projects timeline as well as more detailed learning outcome articles on the lo pages.

5. Imagery & Media

- **Image Style:**

I will use good quality pictures, images, mock ups and if needed will combine them and put on a pdf to ensure readability and space for all of them. I will also take advantage of carousels to include many sketches/images in one dimension.

- **Media Elements:**

When creating 3D models, mp4s, videos I will make sure to implement them on the right side of the learning outcomes articles, rather than linking to those products separately.

- **Image & Media Size/Quality:**

The quality has to always be on top. If not possible, change the format or link the media element externally to ensure that it is still decent quality.

Rationale:

All these visual elements will support my personal portfolio branding and style and will ensure the effectiveness of their readability.

7. Responsiveness

I won't be making a responsive mobile version of the website because of my target audience. All teachers would be reviewing my portfolio from their laptops, so my biggest priority is to make sure the website works on different desktop screens.

8. Branding & Personalization

- **Logo Design:**

The logo would be in the top left corner.

- **Tone/Style:**

The style of the website will be about mountains and nature. There would be many landscape images, clean space to let the user breathe and the whole design would represent that strong steadiness of the mount.