PORTFOLIO

(Interactive Media Products)

Figma Link: https://www.figma.com/file/875Jqcgej9MymAfcLAS5Vm/Portfolio-(Semester-2)?type=design&node-id=0%3A1&mode=design&t=wYVj0X0sgXWeZz1r-1

What I Have Done

Process

To build an overview or vision of the website, I first collected inspiration from various websites, pictures, and elements; then it is collated into a mood board. From the mood board, the main theme of 'Traveling in the Tropics' arises since I wanted my website to be inspired by my origin, which is the Philippines, and my experience as a person. Additionally, the mood board also helped me in creating the style guide, which consists of the fonts and colors that are used in the prototype.

Fig. 1 Mood Board

For the colors, I decided to go for bright colors, which are common in tropical countries. The primary colors of the website are yellow, pink, and Tiffany blue, which recreate the common view of sunsets on the beach, which are commonly viewed in tropical countries. Then secondary colors of green and brown are used, as tropical countries are known for their rich environments and luscious greeneries.

Fig. 2 Color Palette

While for the typography, I wanted my prototype to still showcase personality, so I mixed three typographies, which involved a calligraphy font, a retro font, and a San Serif font. This mixture allowed my portfolio to showcase a fun yet uniform delivery of information.

Fig. 3 Typography

Apart from these small details, every part of the prototype is crafted to showcase the needed information that a page contains, since my portfolio is divided into 5 main parts: Home, About, Outcomes, Projects, and Contact. In this prototype I aim to design my website to be user-friendly especially in terms of the elements used.

Additionally, in terms of the layout, I firmly wanted it to express and showcase its theme of traveling in the tropics. Thus, as we can observe each page has a dedicated theme for it that allows users to travel the tropics through my work. Most of the icons are also adjusted to the theme such as the utilization of passport stamps, and postcard stamps to add flair to the website.