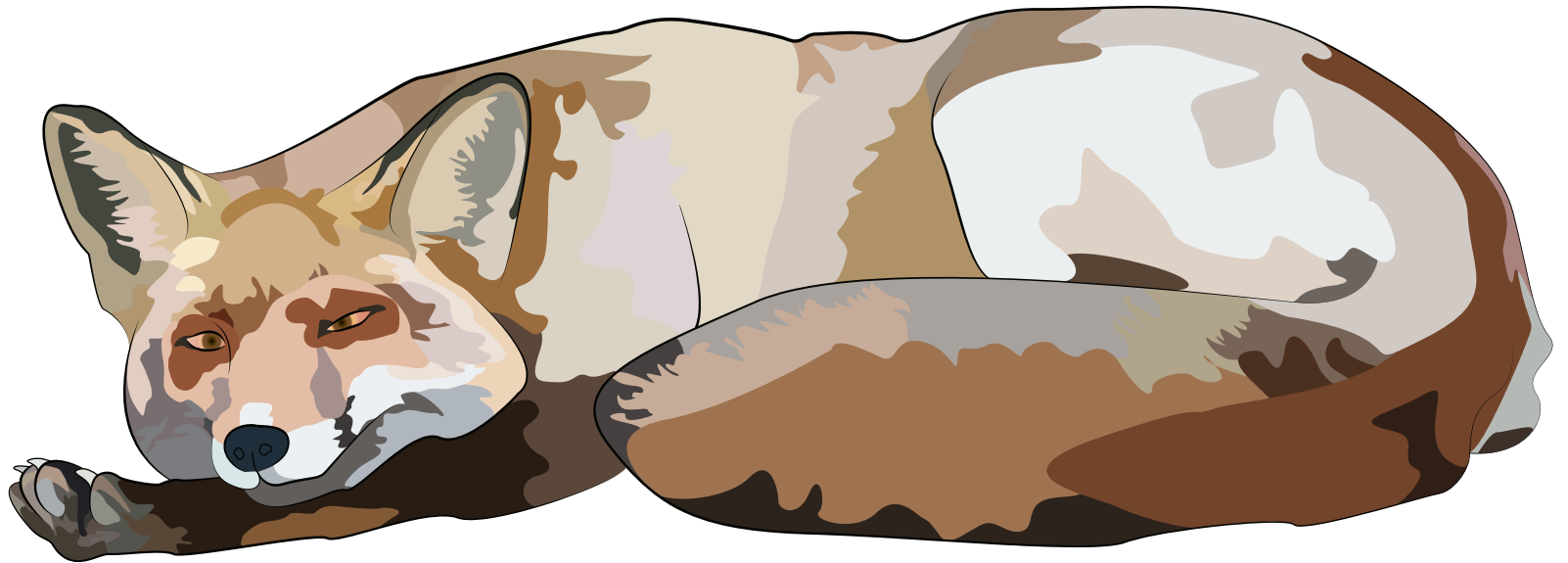


kitsufox PRODUCTIONS

Self-directed Project

— Kelly Peterson — May 2011 —



— Nicolect College — Portfolio — Spring 2011 — Barb Buckle —



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Assignment & Learning Outcomes

This is your opportunity to create a graphic design project of your choosing within the context of a significant final major project. The emphasis of this project is to demonstrate your ability to undertake a sustained design process and produce a final artifact that demonstrates your technical skills, personal initiative and creative interests. This is a required portfolio piece.

Documenting your design process

A great portfolio piece is an exercise in problem-solving and it should demonstrate your conceptual and critical thinking skills throughout the design process. For this project you will need to create a process book documenting your project from conception to completion. Your process book should document your process and demonstrate your organizational skills. The size and format of the process book is up to you. I highly recommend you make this process book a working document that stays current with your actual work.

Required Content for Process Book:

Cover Page
Project Assignment and Learning outcomes
Creative Design Proposal
Document your creative process
 Research
 Key words and brainstorming ideas
 Thumbnails
 Hand roughs
 Type studies
 Color studies
 Layout options
 Final rough choice and rationale for selection
 Digital revisions in-process
 Final solution
 Digital version of project
 Photos of 3-D project
 Final analysis statement
 Did you successfully achieve your project and personal goals?

Discuss your idea with the instructor for initial approval before writing your creative design proposal. Your written proposal must include a description of the project, your personal learning goals, a time line for completion and a signature line for yourself and instructor. Submit your written proposal to the instructor before embarking on the project. Your written proposal may be denied if the project is of insufficient difficulty or the written proposal is not satisfactory in content or quality. Your creative design proposal is a commitment to complete this project as described, revisions must be approved.

Learning Outcomes

Demonstrate the ability to select, research and formalise a creative design proposal.

Articulate a clearly defined creative direction for your work.

Undertake a sustained design process showing a clear understanding of self-evaluation and experimentation.

Process a final design that fully realized your individual technical skills and creative interests.

Produce a portfolio quality piece that is professionally presented.

Project Deadlines

2/9/11: Project Introduced

Before 2/16/11: Discuss your ideas for a self-directed project with the instructor

2/28/11: Creative design proposal due. (See handout)

3/7/11: In class critique. Overhead presentation of a pdf to include concept design proposal, design concept, relevant research and thumbnail sketches. Submit pdf presentation to course "submit for review" folder on server.

3/16/11: In class critique. Digital roughs of self-directed project.

4/27/11: In class critique 2. Digital roughs or self-directed project. Full scale constructed mockup.

5/2/11: Self-directed process book due.



Overview

The proposed project is the construction of a portfolio website for *Kitsufox Productions*. This website would be fully functional and contain a digital, online portfolio that can be easily maintained and updated to be as current as possible. The website would contain useful contact information in addition to the assortment of displayed works.

The project would be built using primarily HTML and CSS but for purposes of easy updating functions in Javascript and PHP may be employed.

Target Audience

The *Kitsufox Productions* website would be targeted at an audience consisting of potential clients and employers. It will be intended as a demonstration of my web based capabilities of in addition to an organized and attracted way to show additional pieces that might not be suitable to a print portfolio shown at an interview.

The audience will expect a professional appearance in addition to a clean, practical navigation experience that shows the work to the best of a website's ability. They will expect quick load times and efficient coding that responds flawlessly as they click.

Project Details

Learning Objectives for this project will include improvement of my own personal skills with CSS and other web programming languages, and learning to integrate multimedia elements such as flash into a web environment. Additional a focus on learning to exploit the strengths and get around the weakness of various tools employed in web design will be a focus.

The path forward will include developing a workflow to organize the collection of the needed content and organize it as it becomes a part of the website. Each piece will need to be digitized and then optimized to display well in a web-based environment.

Additional technical skills needed for this project are few, though learning tricks and techniques that ease the combined use of the various programs involved will not be misplaced.

The only material to be purchased will be the *Kitsufox Productions* domain name, which will need to be registered via a domain registrar. My personal choice for the purchase is <http://www.godaddy.com>, from whom I already maintain several domain names.

Technical Strategy

In addition to the use of Mac computers, the following software programs will be employed:

Adobe Dreamweaver will be employed for the creation and testing of website code.

Adobe Photoshop will be turned to for the creation of graphic web elements in addition to use in the processing of various design pieces for web display.

Adobe Illustrator will be used in the creation of graphic web elements in addition to being employed as a tool to prepare design pieces for display.

Adobe Flash can be depended on to provide any multimedia elements that will be included in addition to being depended on

as a means to prepare interactive projects for inclusion in the finished website.

Textedit may also be used to access and edit source code at times when dreamweaver's capabilities are not required and might interfere with delicate troubleshooting.

Proposed Schedule

3/7/11: Block Level Diagrams, a draft sitemap, and initial concept sketches will be presented to the class.

3/16/11: A mockup of the front page and a content page will be presented for critique by the class.

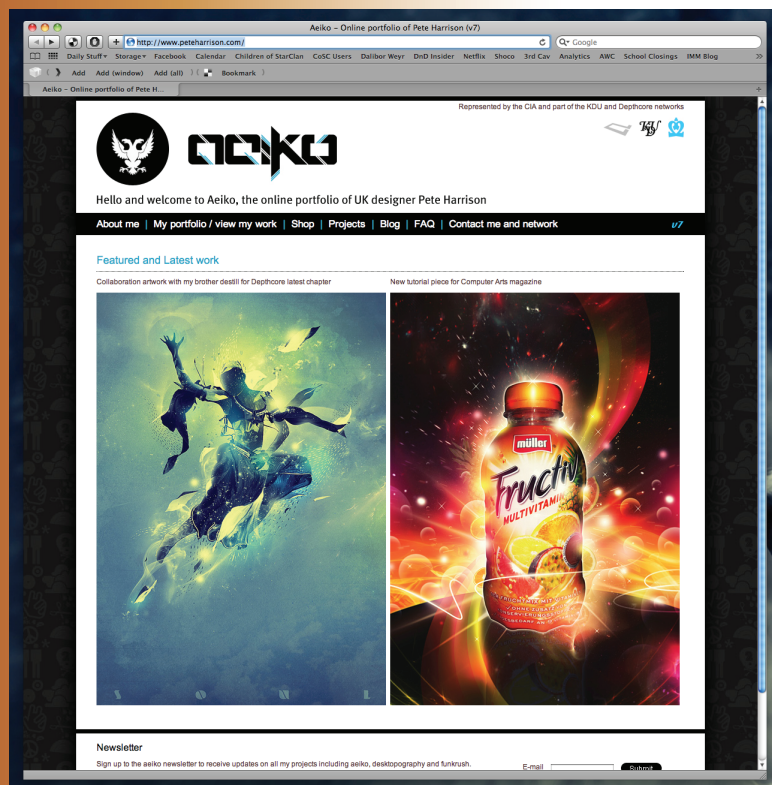
4/4/11: A working version of the website and the initial batch of content will be presented for critique.

4/27/11: The final, functional website will be available at the registered domain name, and all files used in the final piece will be uploaded to the school's server.

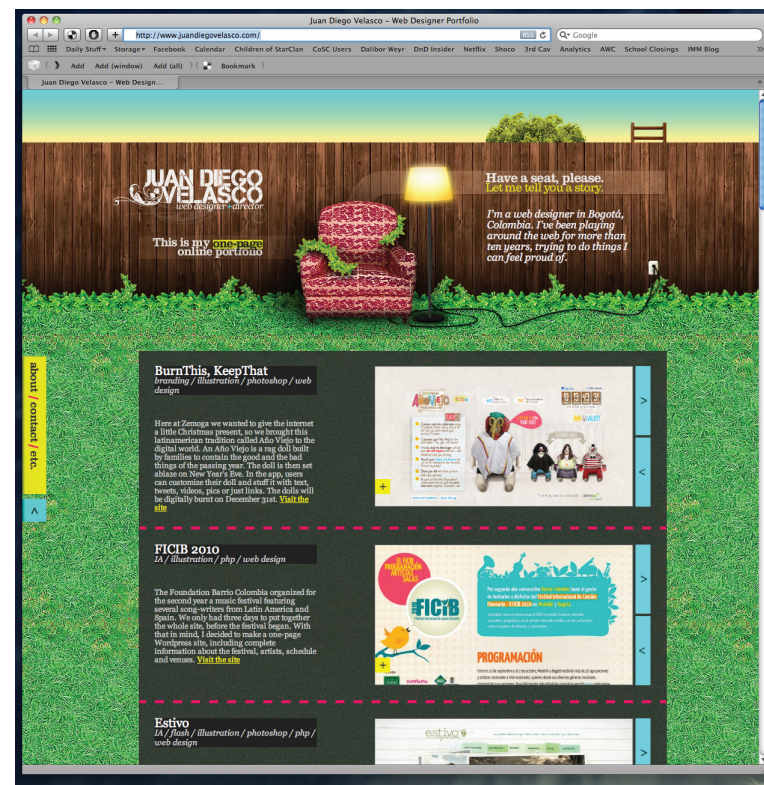
5/2/11: The completed process book documenting the process of the creation of the website and content will be completed and handed in as assigned.



Inspiration



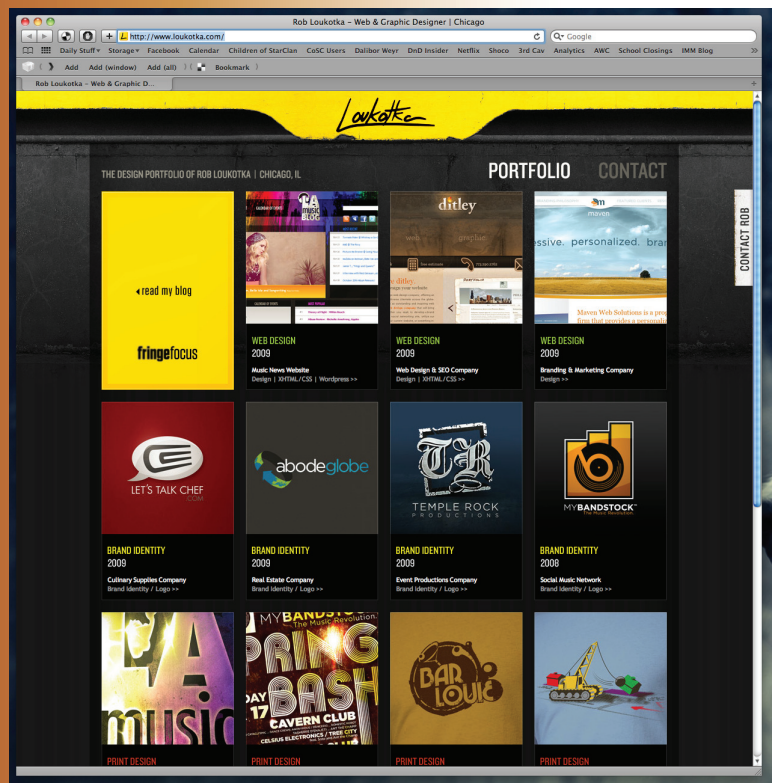
www.peteharris.com



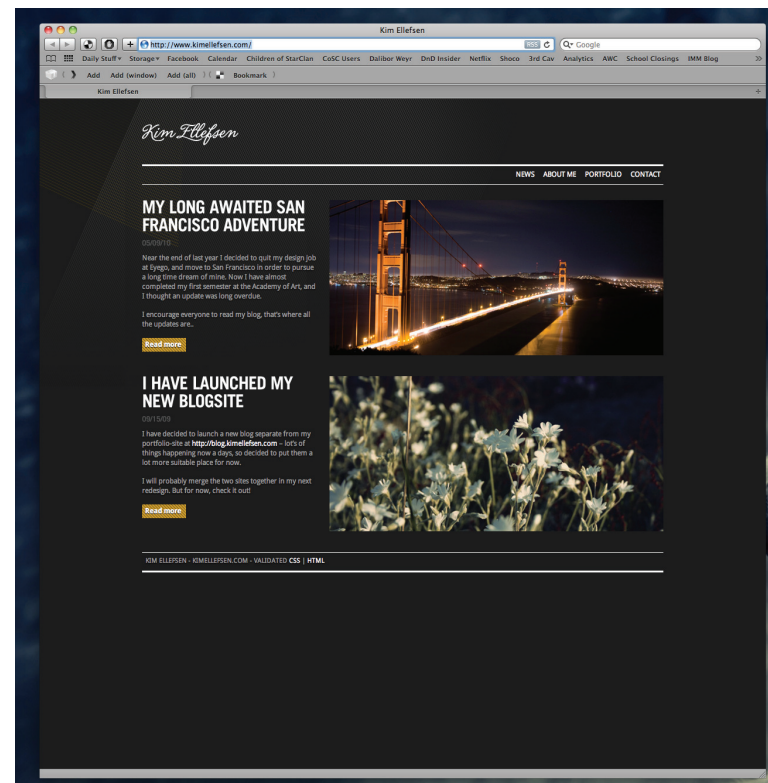
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Inspiration



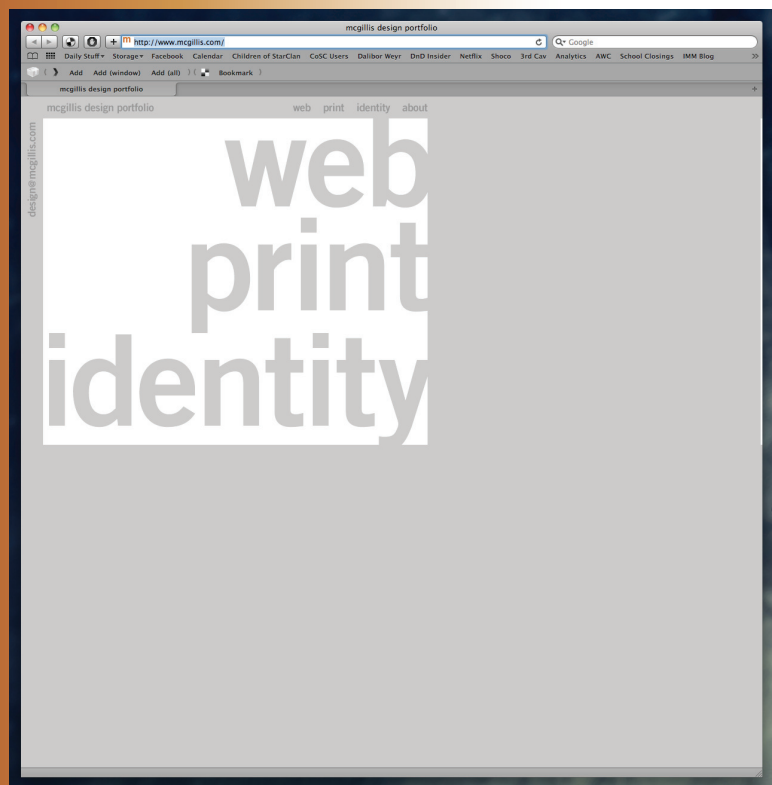
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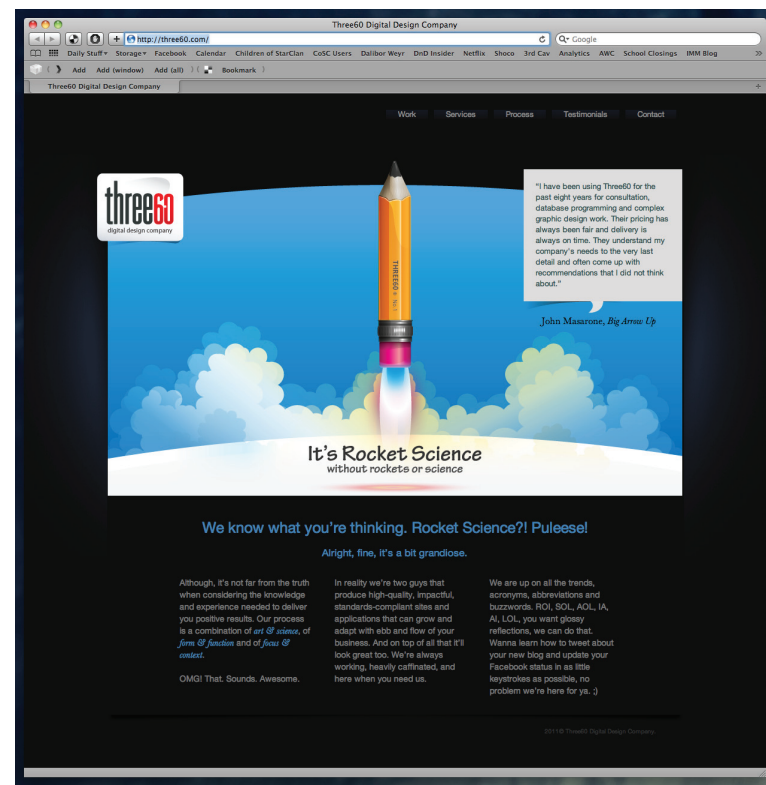
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Inspiration



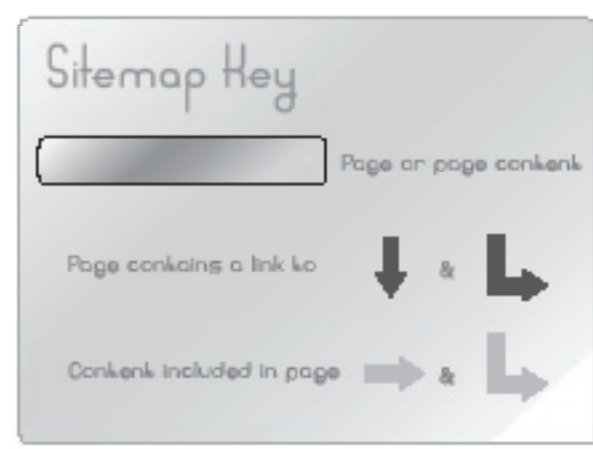
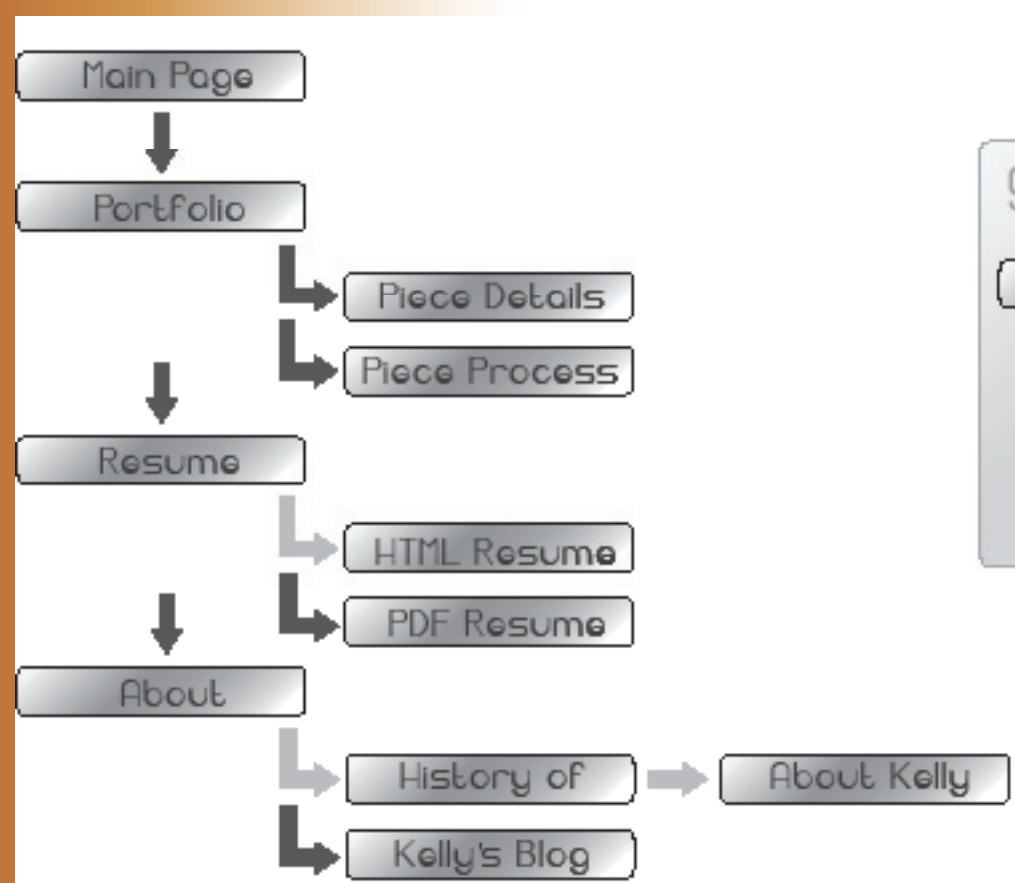
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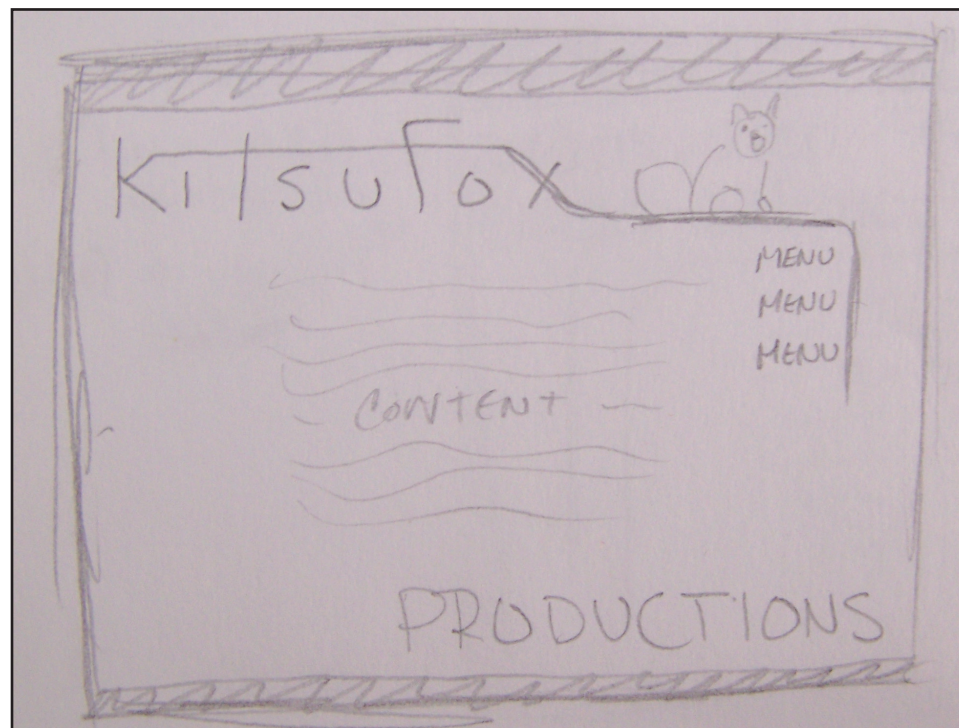
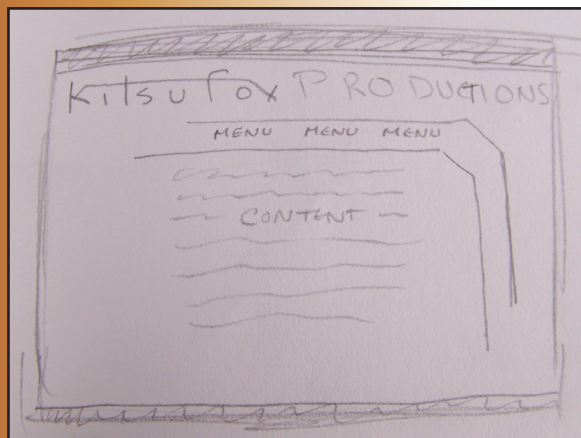
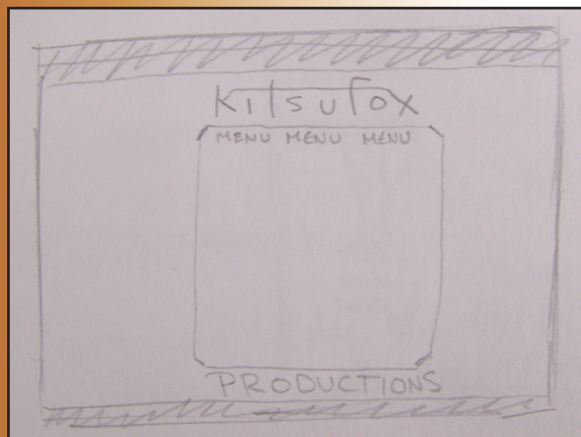


Website Map



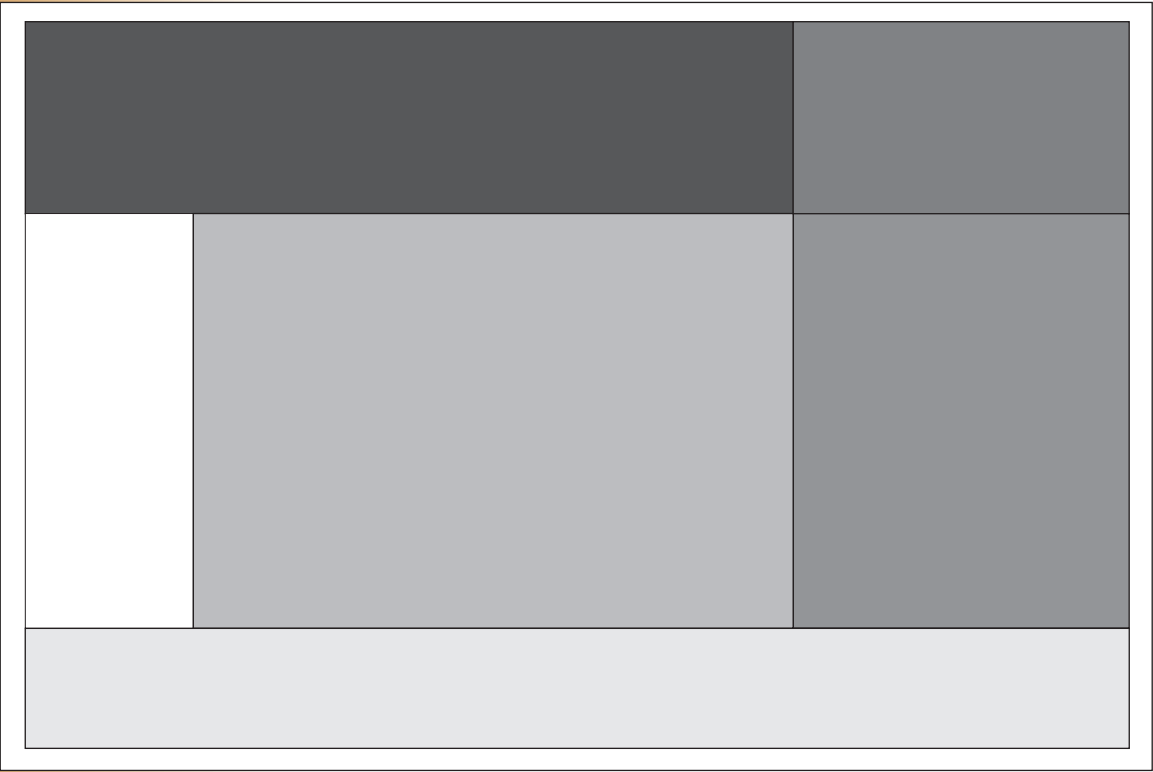


Thumbnails





Block Level Diagram



Heirachy 1



Heirachy 2.1



Heirachy 2.2



Heirachy 3



Heirachy 4



Type & Color Studies

Arial

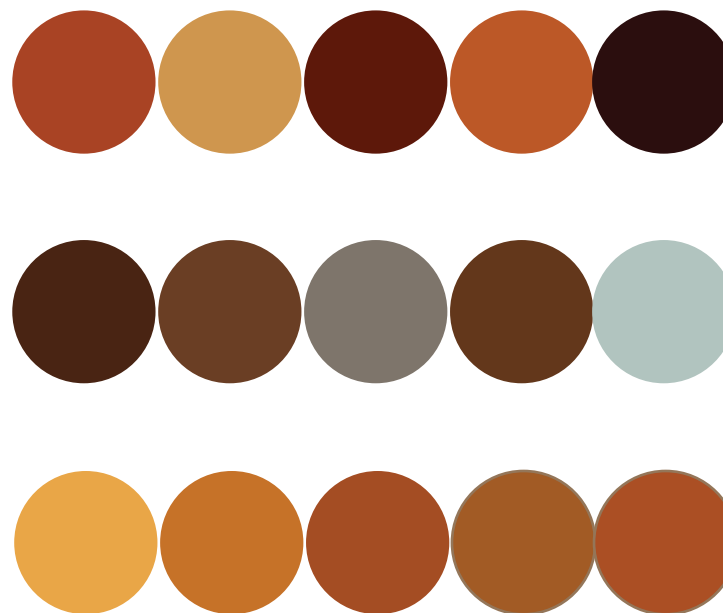
Geneva

Helvetica

Lucida Sans

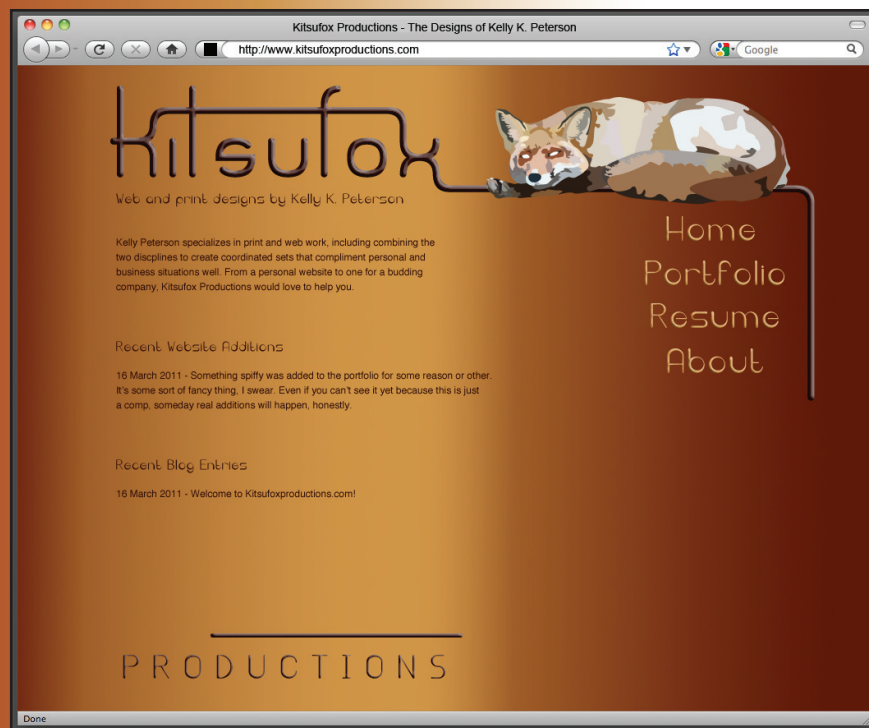
Trebuchet

Verdana





Website Mockups



Index Page



Portfolio Page



Project Overview

This project was easily one of the favorites I have ever done, though I think part of that lies in the level of design control you possess in generating your own project and plans. The freedom to work on projects of my choice has always been something that I have found enjoyable. I know that this is not the case in a work environment, but in my personal life I can continue to see that fulfillment.

Web design is a passion of mine, and it was enjoyable to have another school related opportunity to do what I love (currently the Nicolet design project is very print heavy). I found that an opportunity to work in close conjunction with my peers and a group to provide feedback was invaluable and something that I greatly enjoyed.

All in all I think this project is one of great value. I found the independent work situation to be something that I thrived within. It is a point that some others might find troublesome. However, it is a good test that can help a person understand if freelance work is the correct path for them.

Outcome Statement

I feel that the results managed to fulfill all the requirements laid out in the assignment brief that was delivered at the start of the project. I feel that I was well able to select a project that was appropriate and was able to create a suitable creative brief based on the research and planning I executed. That same brief was clear and written in a way that suited a professional environment and laid out the project in a way suitable for a prospective client.

I was then able to undertake and maintain ongoing progress on the project and meet the deadlines I had agreed to. In the end the design was fully realized via the means that I had set forth.

Finally, the resulting project is one of portfolio quality that demonstrates my abilities with HTML/CSS driven webdesign. A few of the changes made since the project was handed in also demonstrate an understanding of more advanced web languages such as PHP.

