

Memo

To: Dr. Greg Wickliff

CC:

From: Dorothy Knosby

Date: October 18, 2022

Re: Planning Memo for Website

Dr. Wickliff,

Below, you will find the planning memo for my website.

Audience: For the website, my audience will be you this semester but hopefully potential employers and/or clients once I graduate next spring. These potential employers will more than likely be in the corporate spectrum of careers, but this does not mean that my website will be lackluster or void of my personal creativity. I will include the right balance of detail and concision that will describe my work and capabilities to employers or clients without being too superfluous.

Distribution: Once I have a polished website, I plan to incorporate it on my business card and resume for easy distribution. This would allow me to distribute my work both with paper copies and electronic copies. If I later decide to expand my website to include my art and photo editing capabilities, I will also include a link on my Instagram page that already displays a lot of my creative work.

Cost: I am using Wix as a platform to build my website. I have used Wix multiple times; therefore, I feel comfortable with the application. It is normally free unless I decided to purchase premium access, which is currently 16\$ a month.

Context/ Situation: For this semester, the website will serve as a final portfolio for the course.

However, the website will hopefully serve as another resource to use when searching for a job. It will become a portfolio for the job market: not just for the course. Once this course is complete, I will include more of my finished work in the website from other courses so potential employers can see a wide range of my capabilities.

Style

- The overall style will be clean and classic. I prefer minimalism when creating website portfolios. For each section, I will include a photograph at the top for visual appeal. I will make sure my photographs relate with some sort of theme. Themes I have done in the past include seasons, lights, and black&white abstract.
- There will be a homepage with the main panel being horizontal and reading left-to-right. The main panel will contain a tab for each project. At the bottom of the page, I will include an "About me" for prospective clients/employers.
- Along with graphics of my choosing, each portfolio piece will contain a graphic of the finished product. I will make sure the two images don't compete with one another on the page. This graphic will be placed on the right-hand side of the page. On the left-hand side of the page, I will place additional links showing the process of each project, as well as a brief summary of each project.
- Fonts- I would like to maintain consistency by using Georgia as my main font. I will have to see if Wix has this font style available. If they do not, I will choose the closest alternative and use that throughout the website.

Computing Tools: For drafting my sketches, I have had to use a lined notepad. It was smaller than my usual sketchpad, but I made do with my available resources. I will not be using InDesign for this project. The work beyond the sketches will be on the Wix website.