**Report Portfolio**

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**Introduction**

Everyone wants to create and present their best work. So am I. By having my own portfolio webpage for showing my work will increase the interest in me, my work and graphic design, and most likely increase the opportunity for me to get clients and job offers. The portfolio must have a good selection of my work.

**Interpretation of the task**

In this task, I had to create a portfolio website to show my work, design and thoughts.

**Strategic Design (Concept and target group)**

I wanted the layout to be interesting and eye- catching. The colors should be light and modern. And it should be simple but stylish. I worked a lot with the layout of the front-end. I want the layout to be one page.

The target group for the portfolio is mainly people with interest for graphic design, future clients, my school teachers and students. I will attract the specific type of person that is interested in my work and in graphic design. So it will be the main target, but the webpage will also be able to apply to different ethnic groups, age groups, gender etc.

**Research and work process**

**Creative methods**

I've spent a lot of time to collect my thoughts, ideas and researching internet pages for inspiration to this portfolio. I made sketches of layouts, designs and created a wireframe and sitemap.

So after some thinking I started sketching.

The back‐end would be so similar to the front‐end as possible. So here was Adobe Muse, google, lynda and the forum on Noroff used very much.

**Inspiration methods**

I've had a bit of research on google to find some portfolio pages for inspiration and other students finished work and I also benefited greatly from moodle and the Forums.

I have also spent much time reading in textbooks, on google, seen movies on lynda.com and on YouTube. To get my head around everything.

**Analysis**

I have worked very hard on this task. There was a lot of sketching, thinking and hard work that resulted in this portfolio webpage. I had so much to do with my exam and due to the lack of time I did not have any time to make any changes to the mandatory assignments and reports. Maybe I could have done even more, but I feel like I've done a good job and is happy with the result.

**Colors**

I have used white background color # FFFFFF

Black text color # 000000

Dark grey text color # 383838

Grey text color # 727272

The colors have emotional connections. I chose the colors because they have a meaning

The colors may be associated with the following:

Black is associated with power, elegance, formality, death, evil, and mystery. White is associated with light, goodness, innocence, purity, and virginity.

I wanted a background color that allows the content to be the focal point while working harmoniously with the dominant and accent colors, and makes the audience feel good while browsing the website. White might not be the most inspiring color, but the content will always shine through.

**Style/genre**

I wanted to design a portfolio page that was modern, fresh, elegant, simple, stylish, easy to use, easy to read, attractive and minimalistic with exactly enough information.

I wanted the front-end page to stand out a bit. So I made the header with sliding photos.

The footer have sociallinks to facebook page, wordpress page and also a logo.

**Composition, layout, grid**

It is used a 2 column system

Webpage has large positive spaces. It is a small negative space within the objects and it helps to define the borders of the positive space.

The lines in the layout imply motion and rhythm.

By centering the information text and photo to the middle of the page, it makes a balance and symmetry to the design.

**Sources and references**

**Pictures:**

My own pictures from earlier assignments

**Internett:**

www.Google.com

www.google.com/images

www.lynda.com

http://www.html.am

https://www.w3schools.com

www.one.com

www.youtube.com

**Color meaning:**

http://www.color-­‐wheel-­‐pro.com/color-­‐meaning.html

**My wordpress blog and website:**

https://lindaantonsen.wordpress.com/

http://www.antlindesign.no