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# Proposal

## A. Project Information

Portfolio Website for Nicholas Diesslin 7 week time-frame January 29th - March 9th  
This website will be created to show off multiple websites for Nicholas Diesslin. It will be designed to be extremely clean and user friendly.

## B. Background and Motivation

Nicholas Diesslin will be graduating shortly from The Art Institutes International of Minnesota. He will be needing a portfolio website to show off his work, not only for web development but also for web design. The crucial part of design is having a portfolio to represent your work. Through this task we will hope to accomplish this by building a portfolio website.

## C. Goal

The goal of this project is to create a portfolio website in the allotted time. The website should represent the designer (Nicholas Diesslin), and the type of work that he does. Flat design will be used along with the industry standards for HTML5 and CSS3. Javascript may not be implemented.

## D. Scope

In Scope:

- Research Project Needs
- Create identity/ brand
- Build Portfolio Website

Out of Scope:

- Have 5 - 8 Websites by the end of Portfolio Prep

## E. Deliverables

- Set-up web hosting
- Research for inspiration
- Setup and use Twitter
- Logo, business card, letterhead, thank you card, and resume design
- Complete Portfolio website

## F. Risks/ Rewards

The risks of this website are not completing the website on time or poor planning/ execution which would fail to accomplish the projects goal.

Rewards of the project are helping Nicholas Diesslin gaining or getting a great job in the preferred career.



# Estimate

## **Project Overview:**

Nicholas Diesslin will be graduating shortly from The Art Institutes International of Minnesota. He will be needing a portfolio website to show off his work, not only for web development but also for web design. The crucial part of design is having a portfolio to represent your work. Through this task we will hope to accomplish this by building a portfolio website. The goal of this project is to create a portfolio website in the allotted time. The website should represent the designer (Nicholas Diesslin), and the type of work that he does. Flat design will be used along with the industry standards for HTML5 and CSS3. Javascript may not be implemented.

**Assumptions:** Assets that will be provided by client will be:

1. Content - copy
2. Websites for portfolio
3. Images Wanted in website
4. Any Insite on website/ design

**Time Estimate:** 45 hours at 40\$ an hour - cost: \$1800

**Disclaimers:** Site will be built for Firefox 23+, Google Chrome, and Opera 18



## Target Audience

This Product is in the front-end web design market. This product may also be used for the graphic design market as well. The product could also be used for UX/ UI design, or experience.

The target market for this product is future employers in the web design market, or future employers in need of a front-end web designer.

According to best-webdesign.com there are 107 interactive agencies in the minneapolis area. Not all of them are strictly web design companies.

There are many other customer options or products that will have the same needs. If Nicholas Diesslin Chooses to do freelance work, he may use the portfolio website to show his work to clients. Web design is also needed around Minneapolis in numerous companies.

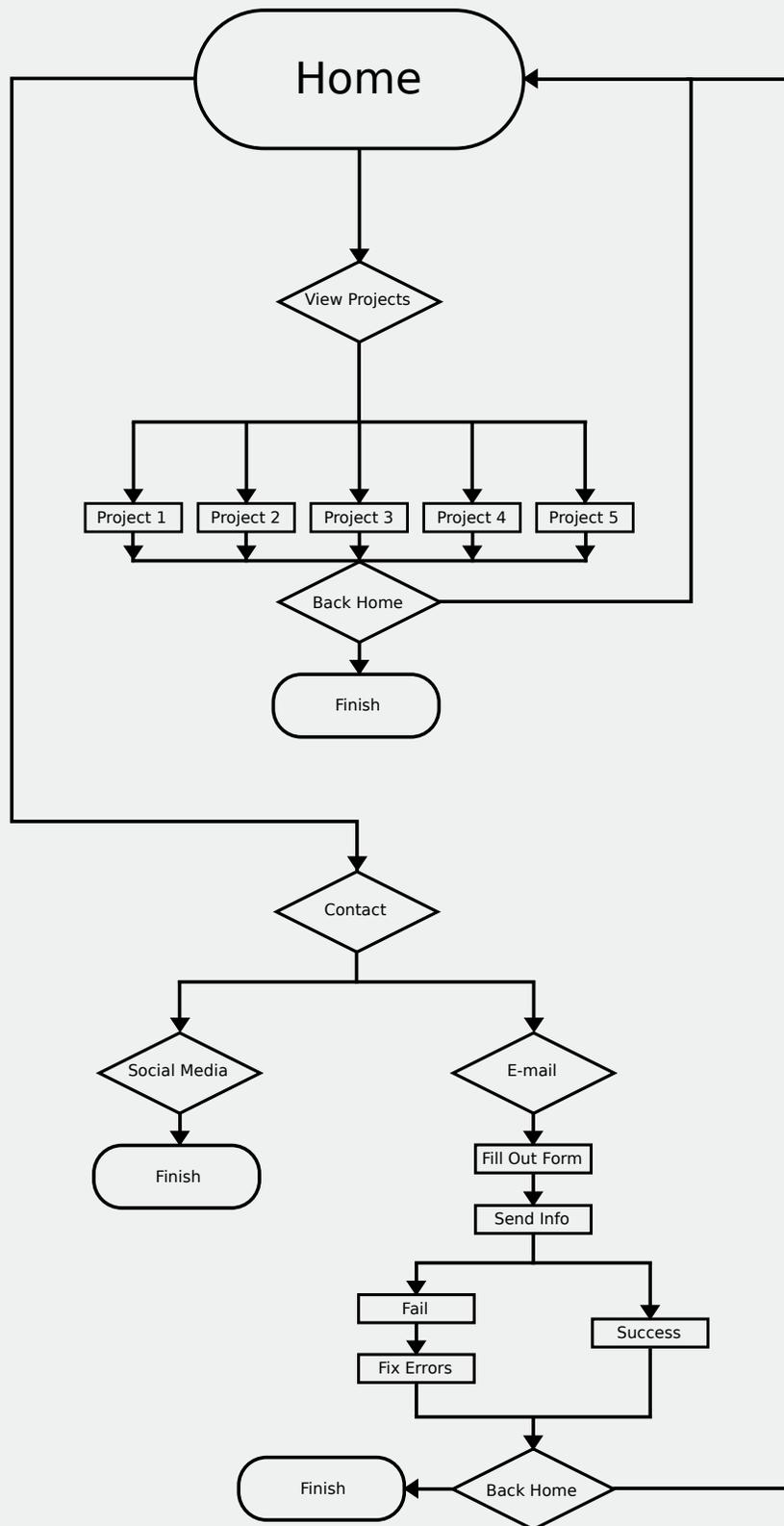
There are many known customers for web designers. Since the internet is a huge place most companies are working on creating a website for their company or keeping their website updated. This is where Nicholas Diesslin should be able to find job possibilities as well.

### **Benefits to customers:**

1. Front-end web design abilities
2. Mobile design abilities
3. Graphic design abilities
4. Avid learner

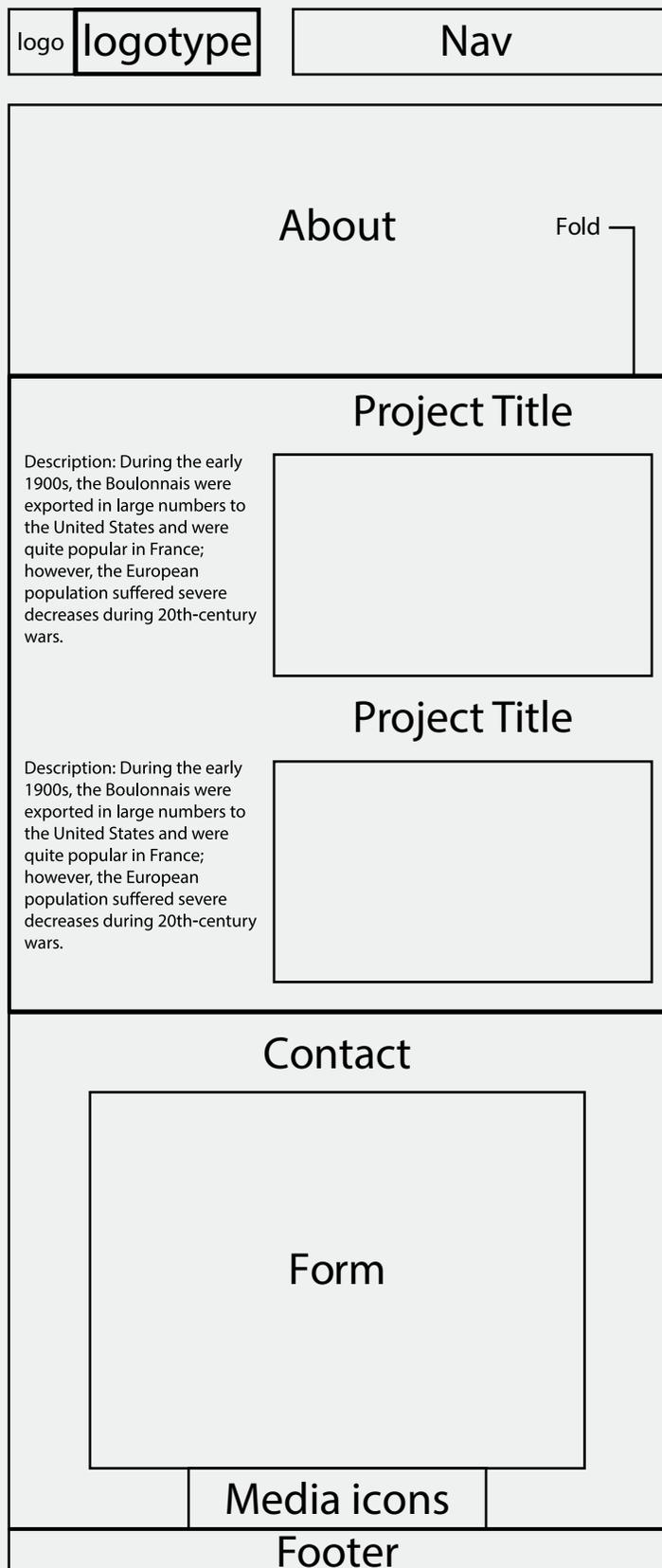


# Flowchart





# Wireframes





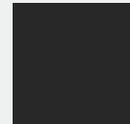
# Moodboard

Nicholas Diesslin 54pt

Nicholas Diesslin 36pt

The quick brown fox jumps over the lazy dog.!? 16pt

The quick brown fox jumps over the lazy dog.!? 10.667pt



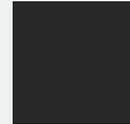
#323132

Nicholas Diesslin 54pt

Nicholas Diesslin 36pt

The quick brown fox jumps over the lazy dog.!? 16pt

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#323132

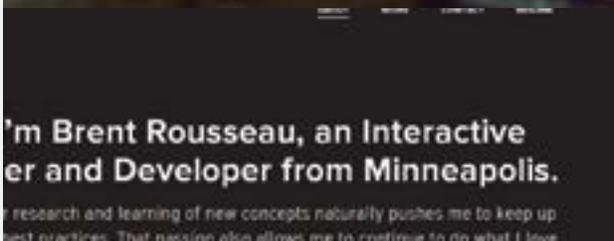
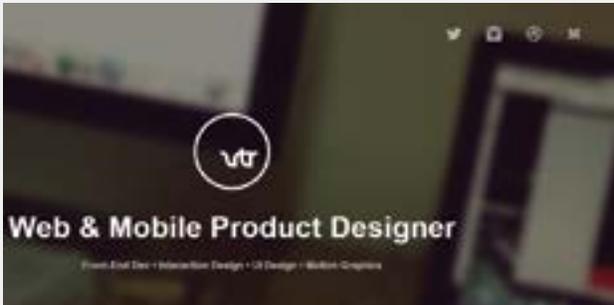
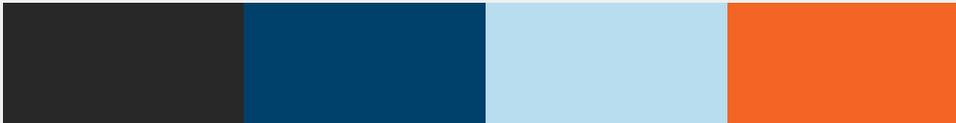
#323132

#00416A

#B7DCEE

#F16524

#EFEFEE





# Functionality

## **Header Functionality**

The header will be using Sidr for the navigation. There will be a navigation hamburger at the upper right of the header.

## **Contact form Functionality**

The contact form will have 3 feilds, name, Email, Message. There will be a click in state for the form which fills the background with an opposite color. This will allow the user to know what feild they are in. There will be a failure and or success message at the bottom of the form after submission. There will also be HTML5 validation for the feilds. The form will then send a message to [nicholas@ndiesslin.com](mailto:nicholas@ndiesslin.com).

## **Navigation Functionality**

The Navigation will be using Sidr and will have hover states. The navigation panel will open with a hamburger.

## **Social Media Functionality**

The social media icons will have a hover state which will reveal the icon in color.

## **404 functionality**

The 404 page will simply have a link back to the homepage.



# Mockups

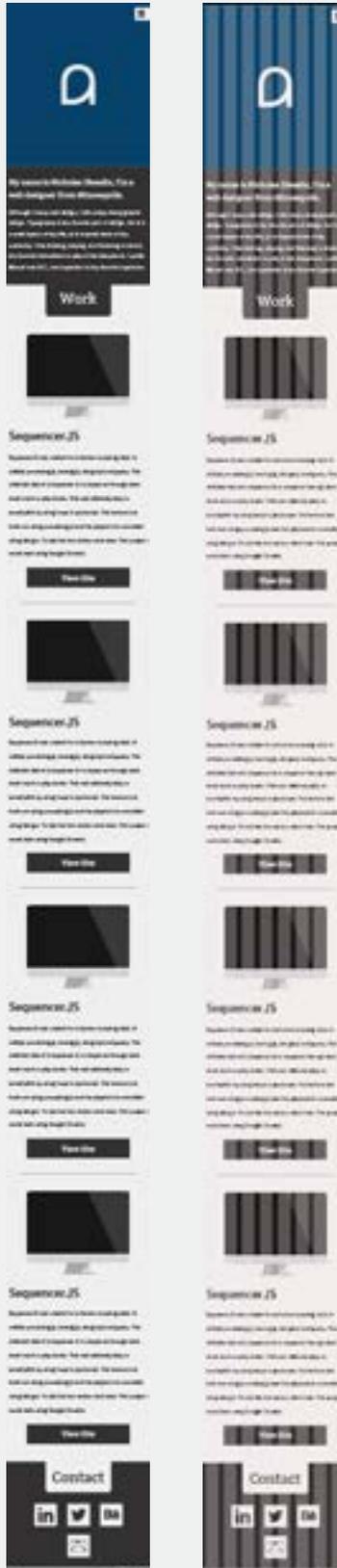
1378px





# Mockups

300px





# Site Build Checklist

## **Pre-Launch**

### **Documnetation**

- Proposal
- Target Audience
- Proposal
- Estimate
- Wire Frames
- flow charts
- Requirements and Functionality Documents
- Mock Ups
- Paper Prototype Testing Documentation and Video
- Site Build Checklist
- Site Usability Testing Checklist
- Usability Lab Testing Documentation and Video
- StyleGuide

### **Design**

- Grid
- Images (correct size)
- Color (using the color palette)

### **TYPOGRAPHY**

- Correct font use
- Correct font size used
- Poper font combinations

### **Grammar / Content**

- Propper grammer use
- Propper punctuation use

### **SEO Optimization**

- Matching Keyword use
- Meta data decription of site
- proper semantic markup
- Create an XML Sitemap
- Setup analytics

### **SEO Optimization**

- Matching Keyword use
- Meta data decription of site
- proper semantic markup



## Site Build Checklist Continued

- Create an XML Sitemap

### Validation

- Accessibility
- HTML validation
- JavaScript validation
- CSS validation

### Performance

- Load test
- Check image optimisation
- Check and implement caching where necessary
- Check total page size/download time
- Minify/compress static (JavaScript/HTML/CSS) files
- Optimise your CSS: use short image paths; make full-use 'cascading' nature of CSS, etc.
- Check correct database indexing
- Check configuration at every level (Web server, Database, any other software e.g. Content Management System)
- Configure server-based logging/measurement tools (e.g. database/web server logging)

### Marketing

- Social Marketing: Twitter, LinkedIn, Digg, Facebook, Stumbleupon, etc.
- Submit to search engines
- Set-up PPC/Google Adwords where necessary
- Check formatting of site results in SERPs

### SEO Optimization

- Matching Keyword use
- Meta data description of site
- proper semantic markup
- Create an XML Sitemap
- Setup analytics

### SEO Optimization

- Matching Keyword use
- Meta data description of site
- proper semantic markup
- Setup analytics



## Site Build Checklist Continued

### **Post-Launch / ongoing**

- Submit to search engines
- Social Marketing
- update content
- Moderating and advising / Checking for problems



Nicholas Diesslin



Visual Style Guide



## Contents

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Logotype	3.
Color	5.
Typography	6.



## Intro

The following document is for the visual standards of Nicholas Diesslin's identity.

The brand Nicholas Diesslin is very clean and minimal, and it must be represented correctly.

This document should be used for applying the Nicholas Diesslin logo, color scheme, and typography when designing anything for this company.

- Nicholas Diesslin



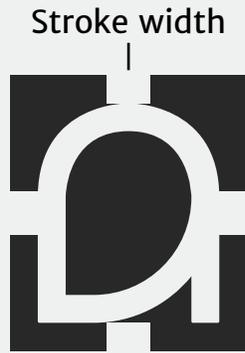
## Logotype

The logo for Nicholas Diesslin may be used in many different ways to allow creativity with the brand, but there are a few guidelines that must be followed.

### Guidelines:

- The logo may not be skewed or stretched in any way un-proportionately.
- The logo must be used only in the color scheme of Nicholas Diesslin.
- The logo must have a distance one stroke away from it.

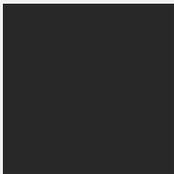
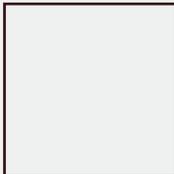
(note the following figures)





## Color Scheme

The following colors are to be used for Nicholas Diesslin's identity. The primary colors are to be used over the secondary in most cases.

Primary	#323132	#00416a	#efefef
			
	<hr/>		
Secondary	#b7dcee	#f16524	
			



## Typography

The following fonts are used for Nicholas Diesslin's identity. The first font displayed is bitter, the second font is Merriweather Sans. These fonts should be used in the listed point sizes. Both fonts are available on Google fonts.

**Nicholas Diesslin** 54pt

**Nicholas Diesslin** 36pt

The quick brown fox jumps over the lazy dog.!? 16pt

The quick brown fox jumps over the lazy dog.!? 10.667pt

**Nicholas Diesslin** 54pt

**Nicholas Diesslin** 36pt

The quick brown fox jumps over the lazy dog.!? 16pt

The quick brown fox jumps over the lazy dog.!? 10.667pt

Q