Memorandum

Date: 11/20/2010
To: Dr. Luke Reese
From: Vincent Davis
Subject: WWW Assignment

The purpose of the WWW Assignment is to allow us to create a digital portfolio that anyone can access to learn more about us. I understand the digital portfolio as an extension of our resume so that we can expand on our skills and experiences that could not be elaborated upon in a one page resume. This is a first for me to experiment with these types of software including Dreamweaver, InDesign, Photoshop, and a mixture of other Microsoft software. I am very proud of myself in completing the base of my portfolio because this has been a first for me and accomplishing the multitude of tasks has been enjoyable. I have become very particular in my work because of the CRAP model we have learned in this course and I have continued to apply those principles to all of my work including this portfolio.

Contrast-
Contrast was very important to the creation of this portfolio. I knew if I were to expound on this principle I could increase visual interest, assist readers in wanting to read my portfolio, and make the portfolio a great accent to my resume. A few things I did to create contrast were initially choosing a color background that would contrast well with the text. The text is a mixture of two styles of text as well. Those being a san serif and serif font, these are easily noticed on my resume. Also, using different size text to emphasis titles and headers helped with creating contrast.

Repetition-
Using a template for my portfolio helped me with layout repetition throughout the portfolio. A few aspects I wanted to retain through my portfolio were unity, visual interest, consistency, and organization. Having an idea of how I wanted my portfolio to look helped me with creating a concise and direct portfolio that is easy to navigate. Each page had a title above it too, as well as knowing you were inside the same portfolio due to the title directly on each page. I knew exactly where information on each page would be located as well as the navigation buttons were conveniently located in the same location repetitively.
Alignment-

Tables, rulers, guidelines, and grids were essential to the alignment of the portfolio. I used tables in several parts of the portfolio especially in my resume and work part of my portfolio. The resume tables are not visible but the portfolio pages’ tables are noticeable. Alignment added me in my efforts of creating a sophisticated looking portfolio, unifying information, developing a visual connection, and organizing text. The rulers, guidelines, and grids helped me with sizing pictures, moving text, and laying out the design of the portfolio in the best way possible.

Proximity-

Each page of the portfolio has specific information related to its title and label. All of the information on each individual page is very related and confined to a specific proximity. This principle helps the reader know exactly what to expect when viewing a specific page. Tables used in the portfolio helped with keeping structure on each page and reduce clutter in the portfolio. I believe that organization is key to the understanding and visual interest of the reader. The proximity principle of the CRAP model definitely was very important to the creation of the portfolio.

In conclusion, I learned several new skills in web design, using development software, and executing the CRAP model. The portfolio has been an academic achievement for me that I greatly appreciate. Though it has been challenging, I have embarked up on my area of interest stated earlier in the course. I believe I have created an ongoing project that will enhance my resume and marketability. I think this has been a culmination of the multitude of skills we have been learning throughout this course.

https://www.msu.edu/~davisvin/portfolio/index.html