

RED AND BLACK ZONE

PROJECT REPORT

Date: 1/05/2021

PROJECT DESIGNER:

STEVE LITTLE

ph: 0402 536 853

bigsteve@redandblackzone.com



PROJECT NAME:

PORTFOLIO WEBSITE OF STEVE LITTLE

1. INTRODUCTION

Steve Little is a late bloomer filmmaker and junior digital designer who requires a personalised portfolio and blog website with a long-term strategy of working freelance in the design and film industries and being financially secure into the future. He is a member of the LGBTQI community and has a background in the sport of Rugby League at the NSW Cup level and 29 years in state public administration.

Domain: <https://redandblackzone.com>

2. STATEMENTS OF PURPOSE

1. PURPOSE / STRATEGY

A truthful and honest representation of the abilities and philosophy of Steve Little.

The purpose of the website is to educate prospective employers and collaborators about Steve's abilities and interests with a long-term strategy of working freelance in the design and film industries and being financially secure into the future.

2. POTENTIAL CONTENT

- Feature website design using HTML, CSS and newbie knowledge of JavaScript



- Small but representative gallery of sports photography work
- 1 or 2 examples of design work
- A blog with both social interest and design interest articles
- Contact page with contact details
- Integrated examples (1 of each) of JavaScript and CSS animations
- Film work from YouTube to be featured
- Example of CMS development
- Resume with work history
- Meet W3C standards for accessibility HTML and CSS
- Example of a design of a relational database
- personal philosophy and LGBTQI rights statement

3. PERSONAS

1. JOHN WALTERS (SEASONED WEB DEVELOPER)

Personal:

- Age 50
- Male
- Heads a web design agency
- Bachelor of Information Technology with a Major in Web and Mobile App
- 20 years in web development
- Following up on a job application

Technical:

- John is a seasoned veteran in web design
- He accesses multiple device types and software online
- Access the website from work via a link in the job application

Motivation:

- David is looking to fill a junior web developer position
- He is in search of additional information about Steve after Steve applied for a job in David's company
- Proof of Steve's ability as a junior web developer
- More than anything a proven ability to deal with and learn website scripting languages

2. ADRIAN WINNIE (PUBLIC ADMINISTRATOR)

Personal:

- Age 42
- Male
- Public administrator
- Bachelor of Social Science
- Born in Papua New Guinea
- Disabled (part use of left arm)
- LGBTQI
- Multilingual

Technical:

- Adrian typically accesses the net from his mobile device or desktop when at work

Motivation:

- Adrian is looking to start a blog to support his work in social services
- Adrian knows Steve through a program they both attended at ACON Health in Surry Hills, Sydney and he is aware that Steve is a web designer

4. POTENTIAL VISUAL STYLE GUIDE



Colourful yet minimalist with a touch of style. Hierarchy defined with the use of size and space.

Signature colours are [#000000 **Black**] and [#FF3434 **Tart Orange**] as **Red**. Alternate combination maybe [#733285 **Maximum Purple**] and [#C2C5FF **Lavender Blue**]. [#FFFFFF **White**] can act as a breaker.

Heading s could be **Industry** with **Regulator Nova Light** for general paragraph falling back to Gill Sans.

5. COMPETITOR EVALUATION

1. CHRIS HAROLD	2. KATHY – BAREFOOT WEB DESIGN	3. AARON KNIGHT	4. EMMA PAUL
chrisharold.com	barefootwebdesign.com.au	aaronknight.com.au	emmapaul.com.au
<p>Overall Style: Clean grey and white background. Elegant and good use of space. Friendly informal copy. Generally a bit on the boring side.</p>	<p>Overall Style: Presents a very specific surfer style with footage of her surfing and logo and colours to match. Pastel green, dark grey text and gold highlighting. Possibly because of video content, there is a delay with animation when a new page is loading.</p>	<p>Overall Style: Aaron’s site is a web marketing style with large areas of light blue, alternating white and black backgrounds and red highlights. Overall it is way too busy.</p>	<p>Overall Style: Very personal style. Use of white space and decorative elegant type.</p>
<p>Home Page: Large personal photo image front and centre, with links to portfolio and contact page.</p>	<p>Home Page: Begins with logo and menu, leading to footage of her surfing. With further promotional copy as you scroll down.</p>	<p>Home Page: Name in large lettering and contact form.</p>	<p>Home Page: Curious large headshot of Emma holding an iPad over her face that says “Hello World.” The home page features a large menu that repeats the top menu on every page.</p>



1. CHRIS HAROLD	2. KATHY – BAREFOOT WEB DESIGN	3. AARON KNIGHT	4. EMMA PAUL
<p>About: Again, personal photo image front and centre with a short bio. “Why choose a freelancer” section leading to contacts at the bottom.</p>	<p>About: No about page. Information appears on the home page as you scroll down.</p>	<p>About: No about page. Information appears on the home page as you scroll down.</p>	<p>About: Great information! Personal approach as well as skills list and education.</p>
<p>Examples of Work: 13 in total ranging from small to medium-sized businesses.</p>	<p>Examples of Work: Extensive with a single review at the end of scrolling.</p>	<p>Examples of Work: Extensive with animated rollovers. Awards listed.</p>	<p>Examples of Work: Titled “Showcase”, this is not as elegant as the rest of the site. Grouped under “Show all”, “Dev”, “Digital”, “Logo” and “Website.”</p>
<p>Services: Organised under “Web Design & Development”, “Web Marketing” and “Website Support.”</p>	<p>Services: Services presented as FAQs with a “What I’m best at” aside.</p>	<p>Services: Spread over 2 pages under “Websites” and “Marketing.”</p>	<p>Services: 6 animated rollover boxes using the decorative type of the site. “ux design”, “website design”, “front end dev”, “logos + branding”, “digital design”, “graphic design.”</p>

1. CHRIS HAROLD	2. KATHY – BAREFOOT WEB DESIGN	3. AARON KNIGHT	4. EMMA PAUL
<p>Contact: Large personal photo image front and centre. Includes main contact details, location (Northern Beaches, Sydney) and a contact form.</p>	<p>Contact: Footage of POV surfing covers the screen. You have to scroll down to see very basic contact details and a full-featured contact form.</p>	<p>Contact: No contact page. Basic contact details available at top of all pages. All details in the footer.</p>	<p>Contact: The page is called “Let’s chat” it includes a form as well as some basic pricing information. Included is a download link of a “Creative Brief” template to complete.</p>
<p>Blog: Integrated into the website. This one appears out of date. The last post was just before COVID19 hit.</p>	<p>Blog: Kathy’s blog is called “Fluff” and is media-based i.e. video and audio.</p>	<p>Blog: Integrated into the website. SEO and marketing-centric.</p>	<p>Blog: No blog.</p>



SUMMARY

Overall Style:		Home Page:	About:
<p>Recommend: Clean, good use of space. Friendly informal copy.</p> <p>Not recommend: Boring. Delay with animation when a new page is loading. Web marketing style too busy.</p>		<p>Recommend: Links to portfolio and contact page. Name in large lettering.</p> <p>Not recommend: Further promotional copy as you scroll down. iPad over her face. A menu that repeats the top menu on every page.</p>	<p>Recommend: Personal approach as well as skills list and education.</p> <p>Not recommend: Leading to contacts at the bottom. Information appears on the home page only as you scroll down.</p>
Examples of Work:	Services:	Contact:	Blog:
<p>Recommend: Market to small-sized businesses. Animated rollovers. Awards listed.</p> <p>Not recommend: Not in keeping with the overall design.</p>	<p>Recommend: FAQs with a “What I’m best at” aside.</p> <p>Not recommend: “Web Marketing”, “Marketing.”</p>	<p>Recommend: Suburb location. Contacts in the footer. Download link of a “Creative Brief” template to complete.</p> <p>Not recommend: Have to scroll down to see basic contact details and contact form. No contact page.</p>	<p>Recommend: Integrated into the website. Possibly called something other than “Blog.”</p> <p>Not recommend: No blog.</p>