MED3005M Proposal Form - Digital Media

Name(s): Harry Watson

Date: 20th January 2017

Tutor(s): Jon Holmes

Working title: Online CV/Portfolio

**What is the intended idea/concept of the project?**

My personal CV/Portfolio presented online in a way that is **appealing** - (innovative, creative, something that will make someone be immediately invested as soon as the site is opened.) I want the content on the site to showcase my abilities as well as the site itself. Rather than just being a simple site I intend to use parallax scroll effects to take the viewer on a journey, presenting all the information that would be in my CV/Portfolio on the site in a narrative scroll through. The art style of the site will be 2d design, I will experiment with different art styles throughout the process, settling on something that both looks good and works well to present all the relevant information. I will look to mix some live action video or photography work throughout the site.

Whilst the website will act as the majority of what is graded, there is going to be new content that I will add to my portfolio that will feature on the site. This is likely to be animated and live action video content. How I showcase this on the site I’m currently unsure and this is something I will need to look into.

**Describe the intended audience:**

The intended audience will be industry professionals and potential employers. For me personally this is most likely to be web design agencies, animation studios or film studios. As well as being for potential employers the site will also work as a place for me to store my work and add to this as I grow my portfolio.

**How will this project extend your creative and technical skills?**

During this project I will be using software that I haven’t used before in adobe muse. I will look to create a unique and responsive website. Using assets created in Photoshop and Illustrator I will create a consistent brand and art style that expresses my personal creativity and preferences in a smart, sleek, responsive way. The way in which I use parallax will be innovative for an online portfolio. Having searched online I haven’t found any other online portfolios that present the information in a narrative format utilizing parallax to make the experience fluid and smooth.

**Outline how the practical work will be carried out and the time-scales involved for each task. (If working in a group, please also indicate the division of labour):**

Practical work will be taking place throughout the project, I will be learning Muse using online tutorials so I will be documenting my learning process throughout and using all the skills I gain to culminate into a final site. The research process will be ongoing throughout, as there will always be ways to improve and different things I can add to the site. The majority of my visual research will happen during the first couple of weeks, when I’m looking for inspiration for how I want the site to look, but as inspiration can be found anywhere the look of my site will be will evolve throughout.

**What other work (by animators, designers, film-makers, writers, digital media producers, etc.) is relevant to your project? (This work may either be relevant for its conceptual, inspirational or technical similarity):**

In terms of actually designing my site, when learning muse, I will be relying heavily on online tutorials, predominantly sourced through the adobe website. With regard to getting inspiration for the look of my site, I haven’t currently found any specific sites that I want to use elements from. This is something I’m going to be looking into during the first stages of the process. I will look at other portfolio sites and other sites that have videos hosted in amongst text. When looking for animation inspiration, my primary source is going to be YouTube videos, whether this be music videos, or simply videos featuring abstract visual FX. Whilst I haven’t been able to find nay portfolio sites that use parallax in the way that I hope to, there are a lot of narrative driven sites that tell stories using parallax scroll effects. These will act as a lot of inspiration for me, and will drive me to experiment in my own work.

**List at least two critical texts that are relevant to your conceptual intentions:**

Boulton, M. (2009) *A practical guide to designing for the web*. United Kingdom: Mark Boulton Design.

Hay, S. (2013) *Responsive design workflow*. San Francisco, CA: New Riders.

**Any other information not covered previously:**

My specific career ambitions are unknown at the moment. I enjoy a lot of different aspects of media, predominantly; editing, animation, film-making and some design work. Where I feel I’m strongest and what I enjoy the most is editing, so in an ideal world I will finish uni and find an editing internship either abroad or in the UK. But because my skillset is quite broad I would be pretty happy working in any of the sectors highlighted above.