MED3005M Proposal Form - Digital Media

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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 for potential employers. I want the content on the site to showcase my abilities as well as the site itself. In addition to creating a standalone site I will also be creating new animated and live action content throughout the semester that will add to my portfolio of work and be implemented into the site in an interesting and eye catching way.

The main focus of the sites homepage will be a one to two-minute abstract animation match edited to a soundscape or song and using audio spectrum effects to produce an ever changing array of colors and shapes. Different to my previous work this will be totally abstract and follow no narrative or structure. This will feature on the homepage, opening the site and auto playing to grab the viewers’ attention. Aside from this I will be creating some live action music videos using various digital media techniques.

**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.

**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.

**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:**