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Table of Contents:

- I. Target Audience
- II. Projected Project Scope
- III. Inventory of Content
- IV. Flowchart of Pages
- V. Art Direction

I. Target Audience:

My target audience will be my peers and prospective employers. I would like my site to showcase my individual works, as well as serving as an overall example of my design skills. My design includes a simple interface which provides the user with ease of use as well as a somewhat unique experience instead of a more straight-forward design. My ultimate goal is to provide the user with examples of each of my skills, both artistic and technical, in order to advertise myself as an artist and web designer. (In compliance with listed essentials for what skills a web designer should have noted here:

<http://www.wilsonweb.com/design/wilson-designer-capabilities.htm>)

My target audience can view my site in a variety of different resolutions, as my site will be designed with a smallest resolution of 800x600 in mind. Any smaller than that and the user may have some trouble viewing my content without a horizontal scroll.

II. Proposed Project Scope:

The site will contain 5 pages, and within those pages various sub navigations if necessary. These pages will be: Illustration, Crafts (→ concepts, complete), Web (→ in progress, finished), Links, and About Me.

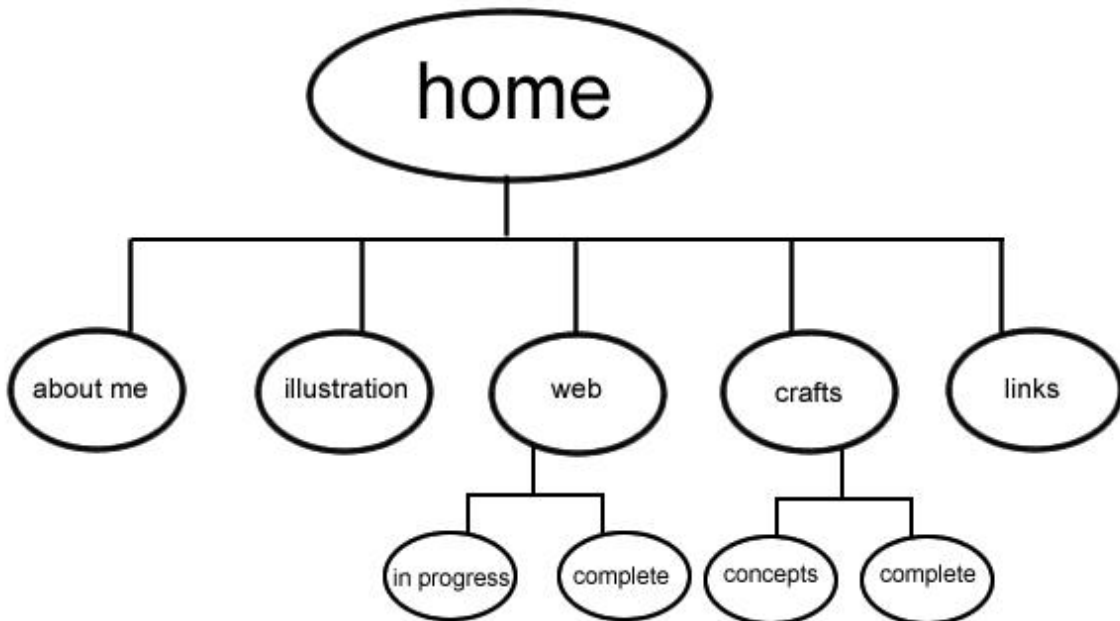
I am designing this site to look like an illustration I would draw. I am keeping the site small and so that it will be easily visible on various screen resolutions. The main issue I will and have been experiencing is working with a large sliced image and with swapping images in and out when the user hovers.

As I gain more knowledge of Dreamweaver and web design altogether, I plan to expand this site to offer more examples of my web design abilities as well as perhaps different and innovative ways to display my artwork over the web.

III. Inventory of Content:

<u>Illustrations:</u>	<u>Web</u>	<u>Crafts</u>	<u>Links:</u>	<u>About Me:</u>
Fly - jpg Robot - jpg Evil - jpg Monkey Pout - jpg Dizzy Woods - jpg Lobster - jpg Spring - jpg Dinner - jpg Margaux - jpg	<i>In Progress:</i> Margaux McAllister portfolio site <i>Complete:</i> Urban Vinyl	<i>Concepts:</i> Ipod Case - jpg Monster Sac - jpg Money Pouch - jpg Kamineko - jpg <i>Complete:</i> Ichigo, Katamari Damacy - jpg Shia, Pita Ten - jpg	Pixelgirlpresents.com Phong.com Webmonkey.com Deviantart.com Livejournal.com Dreamhost.com	Me - jpg Short Biography Contact Information

VI. Flowchart of Pages:



V. Art Direction:

Color Scheme:



Logo Design:



Fonts:

Titles: 16pt Century Gothic

Body: 10pt Geneva, Arial,
Helvetica, sans-serif

Layout/Navigation Screenshot Example:

