







Colors

These are the default colours for my portfolio. I believe these colours create a nice synergy and give a classic western or 70s feel. Each one doesn't stand out too much but provides vibrancy to the portfolio compared to more monotone colours, they also don't clash with each other. These colours will create a more professional portfolio as well as a more unique one due to not being as common or well known.

					
Auburn #A3291E	Ruddy Brown #F2711C	Yellow #DB8305	Coffee #7A4F2F	Wintergreen Dream #529371	Black #1B1C1D

Typography

For the font I went with Futura PT, the font is easy to read which is important for when the audience is reading large bodies of text. It is also has a very large family of styles, this allows for more implementation in a wider range of scenarios. Lastly the overall look of the font is a good match for the colour scheme of the website maintaining balance between looking interesting but not to the point where it would take away from other elements of a webpage.



H1	The spectacle before us was indeed
H2	The spectacle before us was indeed
H3	The spectacle before us was indeed
H4	The spectacle before us was indeed
H5	The spectacle before us was indeed

HEADING WITH SUBHEADER

The spectacle before us was indeed sublime.

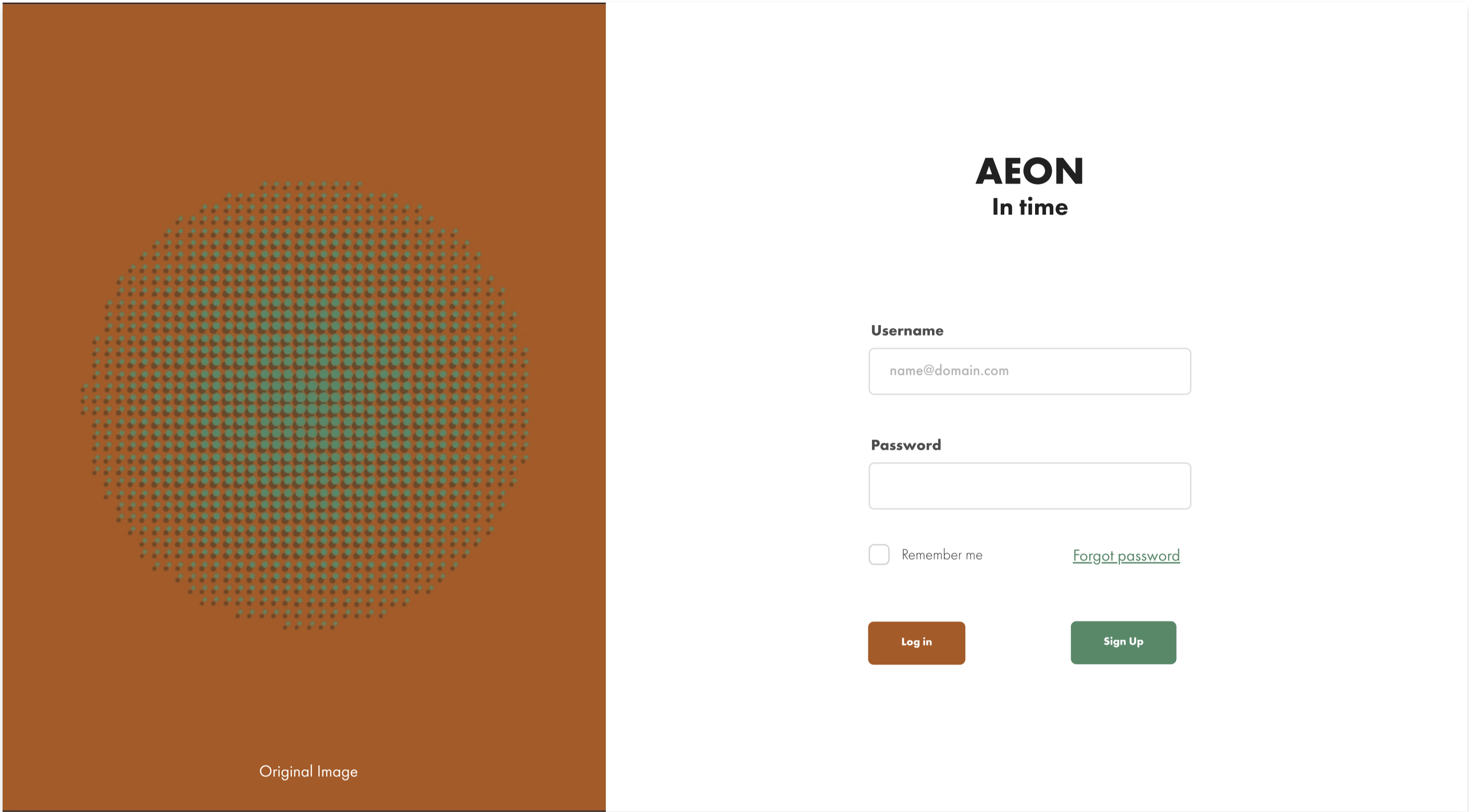
Subheader

PARAGRAPH (Sample Text)

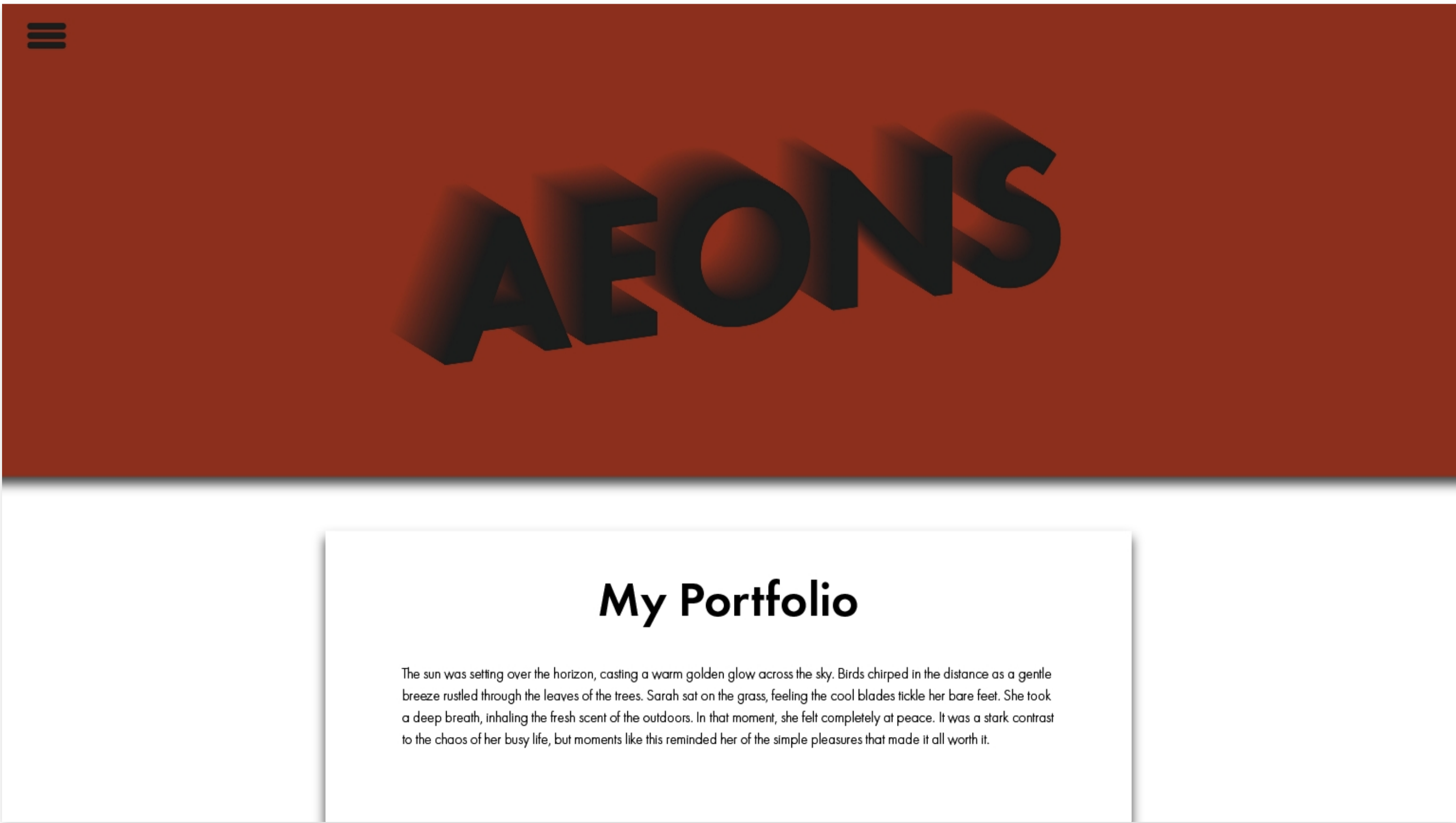
The sun was setting over the horizon, casting a warm golden glow across the sky. Birds chirped in the distance as a gentle breeze rustled through the leaves of the trees. Sarah sat on the grass, feeling the cool blades tickle her bare feet. She took a deep breath, inhaling the fresh scent of the outdoors. In that moment, she felt completely at peace. It was a stark contrast to the chaos of her busy life, but moments like this reminded her of the simple pleasures that made it all worth it.

Example Designs Using the System

The first is an example of a sign in page, this could be used purely to access the webpage or alternatively would allow people to sign up for newsletters and notifications. As you can see the page makes use of several of the colours part of the colour scheme (in particular Black, Ruddy brown, Coffee and Wintergreen Dream), this creates a nice calm vibe by using colder colours. I tried to keep this page minimalistic not overcrowding it with assets as it would confuse and distract the user, making it harder for them to sign in and therefore taking away from the whole purpose of the page. At the same time I tried to make the page appealing by adding a graphic to the side, as said before the placement was important as to not get in the way of the sign in. There is also a logo (WIP) with a short tag line below in order to keep the identity of the webpage clear.



The second example is of a landing page. It consists of a graphic menu tab and below would introduce the user to the page/portfolio. For all the graphics I created I used Adobe Illustrator. I first started by imagining a name for my work to be under, I chose to do this as it would be more convenient to have a short title under which all my work could be that would also be different from other artists. Its important to note that I would refer to myself as an artist, as mentioned briefly in a discussion between Dan Wonnacott (Technical Specialist), Adrian Mills (Lecturer in Game Design) and Chris Newell (Lecturer, Host of the discussion), designers and artists can often be confused and seeing yourself as an artist is a good thing as the field of art has many benefits. I picked the name based on several reasons such as personal interests, but I found it particularly appealing due to its ties with Gnosticism and time, which relate to my own work. With the name picked I experimented on different designs and landed on the one below. Additionally, below the graphic is an area for an introduction giving users more info in a pinch.





Tree of Knowledge (Christianity), Tree of Immortality (Islam), Yggdrasill (Norse), World Tree (Mayan), Unknown (Assyrian), Sefirot (Judaism), Akshaya Vata (Hinduism), Acacia Tree of Lusaaset (Ancient Egypt)

Life Collage

Appearing in many different forms across many different cultures the archetype of a tree of life exists. In summary the Tree of Life represents the interconnectedness and interdependence of all living things however each culture/religion has slightly different interpretations. The concept often is visualised as a tree because trees are a good metaphorical representation for life, growth, fertility, connection, renewal and creation among many other things. I chose to use the Tree of Life to represent my own life collage in place of a more typical collage as I found it a better medium for what I want to convey. Additionally I decided to create it in the style of a sort of medallion as it would be easier to digest in image form compared to a 3d scene.

Starting from the bottom you can see roots emerging from the centre, the roots reach out far just like the branches. These roots represent my past, going far and wide creating a foundation for what is above. The trunk reaching up to the branches bearing leaves in turn represents my future, without the first the second can't exist. Through all my past experiences up until now, I hope to use them to be able to create the future I imagine.

As for the various aspects represented as sprouting leaves, first from the left are various companies (EA, Riot Games, Digital Extremes.) In time I would want to work for companies such as these that I look up to and admire. Next are different software (Blender, Adobe, Autodesk, Zbrush.) The goal here is to develop an even greater understanding of these software in a hopes to master them improving my skills. With this opportunities would open up, much like what Lisa Marini (Musician/Self-taught Artist) mentioned in a discussion 'I want to have freedom in what I do' and I feel the same way. In the centre are different things I would want to own (Condo, Dobermann, Honda motorcycle, Rolls Royce.) To be transparent I'm not very interested in the typical materiel things like cars and mansions bar maybe technology, but in the future I'm guessing it would be nice to have some luxuries and growing up around dogs it would be nice to live with one. Similar to the companies I would also want to work in different fields (VFX, 3D Modelling, Music Marketing.) I'm often inspired by these different fields and it would be nice to one day inspire other people, similar to James Cherry (Head of EON Visual Media) who once said 'we want to put smiles on your faces or sometimes tears in your eyes', as one of the best things about the creative arts is pleasing other people with your work. Last on the tree are different countries I would like to visit (Canada, USA, South Korea.) With these three just being an example I would like to travel more in the future, preferably with ties to future jobs I would like to visit and live in different areas of the world meeting people and learning different cultures.

What I need to do

When looking at myself its clear that there are things to improve upon in order to achieve my high aspirations, even if trivial it is important to do so as when looking for jobs I can't be lacking in something that is required for that position. As Jason Hayhurst (Lecturer) has mentioned before when talking about his own experiences, when looking for a job you have to ask yourself 'can you do the job', If I appear in that situation and I lack something I could have learnt then I am simply sabotaging my own efforts. One particular thing I need to improve is dedicating myself to one singular objective, I often prefer to tackle multiple things at a time and I believe this is a bad habit as in the future there may become a time when I bite off more than I can chew. In an effort to remedy this I am actively trying to do the opposite, an example would be this assignment itself, with this assignment and future ones I will attempt to go through them one by one with less overlap, due to the nature of the course it isn't wise to complete one assignment before going to the next however I will attempt to better split up how I work on each.

This relates to another issue in that some times I become perfectionistic with pieces of work, this leads to spending large amounts of time on one thing and sometimes giving up if I'm not satisfied with the result. Avani Shah (Fiction Writer) raised an interesting point in conjunction with this, 'Its hard to gauge in the moment how good a piece of work is', upon hearing this I realised that I shouldn't always be narrow-minded and try to complete things in one go as I may loose sense of what I'm looking at and would gain from giving it time and getting a fresh perspective. On a similar note, there was another point raised by Abbie Carmichael (Graphic Design Student) that would be useful in improving my work ethic. When speaking about her clothing start-up she said 'It was all about trial and error', this is an aspect that I can relate to as a lot of the time things wont work on the first run, so in general I would say that trial and error is important and I should strive to fail in order to then improve on those failures. One final point would be with following conventions, Stuart Lilford (Game Designer) once said 'It's not the end of the world if you break a rule or two if you have an awesome idea' and I think this is a good message as often this is what leads to further innovation and change in the artistic landscape.

At the end of the semester I will return back to Northampton and at that point I will be done with university, at this point I have a few plans going forward that I will decide between. As both Robert Consoli (Lecturer) and David Grant (Lecturer) both mentioned in their talks its important to have a wide perspective when it comes to finding work, 'When you get out of uni you should take what you can get', 'Don't say no to things instantly'. Both points highlight that its worth having something over nothing especially when leaving university as most people, myself included, will have no source of income. This being said my current plan is to take some additional courses in more specialised areas of my work in order to be more proficient, during which time I will also look for and hopefully acquire a part time job. I think that an important aspect after university, as made clear in the discussions, is that experience is a very important resource when it comes to getting a job and even just for finding the right job. Its hard to want something you have no perception of and gaining experience is that perception, its the eyes, the ears, the sense that provides you information and with that information you can realise your aspirations.