Project Brief (ART 285/Chris)

Project

Portfolio [Playground-2025](#), and [hannashibata.com](#).

Brief Summary

The Summary is a quick introduction to the project in a single paragraph form. It should be a brief overview of the project, similar to an editorial nut graph in journalism. Suggested length is 4-5 sentences. Things to consider: the who, what, why, when, and how.

[Playground-2025](#) is a portfolio focusing on digital design (web) and UIUX, experimental projects at NMA, separate from my mothership ([hannashibata.com](#)). This site is labeled as "Playground," coded from scratch, and the portfolio itself showcases my skills (the ultimate ideal form is [Antoine Wodniack](#) but it will take decades). This site may not contain professional works, but showcases the range of what I do—this site is my supplementary portfolio, but is a fun and feel-good type of website. This site will also be linked from the mothership. Both of my portfolio should SHOW, but NOT TELL.

Primary Objective(s)

1. It needs to look slick and cool.

2. It needs to be legible.

3. It needs to be clear and communicable.
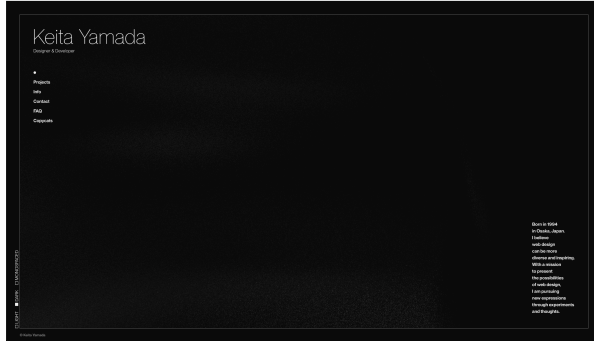
Target Audience

- Primary: ECDs/CDs, directors, managers, founders (if the company is small)

- Secondary: Recruiters

- Tertiary: Industry in general

Assets needed

List all things that you need to gather to complete the project, such as client assets (e.g. logo), copy (e.g. text), imagery (e.g. photography, video), any custom graphics needed (e.g. icons, illustration), and audio (music, voice over, sound effects)

- [Information architecture](#)

- Logo (mine)

- Copy

    - Hero

        - Who am I and what is this site

    - About me

        - Overview

        - Experience

        - Education

        - Expertise

        - Contact

    - Works—Project info

        - Project info (what does it consist of? E.g., visual design, brand strategy)

        - Tools used (Ai, Ps, Id, HTML, CSS, JS, etc.)

        - Overview & Design decisions or Problem & Solution and Challenges (?)

        - Imagery (photography and video? Maybe svg?)

Visual Precedents

[Keita Yamada](#)

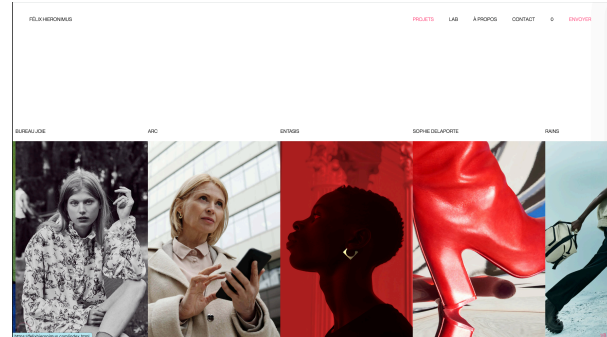Use of frame, big negative space

[Jordan Gilroy](#)

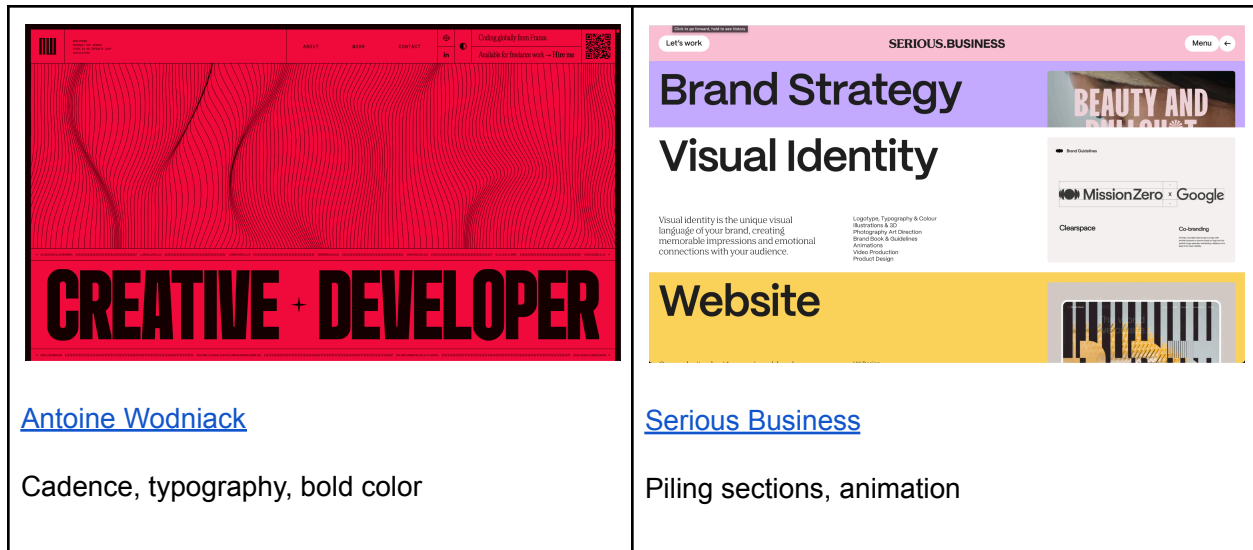Nuanced animation, transition experience

[Anastasia Vakarenko](#)

Animation, color control

[Felix Hieronimus](#)

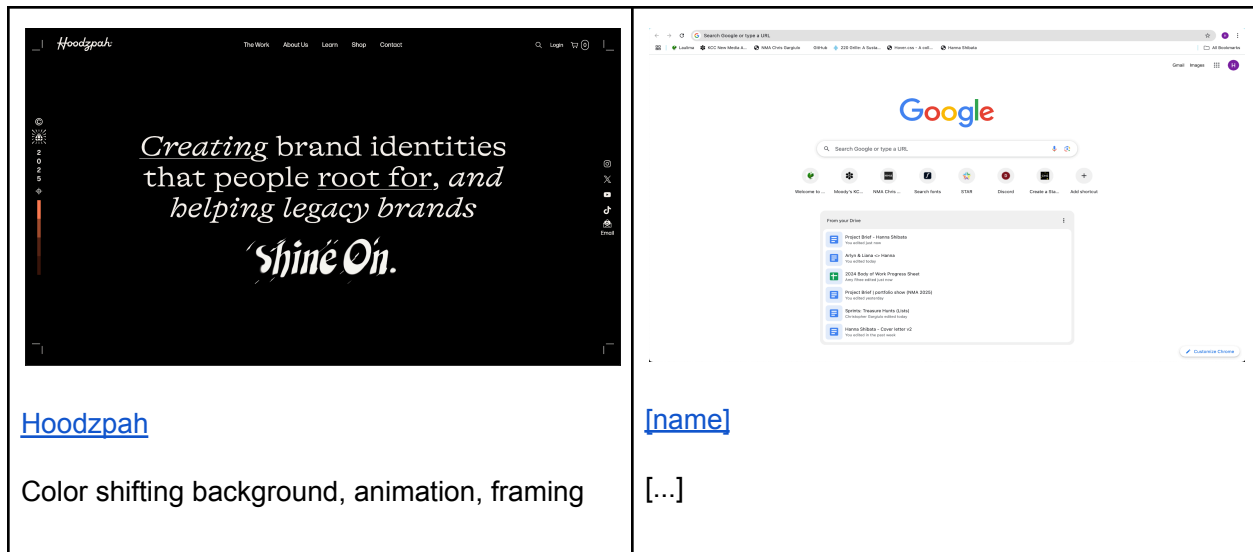Delicate typography, hover effect, animation

[Antoine Wodniack](#)

Cadence, typography, bold color

[Serious Business](#)

Piling sections, animation

[Hoodzpah](#)

Color shifting background, animation, framing

[name]

[…]

Lists

Potential Design Patterns:

- **Universal/Primary Design Patterns:**
  - **Home Page** (with and without project thumbs)
    - Home page above the fold is super important
  - **Works/Projects Page or Section** (e.g. with thumbs for each project)
    - Different types:
      - Grid of cards/thumb images
      - Stacked sections

- ○ **Portfolio Entry/Case Studies**
- ○ **Custom about page**
    - ■ With a short intro (ie mission statement)
    - ■ Links to resume, linkedin, how to contact (form) etc

- ● **Specific Portfolio Project Design Patterns**
    - ○ Project Titles
    - ○ Project Subtitles/subheadlines
    - ○ Project meta info
        - ■ Medium (e.g. Web? Print? UX/UI? Mobile App?)
        - ■ Technologies/software (e.g. Photoshop, Illustrator)
        - ■ Service (Branding, Logo design, copywriting, motion graphics, etc)
    - ○ Big Hero on the top
    - ○ Overview
    - ○ Problem & Solution, Design Decision
    - ○ Process
        - ■ Strategy, pitch
        - ■ Sketches
        - ■ Color palettes, Style tiles, Type studies
            - ● Color chips (w hex and rgb values)
    - ○ Animated content (eg animated logo/identity graphic)
        - ■ Looping
        - ■ On scroll animations
        - ■ Scroll triggered animations
        - ■ On hover
    - ○ Parallax
    - ○ Mockups
        - ■ Found internet ones (blatant from a template)
        - ■ Custom mockups
        - ■ Device mockups (monitors, tablets, phones)
            - ● Raster
            - ● Vector
        - ■ Video screen recording of an app or website
            - ● Eg scroll down a website, scroll up, loop it
        - ■ Behind-the-scenes video ("the making of")
            - ● Timelapse
        - ■ Before/After
            - ● Static side-by-side images
            - ● Split image w Interactive slider that the user can drag left to right
            - ● Split image w/ looping video of animated divider
            - ● How it improved (metrics, quotes, some kind of narrative)
    - ○ "Hidden" cards
        - ■ Opens on hover

- Links
  - Resume
  - Social Media Platforms (Instagram, ~~Tik Tok~~, LinkedIn) (codepen, openprocessing, coding experiments, Dribble, etc.)
    - To live project website
    - To more projects
- Audio walk through (or video) - eg per section
- Quotes from clients/colleagues/stakeholders (testimonials)
- Custom Icons
- Logos of Clientele
- Shop or link to e-commerce
- Loading Page (eg turbo logo animation, then zooms out or in or wipes away)
  - Aka Splash screen
- Looping video as hero background
- Playground Section
  - Ex: https://johannadarrieta.com/
- Page Transitions (both fake and real)

Potential Cool Features/Trends

- Animation
  - Scroll Trigger Animation
  - Animated Text
  - Loading Animation
  - Animated Background (parallax?)
  - Imagery
- Strong Typography
- Interactive Map
- Card

Tests & Explorations:

- Animation: Intersection Observer
  - Scroll Trigger Animation

My Portfolio Wish List:

- Good typography

    - Typeface from independent type foundries?

        - Canela (https://commercialtype.com/catalog/canela)

        - Hoefler (https://typography.com/)

        - Pangram (https://pangrampangram.com/)

        - Pitch ([https://klim.co.nz/retail-fonts/pitch/?srsltid=AfmBOoqlAkA6hkfTIkp7DPoz DmGwbIVCAegBV9P-T1sgmZzIMnpsgPDP](https://klim.co.nz/retail-fonts/pitch/?srsltid=AfmBOoqlAkA6hkfTIkp7DPozDmGwbIVCAegBV9P-T1sgmZzIMnpsgPDP))

        - GT Alpina (https://www.grillitype.com/shops/gt-alpina)

        - Prospectus (https://www.losttype.com/font/?name=prospectus) maybe not

        - FH Oscar (https://www.typografische.com/buy/fh-oscar) / FH Total (https://www.typografische.com/buy/fh-total)

- modern website

    - transition animation

    - scroll trigger animation

    - Parallax

    - Horizontal scroll (maybe not)

    - unique hover states

    - bold typography and strong bright color

    - Scroll snapping?

    - Vertical swiper

- content

    - no more skincare packages/brands (unless they are big names)

    - Multi page website

- ○ Hard-cut image animation?

- ○ Clear labeling for works(professional) and projects(studio experiment)

- ○ Communicable curation

- Tech

  - ○ Lottie

  - ○ Locomotive (https://locomotivemtl.github.io/locomotive-scroll/)

  - ○ Astro/11ty/Prepros

On-hover video (thimbnail)