

*Joseph Turner Design*



# Joseph Turner Design

GRAPHIC DESIGN

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## *Site Overview*

This site is a combination of a portfolio site with a blog site powered by Wordpress. The main target audience is graphic designers, secondly employers and others needing the services of a graphic designer, and thirdly those who are interested in learning good design.

Another purpose of this site is to provide a space for the author to show a photography portfolio and allow clients to log in and view photos from the shoot.

It has a home page, an outer page for the design page, displaying many different pieces of work and little information about each project, a photography outer page, a design inner page displaying one project with more images and more information on that project. It has a photography inner page, which requires logon, that displays all of the photos of a client.

The blog part of the site allows anybody to comment and view comments of others. Users won't be able to post threads.

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JOSEPHTURNERDESIGN.COM

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# Section 1

MARKETING INFORMATION

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# Site Objectives

## DESCRIPTION

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### *Purpose of the Web site*

The primary purpose of the web site is to provide an exhibition space for my design and photography portfolios to share with other graphic designers and photographers. The secondary purpose is to get feedback from designers and photographers through blog posts. Thirdly it provides a space that will allow photography clients to view their images.

### *Target Audience*

Primarily aimed at designers who are looking for inspiration. Secondary audience is employers and people looking for a graphic designer.

### *Goals*

The primary goal is to get people to see my work and hire me.

Secondary goal is to participate in the discussion of design in the world and get feedback from other designers on what I'm currently working on.

Tertiary goal is to allow photography clients proof their photos when I actually have such clients. If people see my photography work and really like it and want to hire me, great.

# Site Map

DESCRIPTION

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# User Scenarios

## DESCRIPTION

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### *User 1: The graphic designer browsing portfolios*

Most likely this user will arrive from a search engine such as Google, or maybe from a link I posted in a comment on another design web site. Starting from the home page he will navigate to the design outer page and from there to the inner page. From the inner page he will either go back to the outer page, or navigate to other projects from within the inner pages of each project. Then he may want to see what is being discussed on the blog which he will reach using the main navigation bar.

### *User 2: The employer of graphic designers*

From the home page this user will go first to the design outer page and then to the inner pages. From here they will click on the link that says, "Hire Me." They will pay me big bucks to make an awesome whatever.

### *User 3: The rare client of photography*

From the home page they go to the photography outer page, select their shoot from the list and are then prompted to log on to view their images. As they view their images they are able to select their favorites, comment and order extra prints.

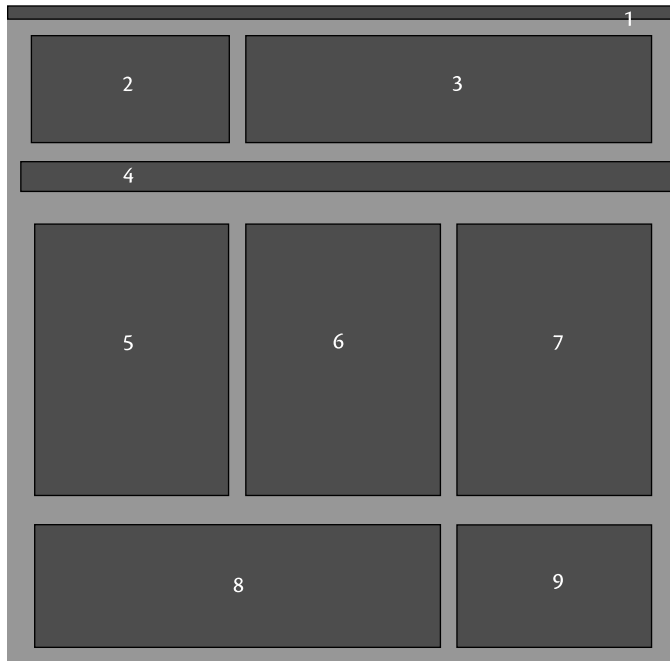
# Layout

## DESCRIPTION

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### Master A

Used for the home page and the outer pages.



1 Admin Bar - For login and logout

2 Logo - Link to home page

3 Top Banner

4 Main Navigation

5 Design Feature

6 Photography Feature

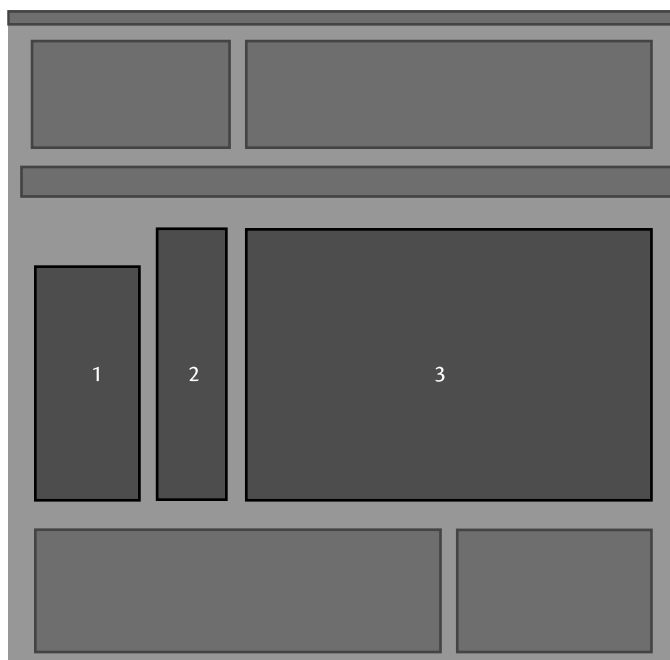
7 Recent Blog Articles

8 Blurb

9 Social Network Links

### Master B

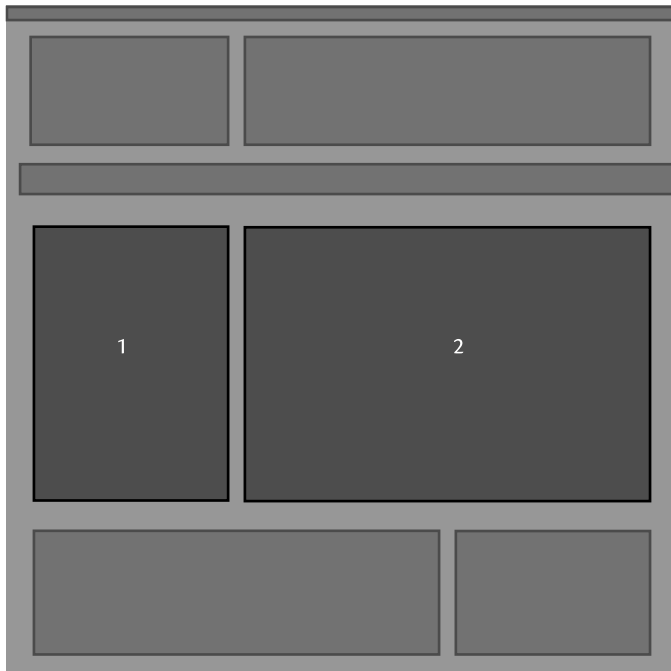
Used for Design Inner page. (Only differences from Master A are listed.)



3 Selected Image from Project

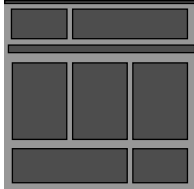
## Master C

Used on the About Page



1 Image of Me

2 About Me Information



# Home Page

## DESCRIPTION

### Overview

Using wireframe A, the home page uses the three columns to showcase the latest item added to the design and photography portfolios as well as a few of the latest blog posts. For the outer pages the columns represent each category within each subject, display an image and a paragraph on each project.



Joseph Turner Design

Hello.

My name is Joseph and I am a **graphic designer**.

I design for print, web, and identity.

Here is more stuff about this web site that will make you want to see more.

► [Design](#) [Photography](#) [Blog](#) [About](#) [Contact](#)

### DESIGN ◀



#### Art History Cards

TONY CARPENTER

Ever forget who did that one painting with that one thing that you saw that one time? This may help you. Ever forget who did that one painting with that one thing that you saw that one time? This may help you. Ever forget who did that one painting with that one thing that you saw that one time? This may help you.

### PHOTOGRAPHY ◀



#### Art History Cards

TONY CARPENTER

Ever forget who did that one painting with that one thing that you saw that one time? This may help you. Ever forget who did that one painting with that one thing that you saw that one time? This may help you. Ever forget who did that one painting with that one thing that you saw that one time? This may help you.

### BLOG ◀

#### Art History Cards

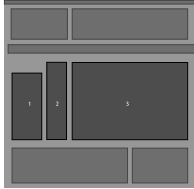
TONY CARPENTER

Ever forget who did that one painting with that one thing that you saw that one time? This may help you. Ever forget who did that one painting with that one thing that you saw that one time? This may help you.

#### Art History Cards

TONY CARPENTER

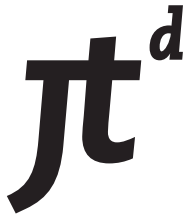
Ever forget who did that one painting with that one thing that you saw that one time? This may help you. Ever forget who did that one painting with that one thing that you saw that one time? This may help you.



# Design Inner Page

DESCRIPTION

[Overview](#)



- [◀ Home](#)
- [Design](#)
- [Photography](#)
- [About](#)
- [Blog](#)
- [Contact](#)

*This is the most important lesson that I learned working on this project. And that thing will **blow** peoples' minds.*

**Like what you see?**

**Hire Me!**

**Design.**

## FRANK GEHRY BOOKLET ◀

### Meta Categories

- DESIGN
- PRINT
- WEB
- IDENTITY



**Tony Carpenter**

FALL '09

# About Page

DESCRIPTION

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Overview



- ◀ Home
- Design
- Photography
- About
- Blog
- Contact

*I really don't like talking about myself so this will be another **awesome** quote that kind of defines my ideals and stuff like that.*

## About Me.

DESIGN IS MY LIFE. ◀

### Art History Cards

TONY CARPENTER

Ever forget who did that one painting with that one thing that you saw that one time? This may help you.  
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# Typography

## FONT FAMILIES AND TYPOGRAPHIC TREATMENT

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### *Heading 1*

Throughout the web site the h1 tag is dedicated to the logo/home link the top banner SEO paragraphs.

### *Heading 2*

This applies to blog article titles, portfolio piece titles, etc.

### *Heading 3*

Sidebar Headings, blog sub-headings

### *Paragraph*

Blog entries

### *Block quote*

### *Links*

# Color Palette

## DESCRIPTION

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#00AAB0

Main Navigation Banner, some link states



#C52B1C

Emphasized Text throughout web site



#EF8B22

Article Headings



#2B2D2D

Main Text, Section Headings



#4D4D4D

Color of Main Navigation Banner



#FFFFFF

Color of text with colored background, Color of hovered text on colored background