



claireification.com

Art & Design by Claire Dyer



contents

SECTION ONE // OBJECTIVES

Site Overview	4
Site Objectivew	5
Site Map	6
Audience	7
User Scenarios	7

SECTION TWO // DESIGN

Wireframe	8
Grid	10

DESIGN COMPOSITION

Header	12
Background Image	12
Footer	14
Home Page	16
Portfolio Page	18
About Page	20
Blog Page	22

TYPOGRAPHY

Type Faces	24
Type Application	25
Home Page	26
Portfolio Page	27
About Page	28
Blog Page	29

IMAGERY

Color Palette	30
Branding : Logo	31
Branding : Type	32
Images	33

SECTION THREE // DEVELOPMENT

Functionality	34
Links	36

site overview

This site is first and foremost a place where anyone interested can get to know me. They can understand my aesthetic, and view my capabilities as a designer and artist.

This site is to be an appendage to a written resume. In an occupational field that works with visual media, a visual display of competencies is needed. This site and its contents are what will help me graduate from student to professional.

site objectives

WHAT DO I WANT TO SAY

I am creative; I will think outside the box. I will draw on inspiration only to create a new idea. I am a competent designer, but I am still learning, and will always continue to learn.

WHO I WANT TO SAY IT TO

Ideally, Prospective employers; but more than likely my largest audience will be my friends and family, and my graphic design peers.

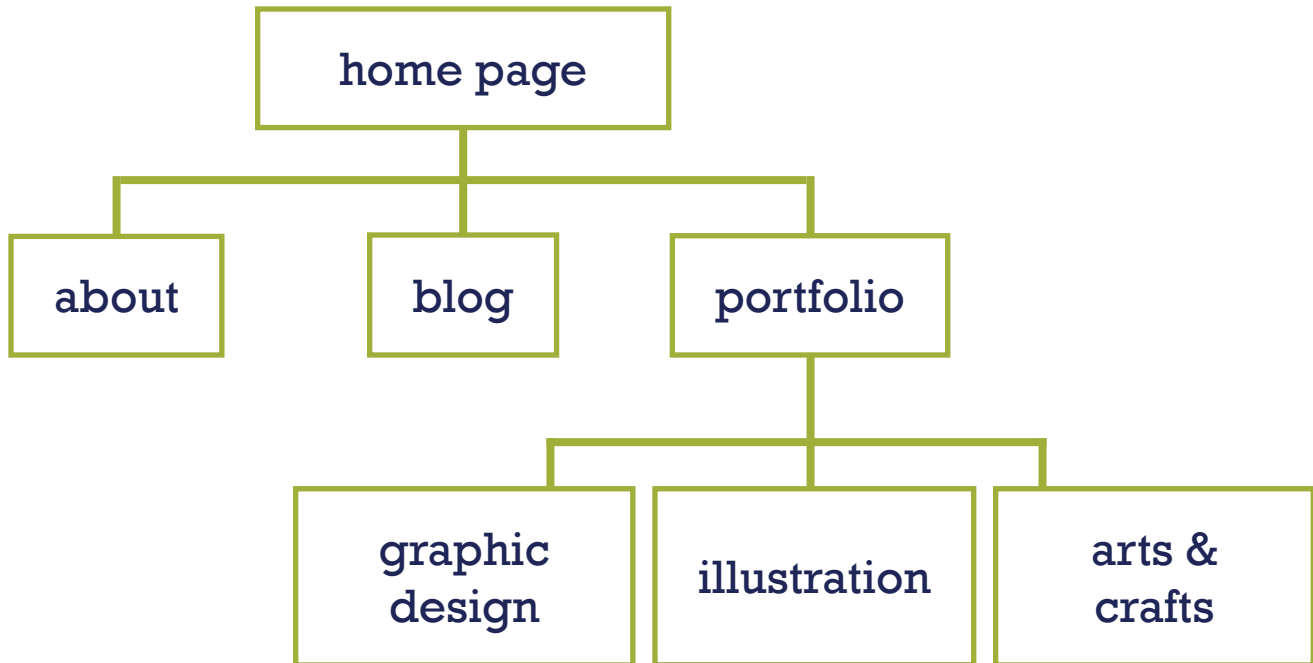
HOW I WANT TO SAY IT

Visually. Besides the, 'blog page,' and the, 'about me,' page all other information is scan able. I want the information quickly read. A well designed site will also read as me being a competent designer

HOW I WANT YOUR AUDIENCE TO RESPOND

I want my audience to come back; I want them to get an RSS feed from my page to keep track of when I update my site. I want them to download my resume, and comment on my blog posts.

site map



audience // user scenarios

AUDIENCE 1

PROSPECTIVE EMPLOYERS

Prospective employers will range from design firms looking to fill a full-time position to persons in need of a single business card design.

Initially, they will come to my site based on a resume I have sent them, or a posting of designer needing a job, or a business card posted on a bulletin board. I will contact them first.

They will go to the home page first, and instinctively go to the portfolio page. Depending on their needs they will view the appropriate portfolio: design, illustration, or arts.

If I have appropriately seduced them with my skills they will find more about me by clicking the “about” link, and then download my resume from that site. After viewing that outside of the browser they will click on the e-mail button, which is conveniently located by the resume pdf button.

If they are really interested in me they may read my blog to make sure that I’m not a big-dumb and give substantial input on any variety of topics.

AUDIENCE 2

FAMILY & FRIENDS (MY LOYAL FANBASE)

My family and friends will be my most frequent visitors, and hopefully the biggest advocates of my work. They are people I personally know and seek out my work without the need of me advertising it to them.

They are interested in updates. This means they will come to my page in one of two ways. The first is they will visit my home page. From there they may see a new blog post feed, and view my blog. Or they may see an updated featured item, indicating that I have added new works to my portfolio. They will then go to my portfolio and check it out.

The other way they will come to my site is directly to the blog, because that will be updated the most frequent.

They will have an rss feed of my site, and links from their blogs to my site.

AUDIENCE 3

INSPIRATION SURFER

The “inspiration surfer” is the user that browses websites to view things that are well designed or creatively executed.

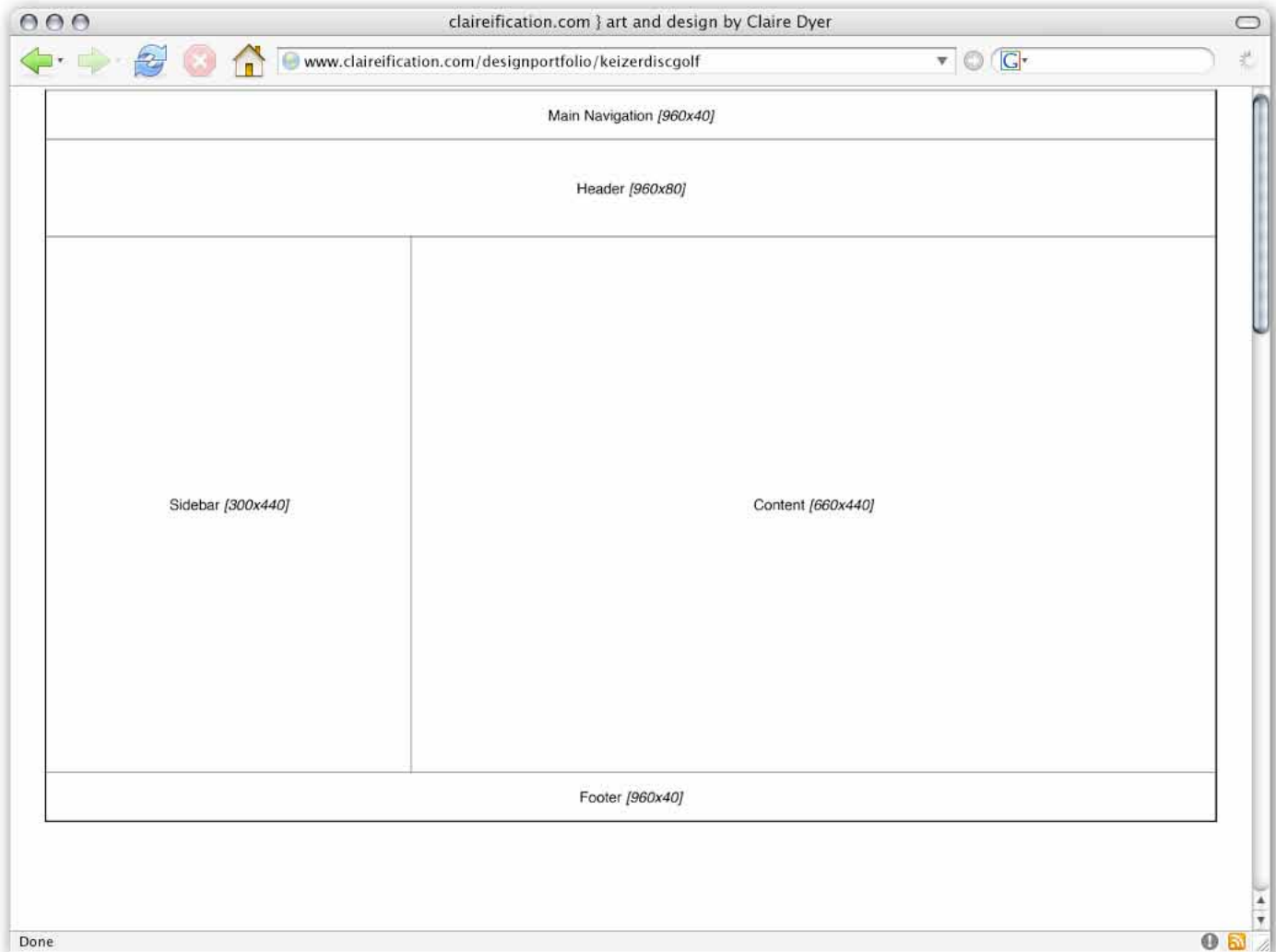
They may come across my site from a Google search, my networking sites, or a posted business card on a bulletin board. They may come off of my referral; from a networking site I am a member of, or through the generic process of web surfing.

In the case of this randomness there is no way to know exactly how they will enter my site, but I can assume that they will either be directed to the home page, or the portfolio page. From the home page they will go to the portfolio page.

They will look for more inspiration in the blog after they have explored the portfolio pages.

If they find works of inspirational worth they will request an rss feed, or at the very least save my page in their bookmarks.

wireframe // all pages



DESCRIPTION

Because this is a visually based site, and not a word based site, the emphasis will be on the picture based content. Except for the blog, the only text in the content will be about the image.

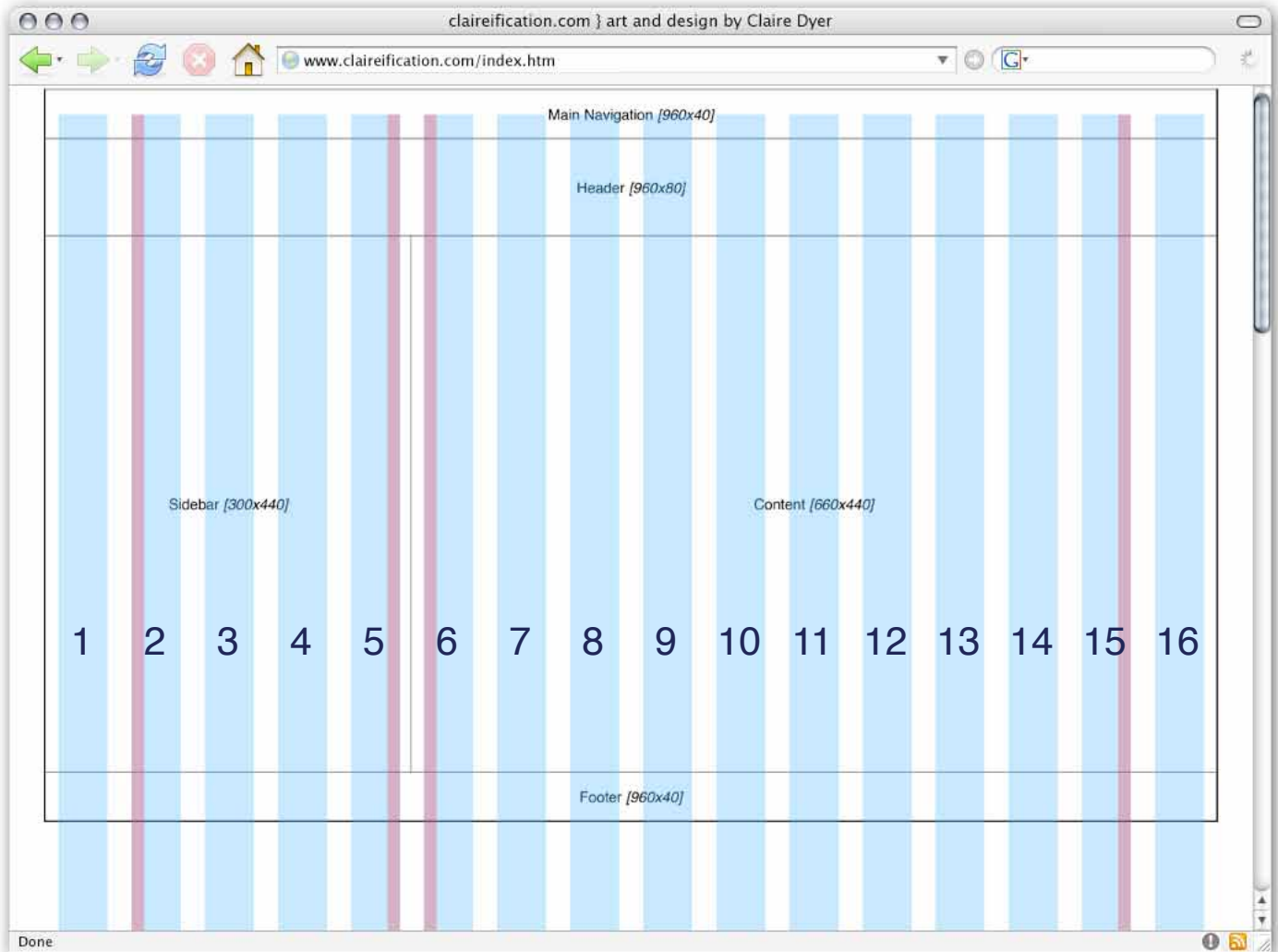
The sidebar will correspond with the content; this will vary on what page it is, and will be explained page by page later in this manual. Next in the order of hierarchy will be the header, to remind the viewer that this is MY work.

The main navigation will list the pages, which will be most frequently visited. The footer will also list those main pages, as well as portions of pages that may not seem to the user to fall under the category of any “main” page.

DIVS

The measurements here are the areas of the DIVs splitting apart these areas.

grid // 16-column // used on every page



DESCRIPTION

Working with a 960px by 600px interface, the top and bottom margin start at 20px, where the left and right sides will start at 10px. Nothing other than background images will come into this border.

For the purpose of this manual When I refer to something being 20px from the “top” I am referring to the 0px line where the interface starts.

Each column is 40-points wide, and in between each column is a 20px gap. This allows for 16 columns.

All elements will fit within the grid, in increments of 10px. This will be explained in more detail page by page later in this manual.

SIDEBAR

On every page the sidebar will start at the second column and expand to the end of the fourth column, making it a total of 220px wide. The top of the column will always start at 170px down from the top of the interface. The red stripes on the top of the columns represent the border around the sidebar box.

If the page is not expandable then the sidebar will only be 390px tall; if the page is expandable the table will extend in increments of 10px with the help of a vertically repeating image div.

CONTENT

The content will also start 170px down from the top, and be 390px tall if the page is not expandable, and extend in increments of 10px if it is. The width of the content will be 580px. Starting one column over from the sidebar, and ending at the end of the 15th column. Like the sidebar, the content box it will have a 10px border.

EXECUTION

The content and sidebar boxes are images. They consist of three DIVs: the first encompasses the others.

The top and bottom are single images, and the middle is a 10px tall image that repeats vertically.

Their borders are within the image, thus all padding is from the edge and not from the ‘border’.

header & background image // every page // design composition

HEADER

Like most websites' header, the header at claireification.com's header is the branding part of the page.

NAVIGATION BAR

The navigation bar will have the links to the portfolio, about and blog pages; going one step further it will also have links to go directly to the graphic design, illustration, and, arts, portfolio pages.

BRIEF DESCRIPTION ABOUT ME

I want it to be visually obvious to people as to what I do; but search engines can't deduce great design from a jpeg, so I have it written here.

USING THE GRID

The navigation bar will begin vertically 20px down from the top of the interface – the top edge of the margin. Horizontally the text will start at the beginning of the 6th grid column

The logo and logotype is one image, at 553px by 66px. It will start vertically at the point where the header DIV starts, and horizontally at the third column.

The brief description will vertically align visually to the top of the "m" on "com". Horizontally it will align flush left to the 13th column.

BACKGROUND IMAGE.

The background image is 1024px by 293px. It vertically extends so that just below the coded header the doodles and texture separates the header from the content. The image will stay center no matter how wide the user makes his or her browser screen.

TYPOGRAPHY

main links : h1

sub links : h2

brief description : h3



footer // every page // design composition

FOOTER

The footer is used as a secondary navigation bar. The sites that people are initially are looking for are in the main navigation. The footer has those same “main page” links plus “contact me” (another link to the about page) and “resume” (a direct file download) which some people may not know what page to visit for those if that’s what they came to my site to find.

USING THE GRID

Vertically the type will start 20px above the bottom of the interface - this applies to both extendable and non-extendable pages

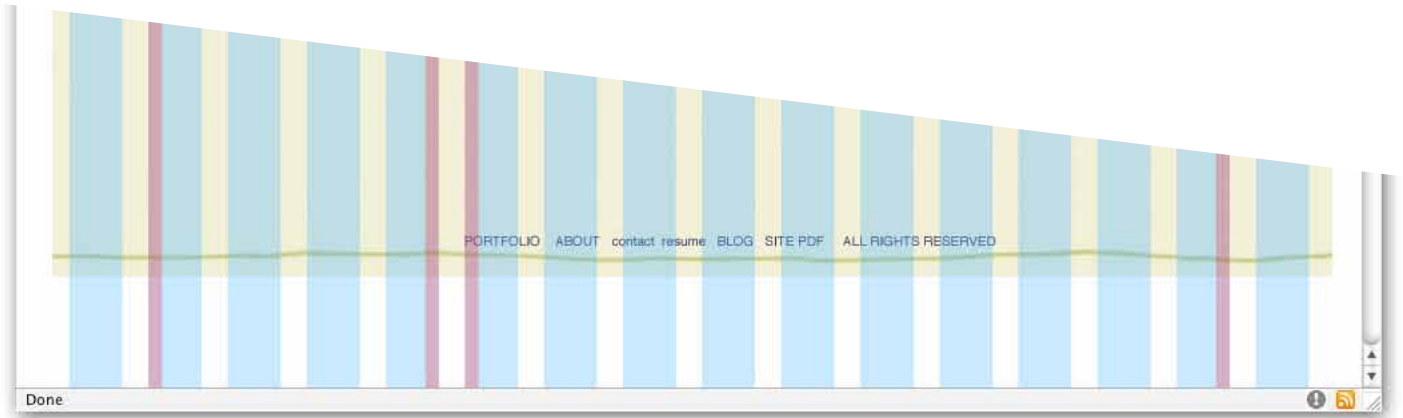
IMAGE

There is a line image that will extend 960px and rest 15px up from the bottom, right under the footer text.

TYPOGRAPHY

main links : h1

sub links : h2



home page // design composition

PURPOSE OF THE PAGE

The home page is very simple. It needs to be a landing page for the user, where they are aware that they have entered my site, but instead of staying stagnant on the home page, they are encouraged to now explore the site. To do this, the home page needs to be intriguing. Once this engages the user, they need to be directed, through a link, to visit another page within the site.

USING GRID

Compliant with the grid standards already set forth, the sidebar will be 220px wide, and the content will be ###px wide. This is not a page that will expand vertically, so the height of both the sidebar and content will be 390px.

SIDEBAR

The sidebar will include a list of blog feeds. It will not show the whole blog, but just the title, date, the first paragraph, and a link to that blog post.

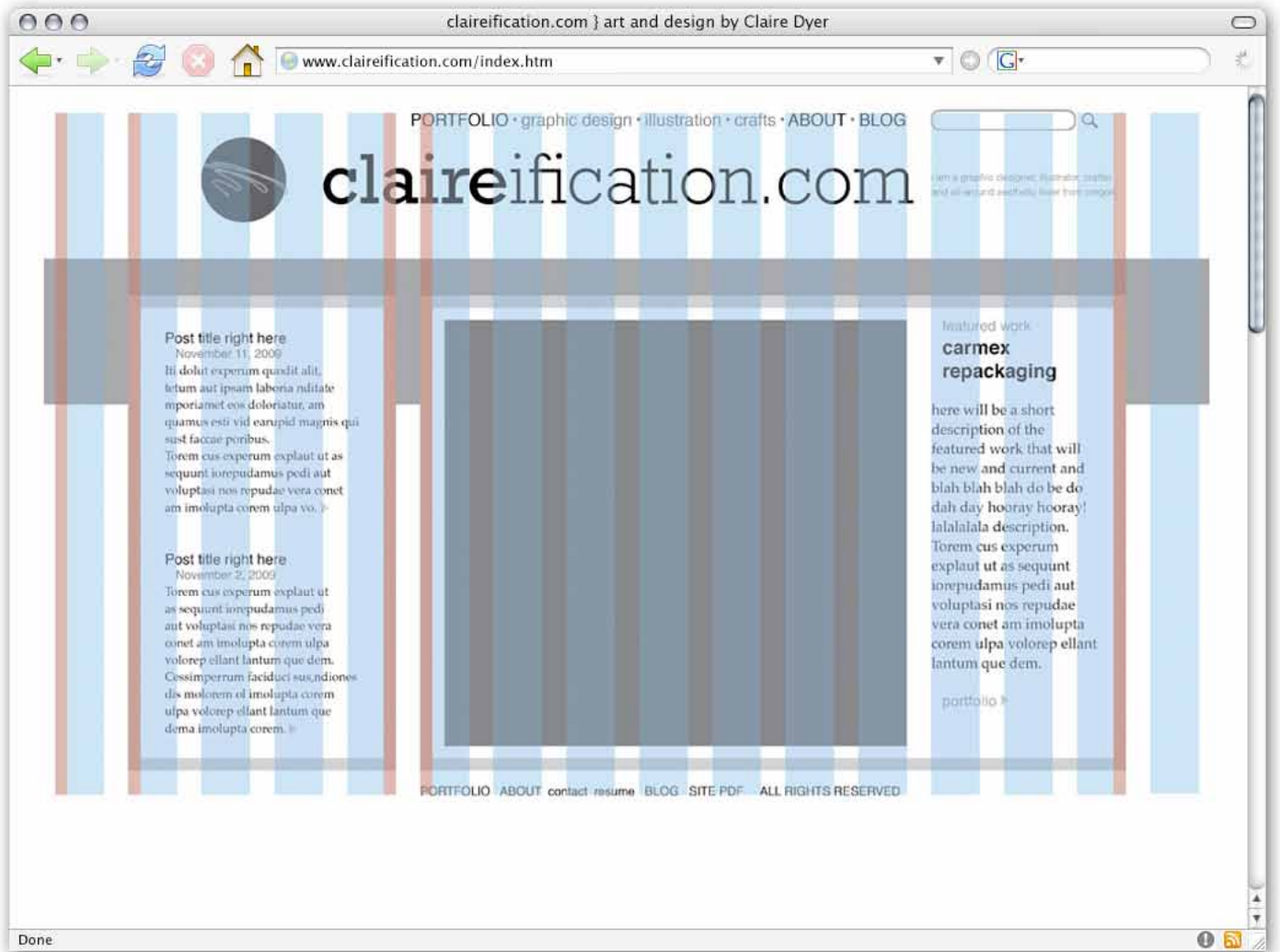
The sidebar has a 10px border, and the text will lie within 20px of that border, totaling the padding from the edge of the box to 30px.

CONTENT

The content will have a dominant featured work image fitting within a 380px x 350px rectangle.

The next column over will be a short paragraph (not exceeding 320 characters) describing the featured work. Immediately following will be a link to the portfolio page.

Like the sidebar the text will lay 20px inside that border (30px padding). The text will be flushed left against the 13th grid column.



portfolio page // design composition

PURPOSE OF THE PAGE

The portfolio page(s) will be the most dominant of all the pages that encompass “claireification.com”. To view works is the main ‘give back’ feature of my site. It is the main reason my audiences will be visiting my page, and it is the reason they will come back. Thus, these pages need to be the most intriguing and engaging.

USING THE GRID

Compliant with the grid standards already set forth, the sidebar will be 220px wide, and the content will be 390px wide. The page is not to be expandable until there are too many works listed in the left sidebar to fit within its measurements.

SIDEBAR

Unlike any other sidebar or any other page, the portfolio pages’ sidebar will be tabbed at the top. The tabs will be 30px high, and 72.5px wide. The front tab will be hex code color # f2f0d6, the middle # c8ca7c, and the bottom, # b7b647; these will always change depending which portfolio page is active.

CONTENT

Like the Home page, content will have a dominant featured work image fitting within a 380px by 350px square.

The next column over will list the title of the work, the client (or class), the date it was completed, and a brief description.

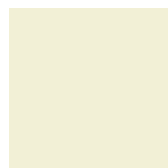
Starting 20px from the bottom of the content box, flushed left to the same grid column of the text, will be thumbnails of more pictures of the work. each thumbnail will be 40px by 40px, with 10px in between; and three thumbnails to each row, no more than two rows.



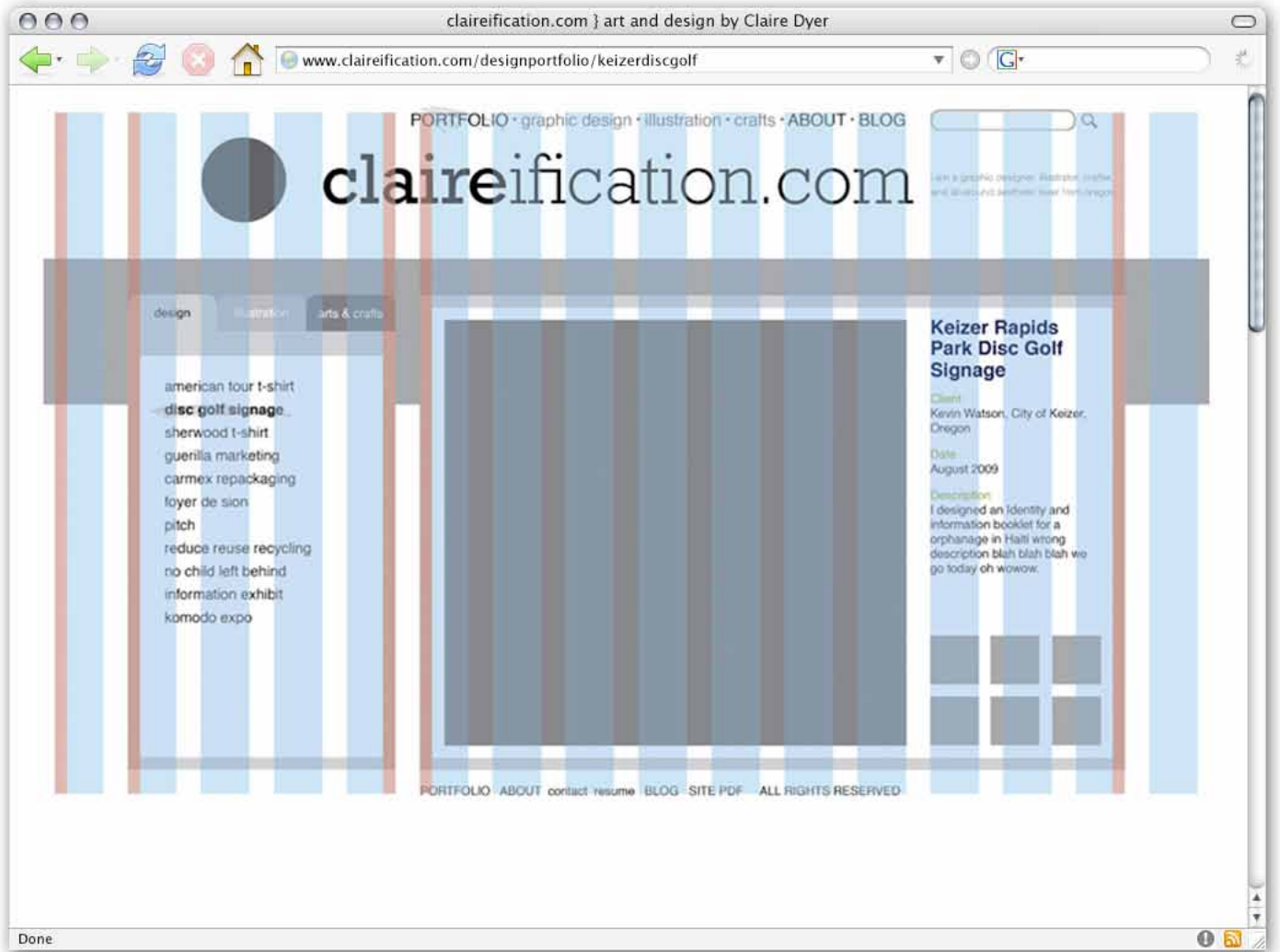
OLIVE
#b7b647



LT. OLIVE
#c8ca7c



CREAM
#f2f0d6



about page // design composition

PURPOSE OF THE PAGE

The about page will be, well, about me. Along with a description of who I am and claireification.com, there will be contact information. This will be the usual e-mail address, but also give links to my networking sites. Most importantly there will be a link of my resume.

USING THE GRID

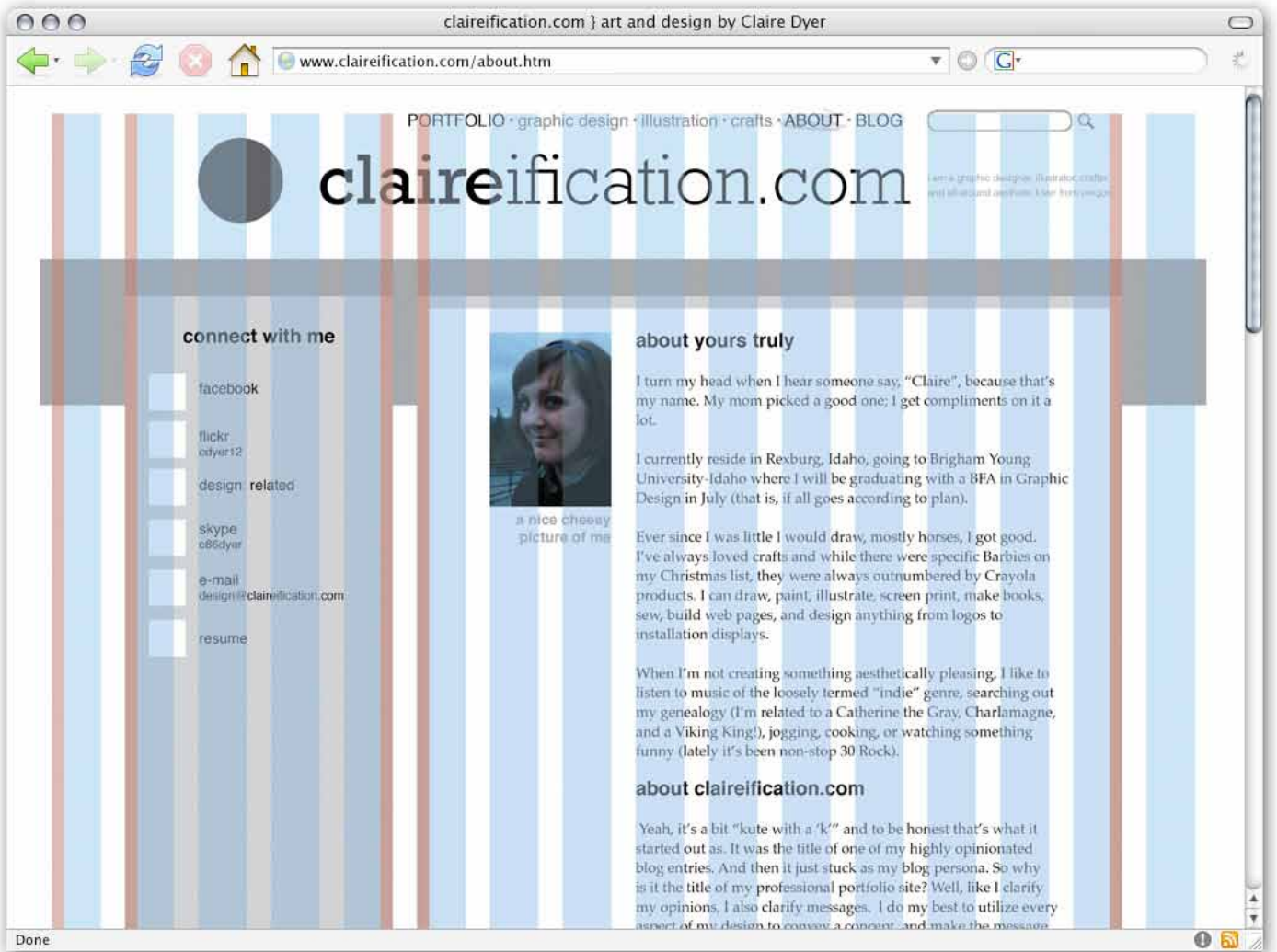
This is compliant with the grid guidelines, and it is an expandable page.

SIDEBAR

The sidebar will consist a list of links and corresponding images of ways to contact me. The Images will be 30px by 30px. It will fall within a border of 30px from the edge of the sidebar box. The text will start 10px left of edge of the images.

CONTENT

The about page will have a picture of myself starting at the 7th column and expanding to the 8th column. The text will be flushed left against the 9th column grid and expand to the edge of the 14th column.



claireification.com

I am a graphic designer, illustrator, crafter and occasional designer. Like from my blog.

connect with me

- facebook
- flickr
cdyer12
- design related
- skype
cd6dyer
- e-mail
design@claireification.com
- resume



a nice cheesy picture of me

about yours truly

I turn my head when I hear someone say, "Claire", because that's my name. My mom picked a good one; I get compliments on it a lot.

I currently reside in Rexburg, Idaho, going to Brigham Young University-Idaho where I will be graduating with a BFA in Graphic Design in July (that is, if all goes according to plan).

Ever since I was little I would draw, mostly horses, I got good. I've always loved crafts and while there were specific Barbies on my Christmas list, they were always outnumbered by Crayola products. I can draw, paint, illustrate, screen print, make books, sew, build web pages, and design anything from logos to installation displays.

When I'm not creating something aesthetically pleasing, I like to listen to music of the loosely termed "indie" genre, searching out my genealogy (I'm related to a Catherine the Great, Charlamagne, and a Viking King!), jogging, cooking, or watching something funny (lately it's been non-stop 30 Rock).

about claireification.com

Yeah, it's a bit "kute with a 'k'" and to be honest that's what it started out as. It was the title of one of my highly opinionated blog entries. And then it just stuck as my blog persona. So why is it the title of my professional portfolio site? Well, like I clarify my opinions, I also clarify messages. I do my best to utilize every aspect of my design to convey a concept and make the message

blog page // design composition

PURPOSE OF THE PAGE

The blog will have updates of my work, my life, pleasingly aesthetic findings, links of other blogs, people I admire, etc.

USING THE GRID

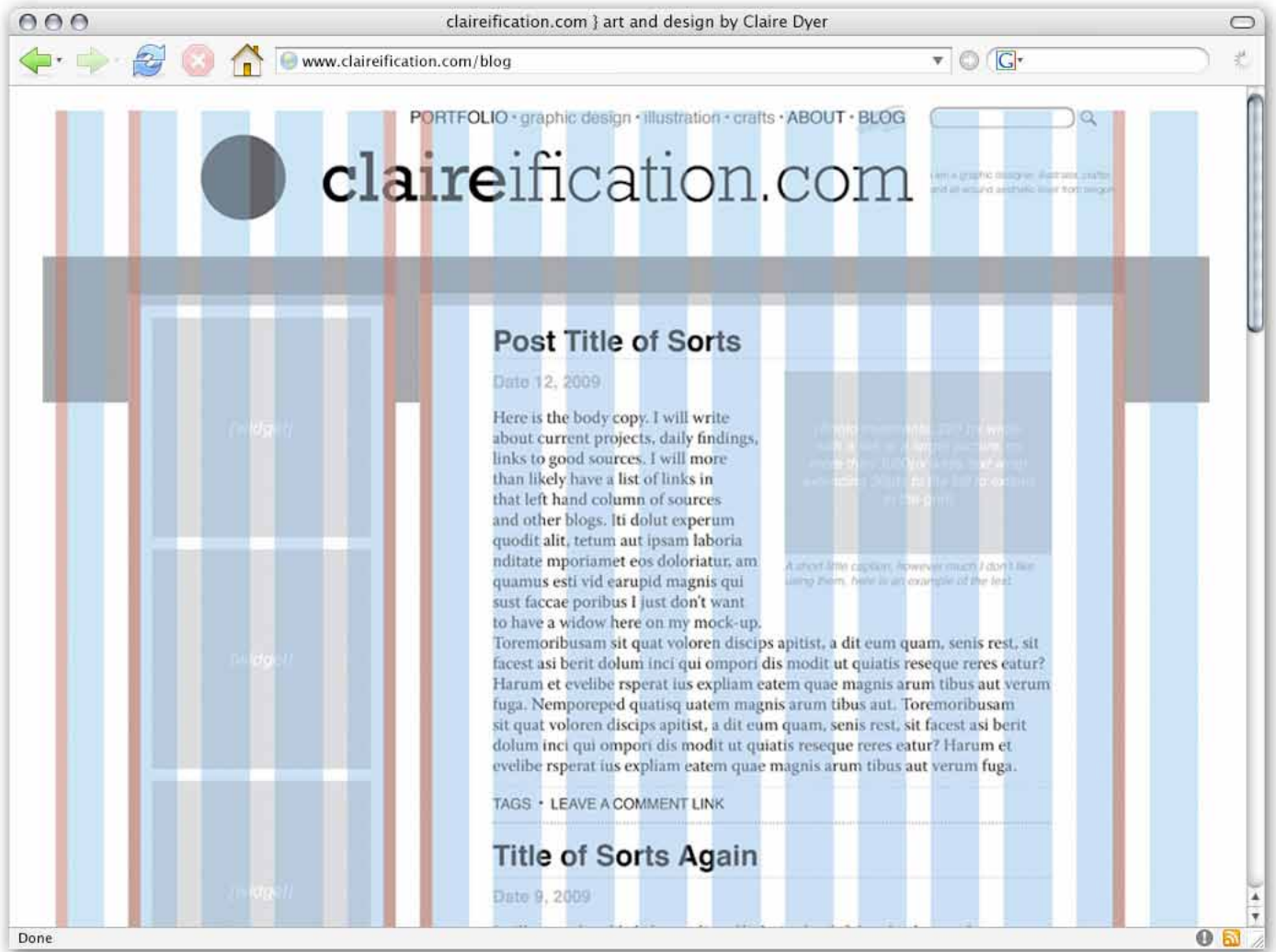
This is compliant with the grid guidelines, and it is an expandable page.

SIDEBAR

Will have widgets. Some widgets will be a list of links, my Flickr feed, a calendar of posts, archived posts, tagged keywords, etc. Other than the 20px border inside the box, the layout is at the mercy of the widgets.

CONTENT

The content will be posts. Vertically the text will start 30px from the top. Horizontally the text will start at the 7th column and extend over to the 14th column.



typography

TYPE FACES

HELVETICA	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890.!?
HELVETICA BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890.!?
<i>HELVETICA ITALIC</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890.!?</i>
PALATINO	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890.!?
PALATINO BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890.!?
<i>PALATINO ITALIC</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890.!?</i>

typography

TYPOGRAPHIC APPLICATION

HEADER // EVERY PAGE

- h1** HELVETICA: REGULAR
"ALL CAPS" 14PT 100% NAVY
- h2** HELVETICA: REGULAR
"lowercase" 14PT 60% GREEN
- h3** HELVETICA: OBLIQUE
10 PT 60% GREEN

FOOTER // EVERY PAGE

- h1** HELVETICA: REGULAR
"ALL CAPS" 10PT 100% NAVY
- h2** HELVETICA: REGULAR
"lowercase" 10PT 100% NAVY

SIDEBAR // EVERY PAGE

- h1** HELVETICA: BOLD
16PT 100% BLACK
- h2** HELVETICA: BOLD
12PT 100% NAVY
- h3** HELVETICA: REGULAR
12PT 100% NAVY
- h4** HELVETICA: REGULAR
"all lowercase" 10PT 100% BLACK
- h5** HELVETICA: REGULAR
10PT 60% GREEN
- h6** HELVETICA: REGULAR
"all lowercase" 10PT 0% : WHITE
- p** PALATINO: REGULAR
10PT 100% BLACK

CONTENT // HOME / PORTFOLIO / ABOUT

- h1** HELVETICA: BOLD
16PT 100% NAVY
- h2** HELVETICA: BOLD
14PT 40% GREEN
- h3** HELVETICA: REGULAR
10PT 100% BLACK
- h4** HELVETICA: REGULAR
"lowercase" 12PT 40% GREEN
- h5** HELVETICA: REGULAR
10PT 40% GREEN
- p** PALATINO: REGULAR
12PT 100% BLACK

CONTENT // BLOG PAGE

- H1** HELVETICA:
BOLD 24PT
100% NAVY
- H2** HELVETICA: BOLD
14PT 30% GREEN
- H3** HELVETICA: BOLD
12PT 100% NAVY
- H4** HELVETICA: REGULAR
"ALL CAPS" 12PT 100% BLACK
- H5** HELVETICA: REGULAR
10PT 40% GREEN
- H6** HELVETICA: ITALIC
10PT 40% GREEN
- P** PALATINO: REGULAR
14PT 100% BLACK



typography // home page

SIDEBAR

BLOG TITLE : h3

DATE : h5

BODY COPY : p

CONTENT

“FEATURED WORK” : h4

WORK TITLE : h1

BODY COPY : p

PORTFOLIO LINK : h4



typography // portfolio page

SIDEBAR

SELECTED TAB : h4

UNSELECTED TABS : h6

SELECTED WORK TITLE : h2

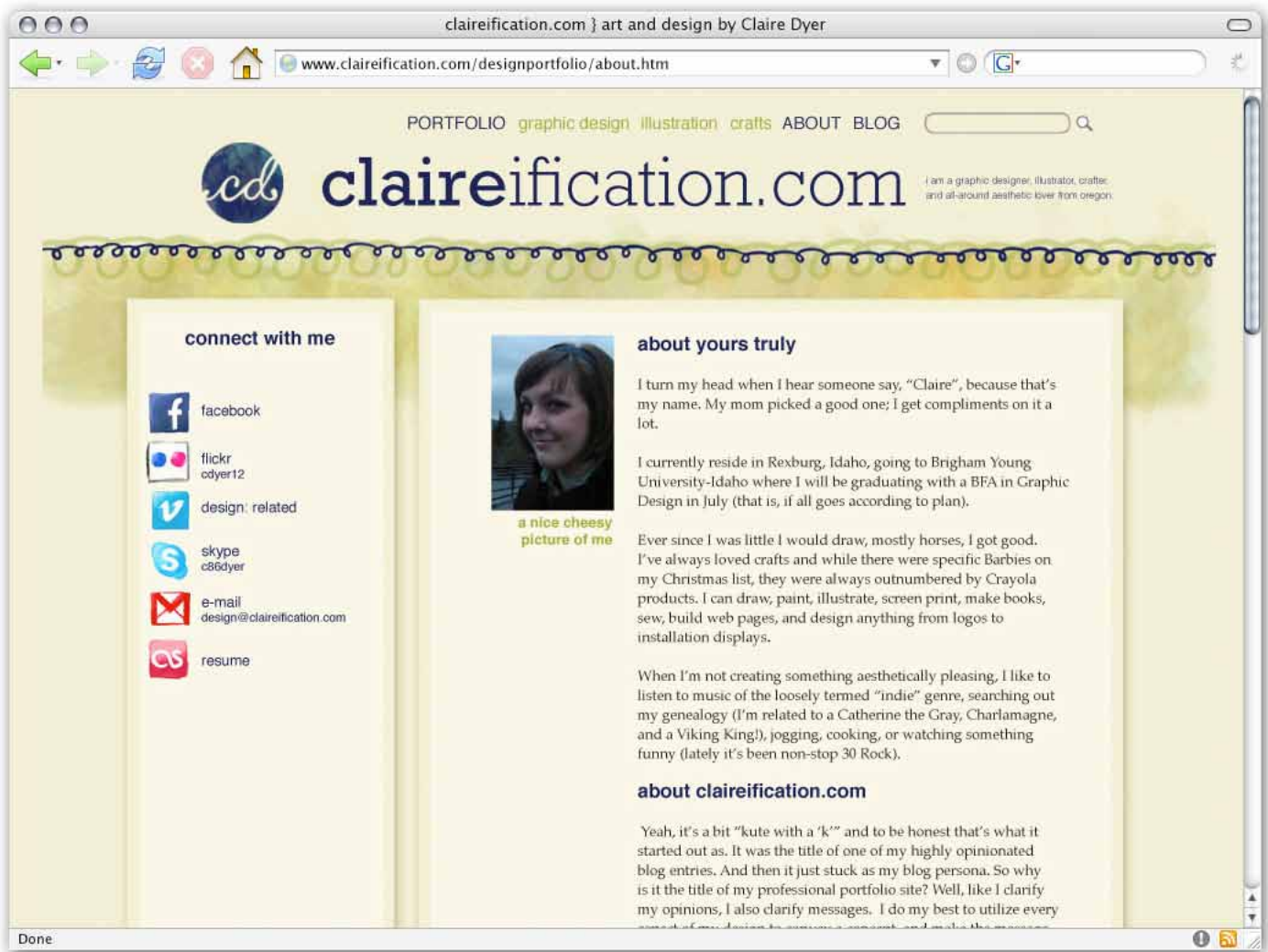
UNSELECTED WORK TITLES : h3

CONTENT

WORK TITLE : h1

WORK INFORMATION : h5

SUMMARIES : h3



typography // about page

SIDEBAR

“CONNECT WITH ME” : h1

LINKS : h3

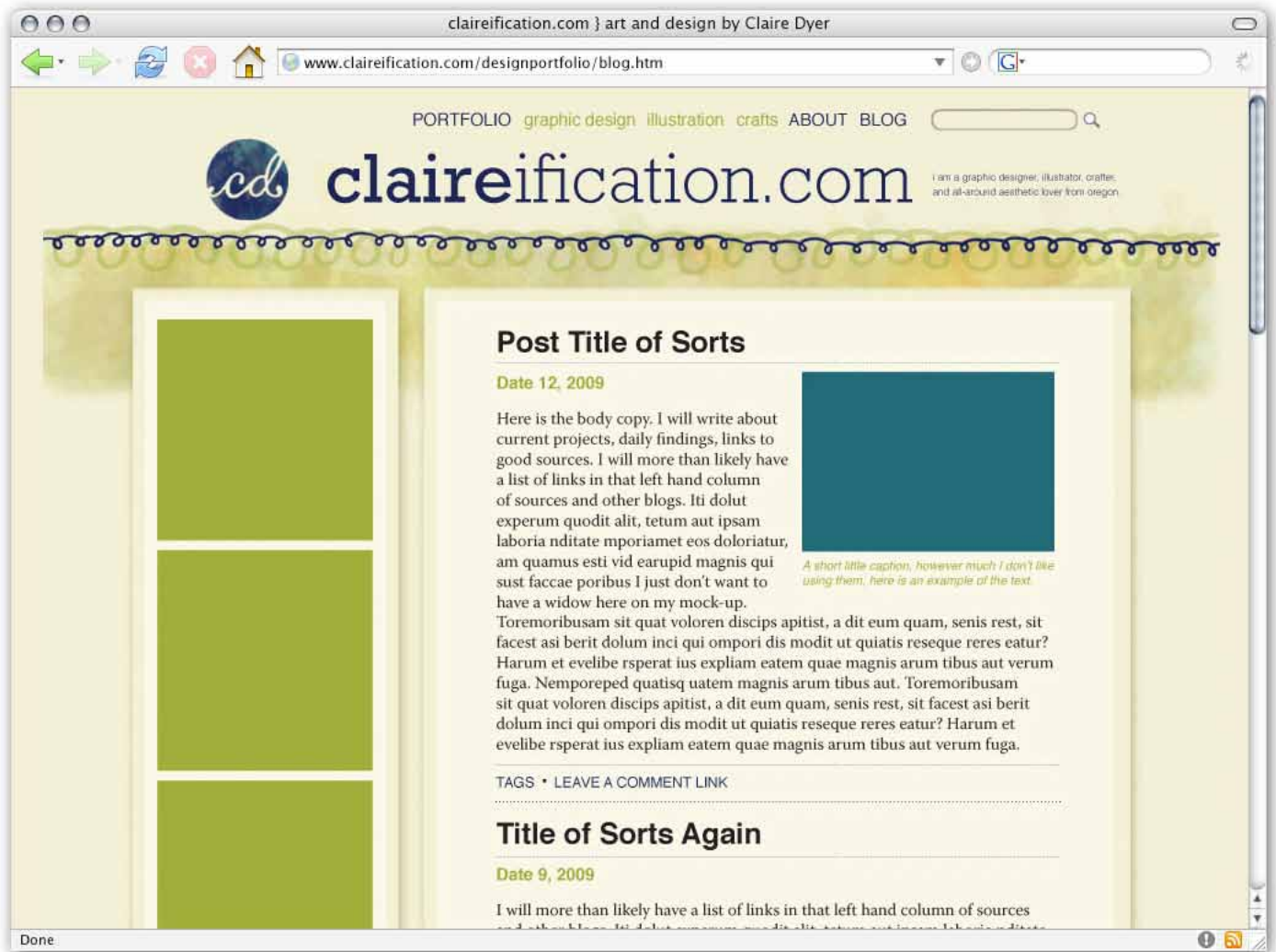
USERNAMES : h4

CONTENT

MY NAME : h2

ABOUT HEADERS : h1

BODY COPY : p



typography // blog

CONTENT

POST TITLE : h1

DATE : h2

BODY COPY : p

IMAGE CAPTION : h6

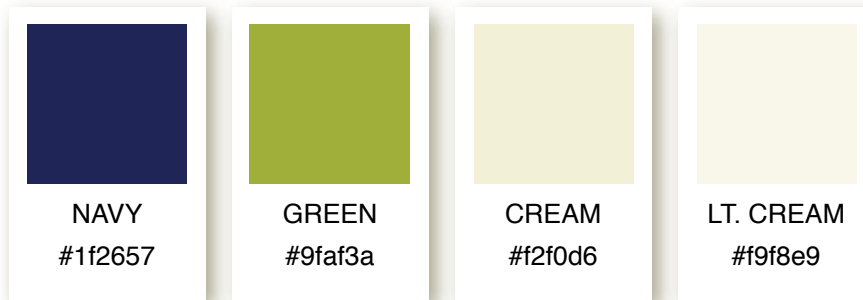
COMMENTS/TAGS : h4

COMMENT USER NAME : h3

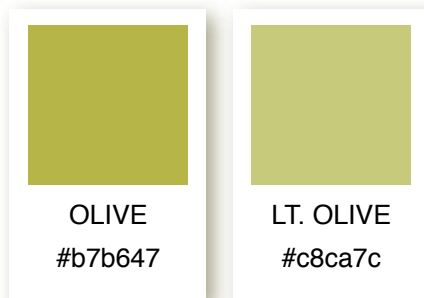
DATE/REPLY LINK : h5

color palette

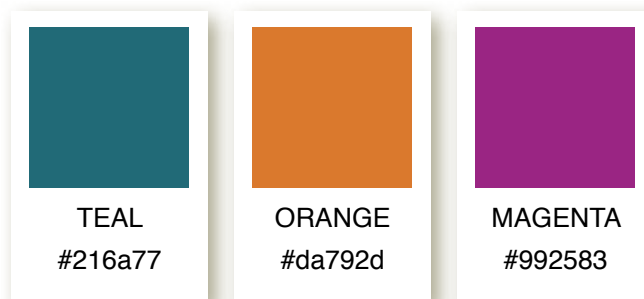
PALETTE CURRENTLY USED



PALETTE FOR PORTFOLIO SIDEBAR TABS



PALETTE FOR FUTURE USE



branding // logo

RULES

- 1 The logo is always square; do not stretch or distort
- 2 The cursive "cd" is transparent and can reveal colors behind it. Only reveal flat colors.
- 3 Other versions of this logo are not to be used on the current site, but may be used in future versions.

FUTURE USE

- 4 The only time any textured images can be revealed through this is with a corresponding cursive form and texture. These images are ONLY under my art direction.
- 5 Black and White, OKAY.
- 6 Different color circles under my art direction OKAY.

1



2



4



5



6



branding // type

claire rockwell std regular
ification rockwell std light

60pt **claire**ification

48pt **claire**ification

36pt **claire**ification

24pt **claire**ification

18pt **claire**ification

12pt **claire**ification



claireification.com

logo_title.png

images

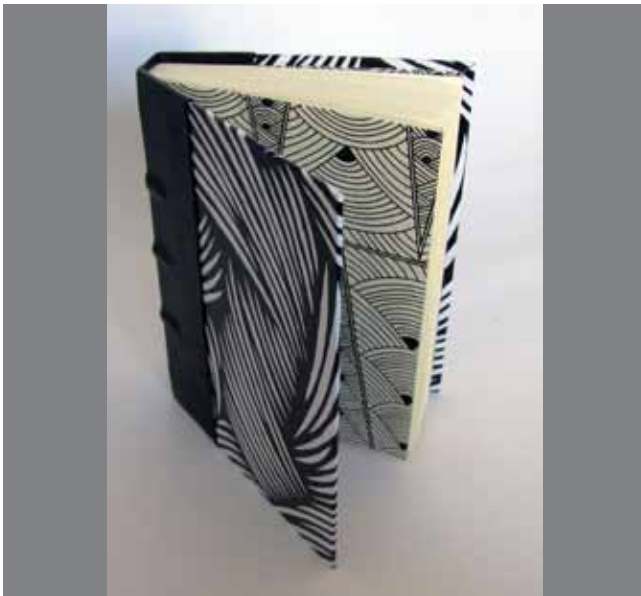
HOME & PORTFOLIO PAGES

When an image's height is more than its width, center the image horizontally and extend the height to 350px

When an image's width is more than its height, center the image vertically and extend the width to 380px

THUMBNAILS

Thumbnails for the portfolio page need to be made; all thumbnails are square (preferable: 60px by 60px at 72 dpi scaled down to 40px by 40px).



functionality

USER FRIENDLY PORTFOLIO VIEWER

The content will have side arrow links

When the left arrow is clicked the current screen shifts to the right and the next work appears, fitting in the same grid.


While the content is switching, the highlighted work on the sidebar will shift down to the new work, which is shifting in the content box.

When the user reached the end of the list and clicks on the right arrow, the next image is the top one listed.

1



PORTFOLIO [graphic design](#) [illustration](#) [arts](#) ABOUT BLOG



claireification.com

I am a graphic designer, illustrator, crafter, and all-around aesthetic lover from Oregon.

design illustration arts & crafts

- american tour t-shirt
- disc golf signage**
- sherwood t-shirt
- guerilla marketing
- carmex repackaging
- foyer de sion
- pitch
- reduce reuse recycling
- no child left behind
- information exhibit
- komodo expo


Keizer Rapids Park Disc Golf Signage

Client
Kevin Watson, City of Keizer, Oregon

Date
August 2009

Description
I designed an Identity and information booklet for a orphanage in Haiti wrong description blah blah blah we go today oh wowow.





PORTFOLIO ABOUT contact resume BLOG SITE PDF ALL RIGHTS RESERVED

PORTFOLIO [graphic design](#) [illustration](#) [arts](#) ABOUT BLOG



claireification.com

I am a graphic designer, illustrator, crafter, and all-around aesthetic lover from Oregon.

design illustration arts & crafts

- american tour t-shirt
- disc golf signage**
- sherwood t-shirt
- guerilla marketing
- carmex repackaging
- foyer de sion
- pitch
- reduce reuse recycling
- no child left behind
- information exhibit
- komodo expo

Sherwood T-Shirt

Client
Sherwood, Band
Jason Call, 2009 Tour Manager

Date
June 2009

Description
I was approached by Jason to design a shirt based off the band's current aesthetic wants. I developed a few ideas. The typewriter design stuck with the band and developed it until the band gave their stamp of approval.



PORTFOLIO ABOUT contact resume BLOG SITE PDF ALL RIGHTS RESERVED

links

NAVIGATION LINKS

link LINK

visted VISTED

hover HOVER

active ACTIVE

LINKS WITHIN TEXT

link

visited

hover

active