

Professional Portfolio Design

001_CWRK: Proposal | Professional Portfolio Project Proposal Video Presentation

[Learn more about the project](#)



About the project

My Professional Portfolio project revolves around artistic principles, centring on freelance work for an East Yorkshire company named Ideal Building Systems. This freelance endeavour aims to craft a high-fidelity design for their website, ensuring adherence to UI/UX design principles, accessibility standards, and ethical considerations.

The rationale behind incorporating this freelance project into my professional portfolio is rooted in the potential career path I aim to pursue post-university. Having previously freelanced for another East Yorkshire-based company, Despatch Cloud, during the summer of my first year at university, I have developed a genuine passion for this aspect of graphic design. I appreciate the opportunity to apply the skills acquired through my university education to real-world industry projects, indicating a potential future in this field once I complete my studies.

Ideal Building Systems

The company I'm collaborating with is situated in Bridlington. My close ties to this company have facilitated the opportunity to include this project in my portfolio, potentially opening doors for future job opportunities. Ideal Building Systems is an independent, family-owned business with extensive experience in the modular building industry. They specialise in providing individual units for on-site construction or temporary accommodation and full-scale system building packages in single or multi-storey units. Ideal Building Systems Limited offers personalised modular building solutions tailored to specific requirements alongside a diverse range of alternative portable building options.



Design Software

I've decided to utilise Figma as the primary software for this project due to its highly collaborative nature. This choice enables seamless communication between the company and me, allowing them to track progress and provide feedback on design alterations or content adjustments as needed. Figma is an effective communication platform throughout the design process, fostering a transparent and efficient workflow between all parties involved.



Design Assets

The company has graciously provided me with selected assets to incorporate into my designs, serving as both content and guidelines. This valuable resource ensures that my final outcome aligns closely with the company's vision and expectations, ultimately enhancing the quality and relevance of the designs. Leveraging these assets allows me to produce the best possible result, as it facilitates a harmonious integration of their branding elements and desired aesthetic into the project.

This is bold and this is strong. This is *italic* and this is **emphasized**. This is ^{superscript}text and this is _{subscript}text. This is underlined, this is `[code]`, and this is a [link](#).

HEADING LEVEL 2

HEADING LEVEL 3

HEADING LEVEL 4

HEADING LEVEL 5

HEADING LEVEL 6

Nunc lacinia ante nunc ac lobortis. Interdum adipiscing gravida odio porttitor sem non mi integer non faucibus ornare mi ut ante amet placerat aliquet. Voluptat eu sed ante lacinia sapien lorem accumsan varius montes viverra nibh in adipiscing.

LISTS

UNORDERED

- Dolor pulvinar amet etiam.
- Sagittis adipiscing lorem elefend.
- Felis enim feugiat viverra.

ALTERNATE

- Dolor pulvinar amet etiam.
- Sagittis adipiscing lorem elefend.
- Felis enim feugiat viverra.

ORDERED

- Dolor pulvinar sed etiam.
- Etiam vel lorem sed amet.
- Felis enim feugiat viverra.
- Dolor pulvinar magna etiam.
- Etiam vel felis at sed viverra.
- Felis enim feugiat amet dolore.
- Dolor pulvinar lorem etiam.
- Etiam vel felis at lorem amet.
- Felis enim feugiat viverra.
- Dolor pulvinar magna etiam.
- Etiam vel felis sed viverra.

DEFINITION

Alpha

Lorem ipsum dolor vestibulum ante ipsum primis in faucibus vestibulum. Blandit adipiscing eu felis iaculis volutpat ac adipiscing accumsan eu faucibus. Integer ac pellentesque praesent.

Beta

Lorem ipsum dolor vestibulum ante ipsum primis in faucibus vestibulum. Blandit adipiscing eu felis iaculis volutpat ac adipiscing accumsan eu faucibus. Integer ac pellentesque praesent.

Gamma

Primary

Large

Small

Fit

Fit + Small

QIcon

Primary

FORM

Name Email

- Select -

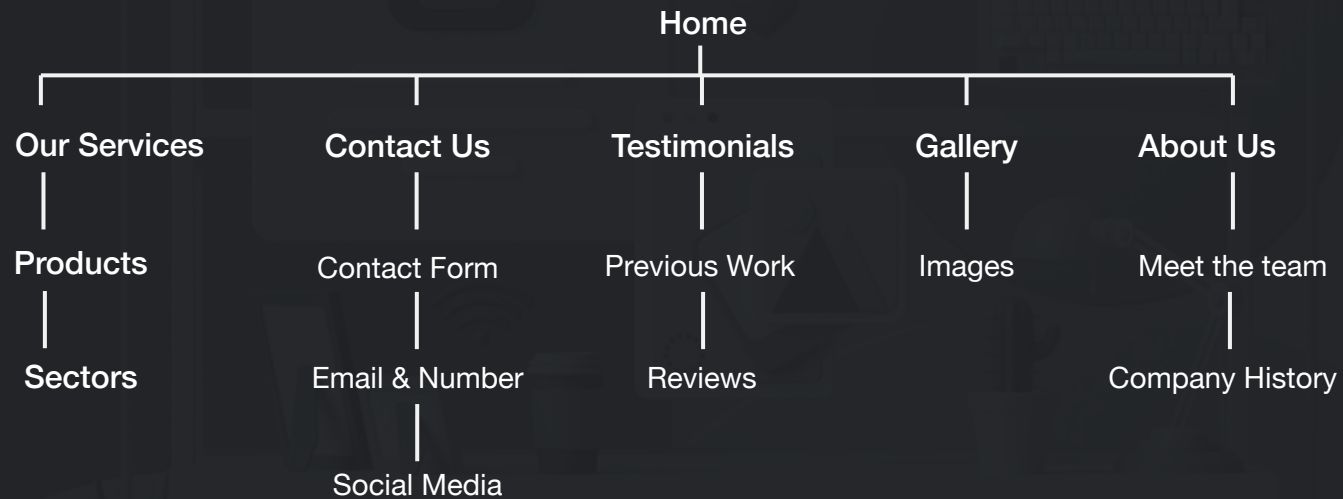
Radio alpha Radio beta Radio gamma

Checkbox alpha Checkbox beta

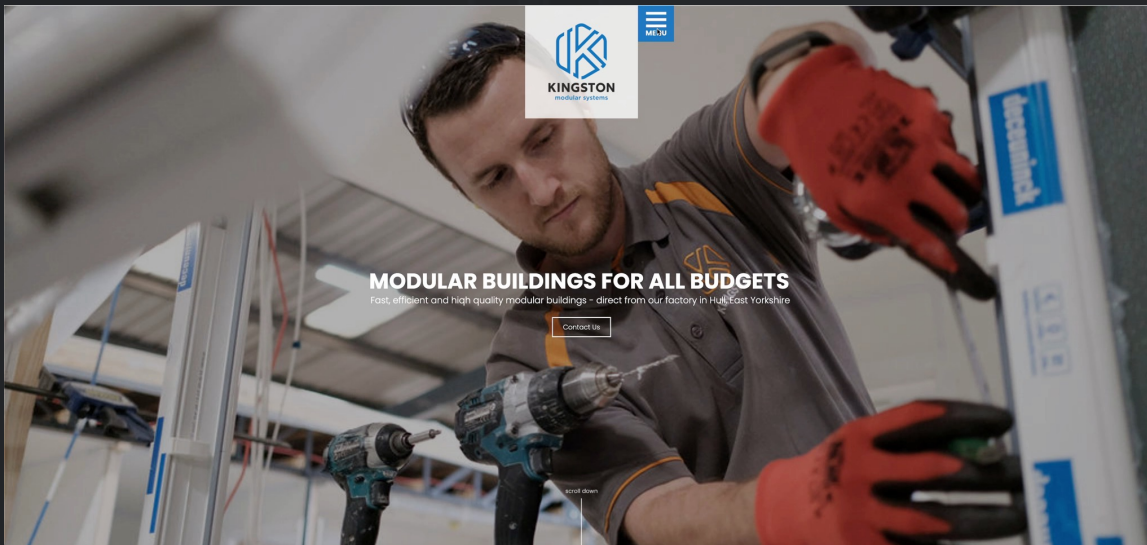
Alpha beta gamma delta



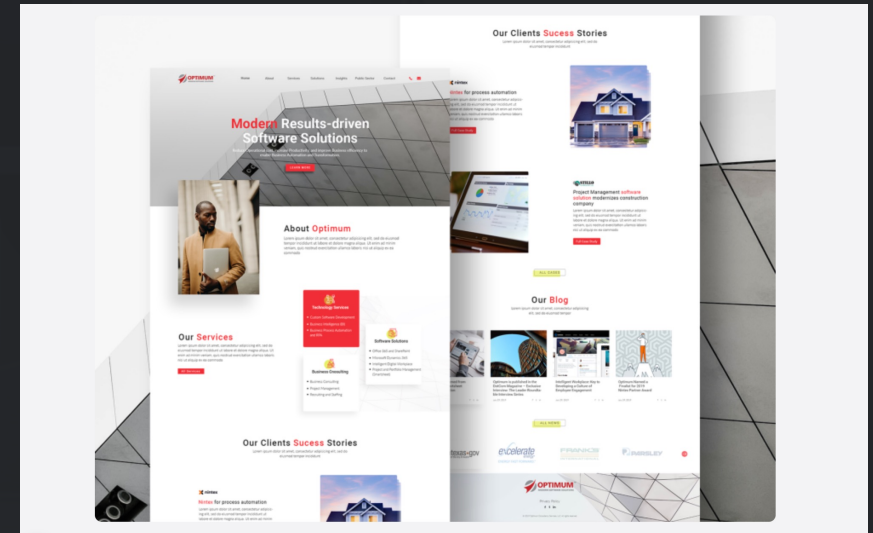
Design Content



Design Inspiration



Kingston Modular Systems



Dribbble

Design Considerations

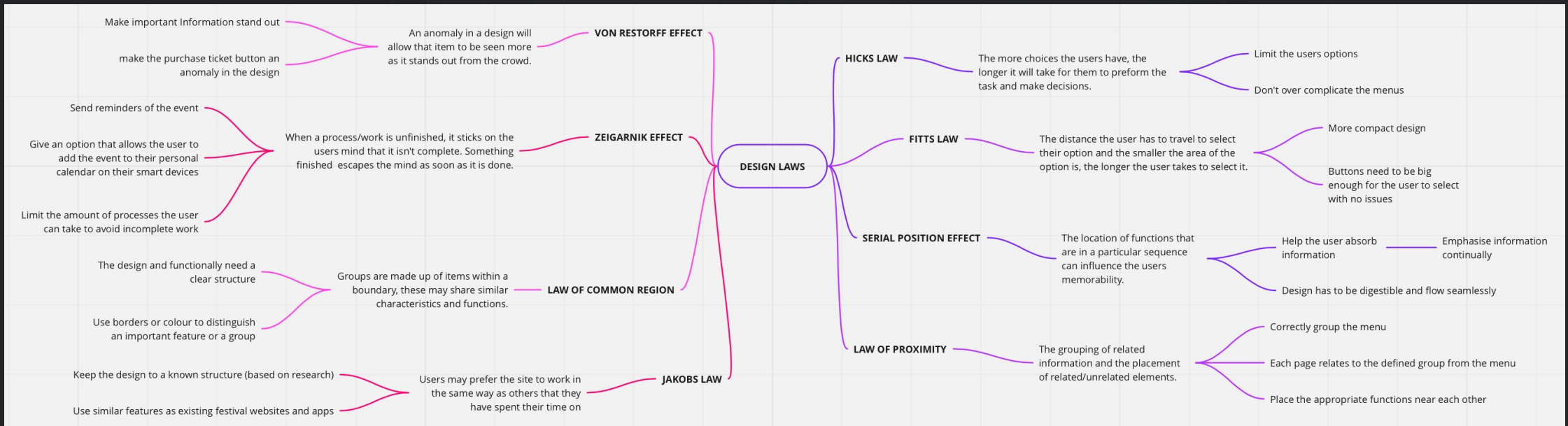
To excel as a UI/UX designer, it's essential to adhere to design principles and integrate ethical and accessibility considerations into the process. These serve as foundational elements that guide my design decisions. Throughout the design process, I'll draw upon these principles, ensuring that my work caters to diverse audiences and provides an inclusive experience for all users. This commitment to incorporating design laws, ethics, and accessibility considerations will be evident in every aspect of my designs, aiming to deliver an experience that resonates with everyone and meets their needs effectively.

The image displays six posters, each detailing design guidelines for a specific user group. Each poster is divided into 'Do...' and 'Don't...' sections, often with 'Do this' sub-sections. The posters include icons, code snippets, and visual examples of good and bad design practices.

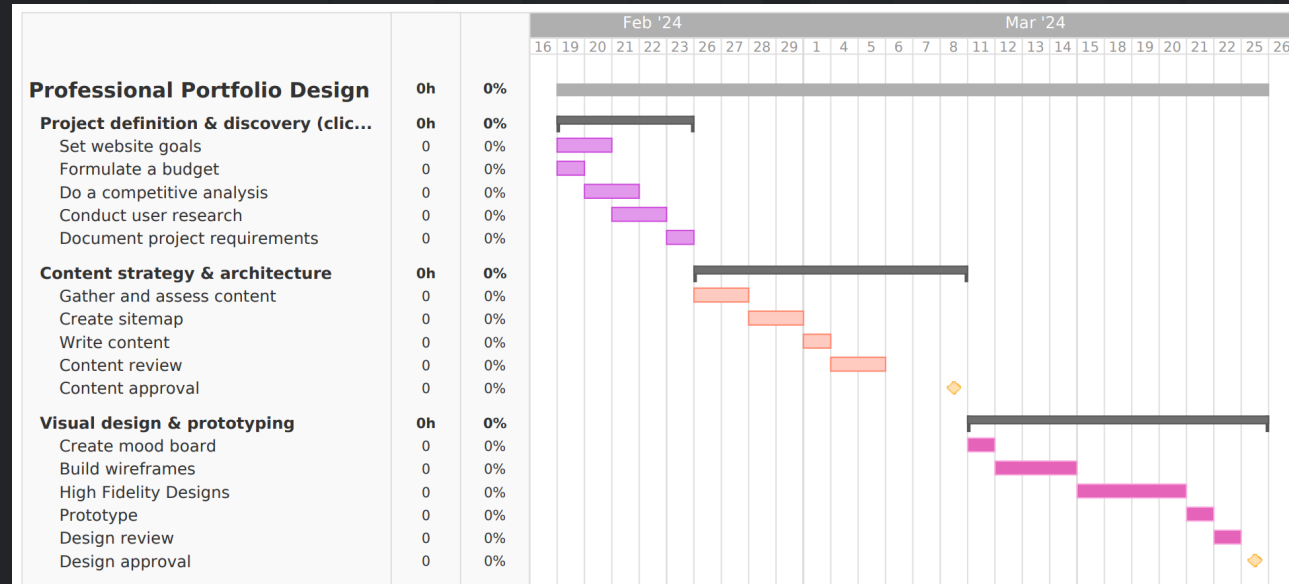
- Designing for users on the autistic spectrum:**
 - Do...** use simple colours, write in plain language, use simple sentences and bullets, make buttons descriptive, build simple and consistent layouts.
 - Do this** use figures of speech and idioms.
 - Don't...** use bright contrasting colours, create a wall of text, make buttons vague and unpredictable, build complex and cluttered layouts.
- Designing for users of screen readers:**
 - Do...** describe images and provide transcripts for video, follow a linear logical layout, structure content using HTML5, build for keyboard use only, write descriptive links and headings.
 - Code:** `<alt>`, `<h1>`, `<nav>`, `<label>`, `Contact us`.
 - Don't...** only show information in an image or video, spread content all over a page, rely on text size and placement for structure, force mouse or screen use, write uninformative links and headings.
- Designing for users with low vision:**
 - Do...** use good colour contrasts and a readable font size, publish all information on web pages, use a combination of colour, shapes and text, follow a linear logical layout, put buttons and notifications in context.
 - Code:** `Start`, `Submit`.
 - Don't...** use low colour contrasts and small font size, bury information in downloads, only use colour to convey meaning, spread content all over a page, separate actions from their context.
- Designing for users with physical or motor disabilities:**
 - Do...** make large clickable actions, give clickable elements space, design for keyboard or speech only use, design with mobile and touchscreen in mind, provide shortcuts.
 - Code:** `Yes`, `Tab`, `Postcode`, `Find address`.
 - Don't...** demand precision, bunch interactions together, make dynamic content that requires a lot of mouse movement, have short time out windows, tire users with lots of typing and scrolling.
- Designing for users who are deaf or hard of hearing:**
 - Do...** write in plain language, use subtitles or provide transcripts for videos, use a linear logical layout, break up content with sub-headings, images and videos, let users ask for their preferred communication support when booking appointments.
 - Do this** use a linear logical layout.
 - Don't...** use complicated words or figures of speech, put content in audio or video only, make complex layouts and menus, make users read long blocks of content, make telephone the only means of contact for users.
- Designing for users with anxiety:**
 - Do...** give users enough time to complete an action, explain what will happen after completing a service, make important information clear, give users the support they need to complete a service, let users check their answers before they submit them.
 - Code:** `We have sent your email`, `Contact us`.
 - Don't...** rush users or set impractical time limits, leave users confused about next steps or timeframes, leave users uncertain about the consequences of their actions, make support or help hard to access, leave users questioning what answers they gave.

Design Considerations

To excel as a UI/UX designer, it's essential to adhere to design principles and integrate ethical and accessibility considerations into the process. These serve as foundational elements that guide my design decisions. Throughout the design process, I'll draw upon these principles, ensuring that my work caters to diverse audiences and provides an inclusive experience for all users. This commitment to incorporating design laws, ethics, and accessibility considerations will be evident in every aspect of my designs, aiming to deliver an experience that resonates with everyone and meets their needs effectively.



Time Management



Aligning my project timeline with the timeframe provided by the company is crucial for ensuring efficiency and meeting industry standards. Adhering to deadlines is essential in professional settings, and this practice reinforces my commitment to delivering high-quality work within specified timeframes. Implementing an effective time management system will be instrumental in my success as a freelancer, enabling me to optimise productivity and promptly meet project milestones.

Each task on my Gantt chart undergoes meticulous planning to ensure comprehensive coverage of all necessary elements required to complete the project. By incorporating detailed timelines for each task, the Gantt chart serves as a reliable guide, aiding me in staying on track with project milestones and deadlines. This systematic approach facilitates effective time management and enhances overall project organisation and execution, ultimately contributing to the successful completion of the work within the designated timeframe.

Project Execution

I'm currently in the process of establishing my website, where I will host selected pieces of university work to serve as my portfolio for future reference. This platform will also showcase the final results of the project I'm working on, providing a comprehensive display of my skills and achievements. Hosting my own domain gives me complete control over the content and presentation of my portfolio, allowing me to tailor it to represent my capabilities and aspirations best.



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