

Site Needs and Goals Analysis

Project Summary

This is intended to be a site that gives a little bit of insight into 'what inspires me to create.' I chose to make use of the imagery in my site to express some of what inspires me to create rather than delving in depth into my interests. This will allow me to use this as a template for a portfolio site in the future or any number of other sites that give information about myself. The primary goal of this site was to "dust off the cobwebs" of not having used Dreamweaver in several months--the secondary goal of this site is shameless self-promotion.

Communication Strategy

Since I myself have a tendency to let my actions speak for me I decided to let most of the imagery in the site speak for itself. I tried to give a sense of movement and visual rhythm to the site in hopes of keeping the audience interested in what I (will) have to say.

The obvious goal of this use of imagery is to get the audience's attention. To make them think that the site looks good thereby giving more impact to the self-promotion aspect of the site. Overall the strength of this site will be determined by my ability to win over the instructor and students in the class--as this is first and foremost for a grade.

Targeted Message

"Mark Zimmerman design portfolio."

or...

"Mark Zimmerman in all his glory."