

Client

Project name

Kai's portfolio



About client

"Kai is a multidisciplinary artist, currently in school to graduate with an Associate's in Graphic Design. He is skilled at drawing, painting, photography. He is currently developing new skills in Web Design, Adobe programs, and design concepts. Outside of visual art, he is also a theatrical performer, and models for art classes. Kai is a very busy person with a passion for learning and creating in any position he finds himself in."

Contact

Phone: 608 573 1485

Email: kndmusic1@gmail.com

Project details

Problem

I want to create a website to promote myself (Kai DeRubis) as an artist. I want to find a way to represent multiple art forms within a website without overwhelming it too much.

Goals & objectives

Create a simple but engaging website to promote myself (Kai DeRubis) as an artist. I want to find a way to represent multiple art forms within a website without overwhelming it too much.

Target audience

- Artists
- Directors
- Queer young adults who want to buy art
- Employers for artistic positions

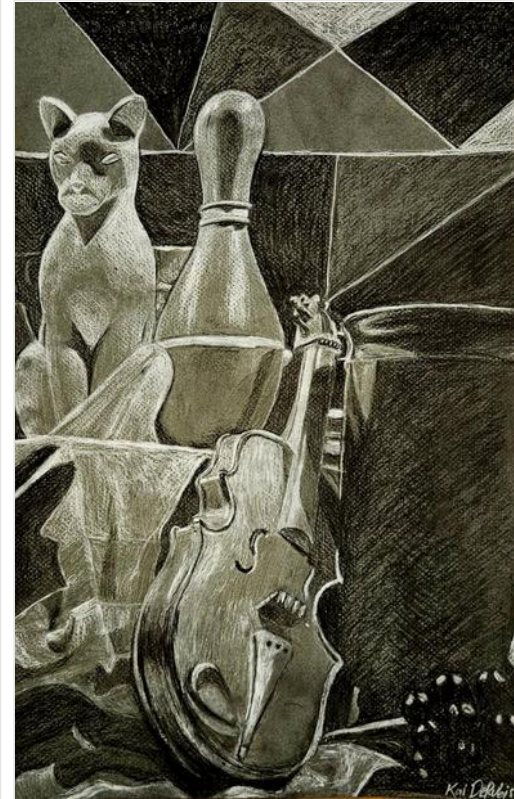
Creative direction

- Warm and vibrant tones, contrasting some black and white
- Simplistic but engaging
- Profile photo
- About section
- Portfolio section to show off examples of different art forms with descriptions
- Contact me

References



Moodboard



Brand personality

- Adventurous
- Creative
- Caring
- Engaging
- Friendly

Budget & scope

Budget: \$0

Timeline: Weeks 11 - 12 of Web Design class

Deliverables

- Paintings
- Drawings
- Photography
- Graphic Design
- Other services (performing arts)

Timeline		