

My material is going to explore **personal branding**.

I chose this subject because I find it beneficial for my personal future, as well as allow me to help others with solving similar design issues.

This topic includes a lot of information, which I selected from several websites to summarize the most important points in creating a personal brand. I feel like the data is overwhelming, therefore I'm looking

to stick with very simple layout, rich in info, that will populate the page thus create a design on its own. My goal is to present this in the "pill" format, so that an individual who is new to the subject can familiarize themselves with only most important points.

I seek to include some interactivity, such as animated buttons, and hover effect links to present my subject in an engaging manner.

This will be a scroll page, with sticky nav bar on the top and content columns in each section.

Depending on how the content places within my design, I'm ready to include accordion elements.

I'll start with elaborating on **how to envision yourself**.

I find it to be a fundament to this subject as there must be some content structure in place before seeking design answers.

The section will elaborate on how to identify your passions, ideal traits, goals for the future and lastly professional outlook. All that will create a skeleton to work on afterwards

After the subject matter is in place, we shall speak of **design choice that fits the brand**. We won't make a polished look for a nanny, just as vibrant color doesn't suit a civil engineer.

I found it important to speak of a good, catchy website title. H1's are important for accurate web searches thus play a crucial role in self-marketing.

Next comes the picture vs data. What is your strong side? Are you a creative professional?

Perhaps you come off better in writing? Those are to be determined here.

Lastly social platforms. Brief talk about LinkedIn, Facebook, Behance, maybe PetFinder is what you need if you're a freelance animal service worker. More on that in this chapter.

Next section will speak of the **resume and portfolio**

We will choose what is best for you and how to incorporate it in your website efficiently (downloadable PDF sometimes may lose to an interactive gallery)

Lastly I'd like to present some examples of diversified **personal branding websites**, for those that learn by visual experience.

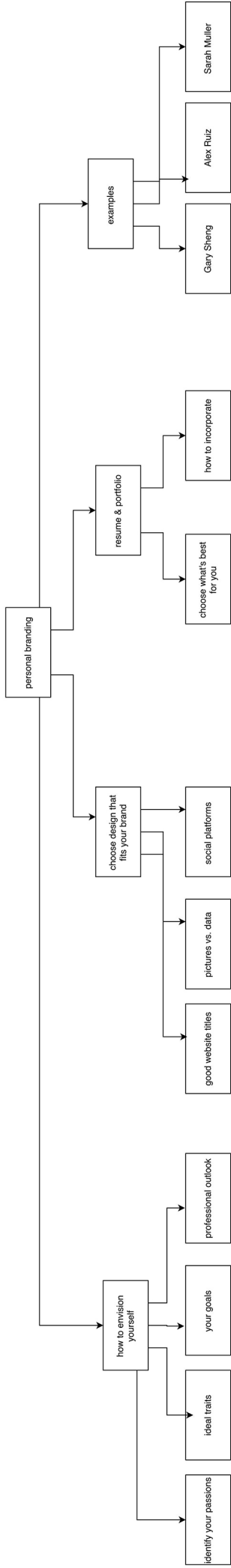
I featured Gary Sheng, Alex Ruiz and Sarah Muller.

Some links used in data gathering:

<https://www.quicksprout.com/the-complete-guide-to-building-your-personal-brand/>

<http://www.strikingly.com/blog/4-types-good-website-titles/>

<http://www.strikingly.com/blog/10-personal-branding-websites/>



[about titles](#)

[source guide for branding](#)

[branding example sites](#)

This topic includes a lot of information, which I selected from several websites (listed and not listed above), to summarize the most important points in creating a personal brand. I feel like the data is overwhelming, therefore I'm looking to stick with very simple layout, rich in info, that will populate the page thus create a design on its own. My goal is to present this in the "pill" format, so that an individual who is new to the subject can familiarize themselves with only most important points. I seek to include some interactivity, such as animated buttons, and hover effect links to present my subject in an engaging manner. This will be a scroll page, with sticky nav bar on the top and content columns in each section. Depending on how the content places within my design, I'm ready to include accordion elements.

Project Name

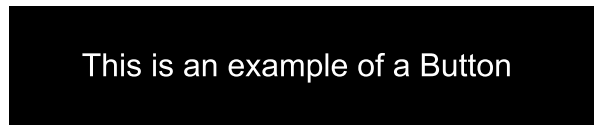
Style Tile
version:1



Possible Colors



Textures



This is an Example of a Header

Ink Blossoms Script

This is an Example of a Sub Head

Raleway

Basic text presented in Lato regular.

No silly people in business professional clothing within a large, group stock picture.

No outdated photo comps trying to picture individuality

Friendly and warm user interface

Letterpress semiotics single-origin coffee franzen, try-hard organic forage kitsch paleo

iPhone pinterest. Ugh bicycle rights direct trade narwhal, vegan banh mi waistcoat

brunch cray put a bird on it. Quinoa ramps godard scenester 3 wolf moon. Heirloom chia

Adjectives

Creative
Slides

Color
Pop

Dolor

Clean
Style

Dark &
White

Linear &
Boxy

