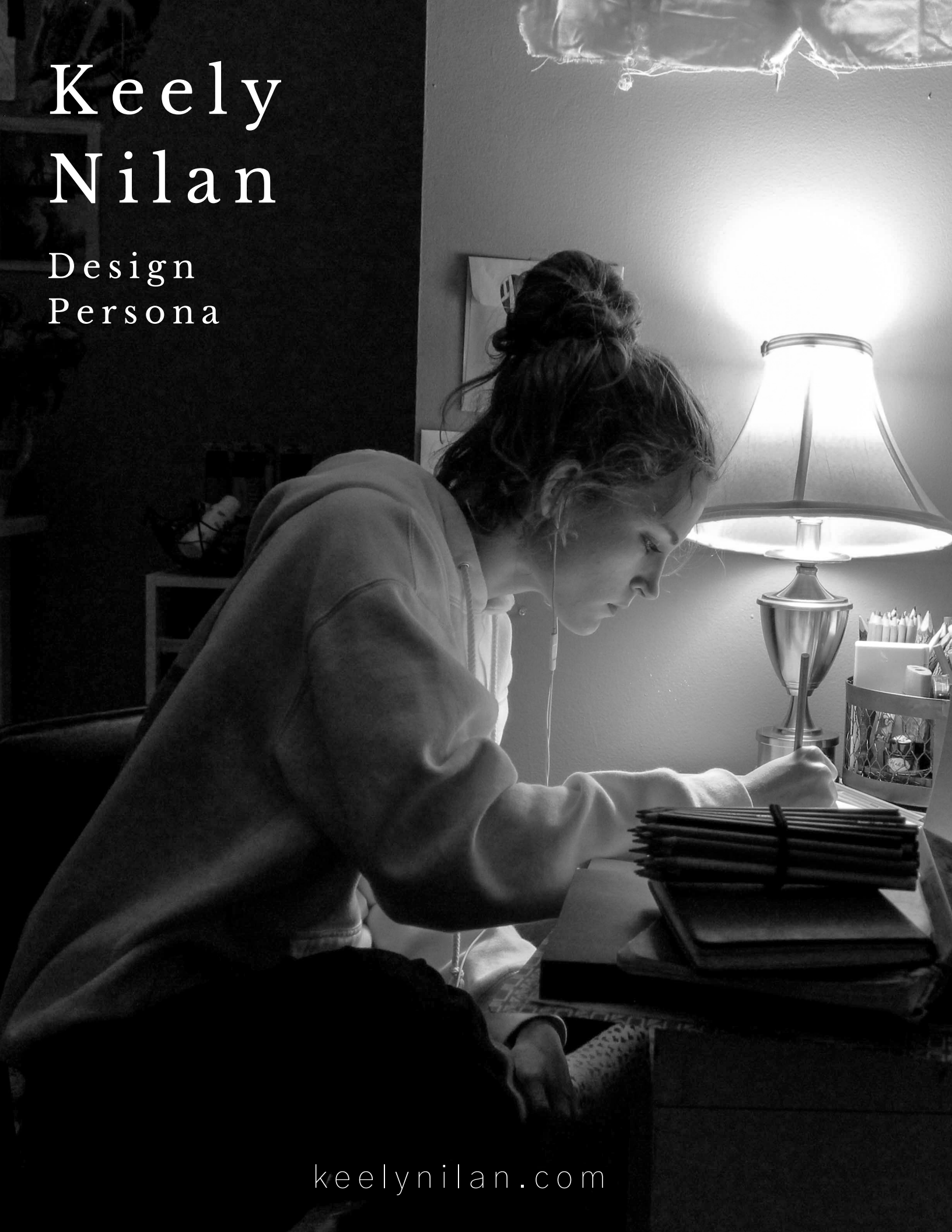


Keely Nilan

Design
Persona





Overview

My brand personality consists of artistic, creative ability and a desire to do good for the sake of goodness.

I am finding my way with a penchant for art.

I am driven by love of community and commitment to honesty and realness.



Field Diversity Statistics

Communications – Public
Relations

Women – 70 %

Men – 30 %

White – 88 %

Black – 8 %

Latinx – 6 %

Asian – 3 %



Job Selection Intentionality

I hope to join a business that cares about people and holds social justice and diversity values. I want to work in a field that is as exciting and youthful as it is impactful.

I believe there is great potential for a better world for all people and we must challenge ourselves to get there.

I believe in learning and action.

I believe that art and design can be tools in uniting communities and spreading powerful visual messages.



Brand Traits

CREATIVE

but not disorganized

LAID BACK

but not lazy

ADVENTUROUS

but not flaky

QUIET

but not shy

HONEST

but not rude

KIND

but not a pushover

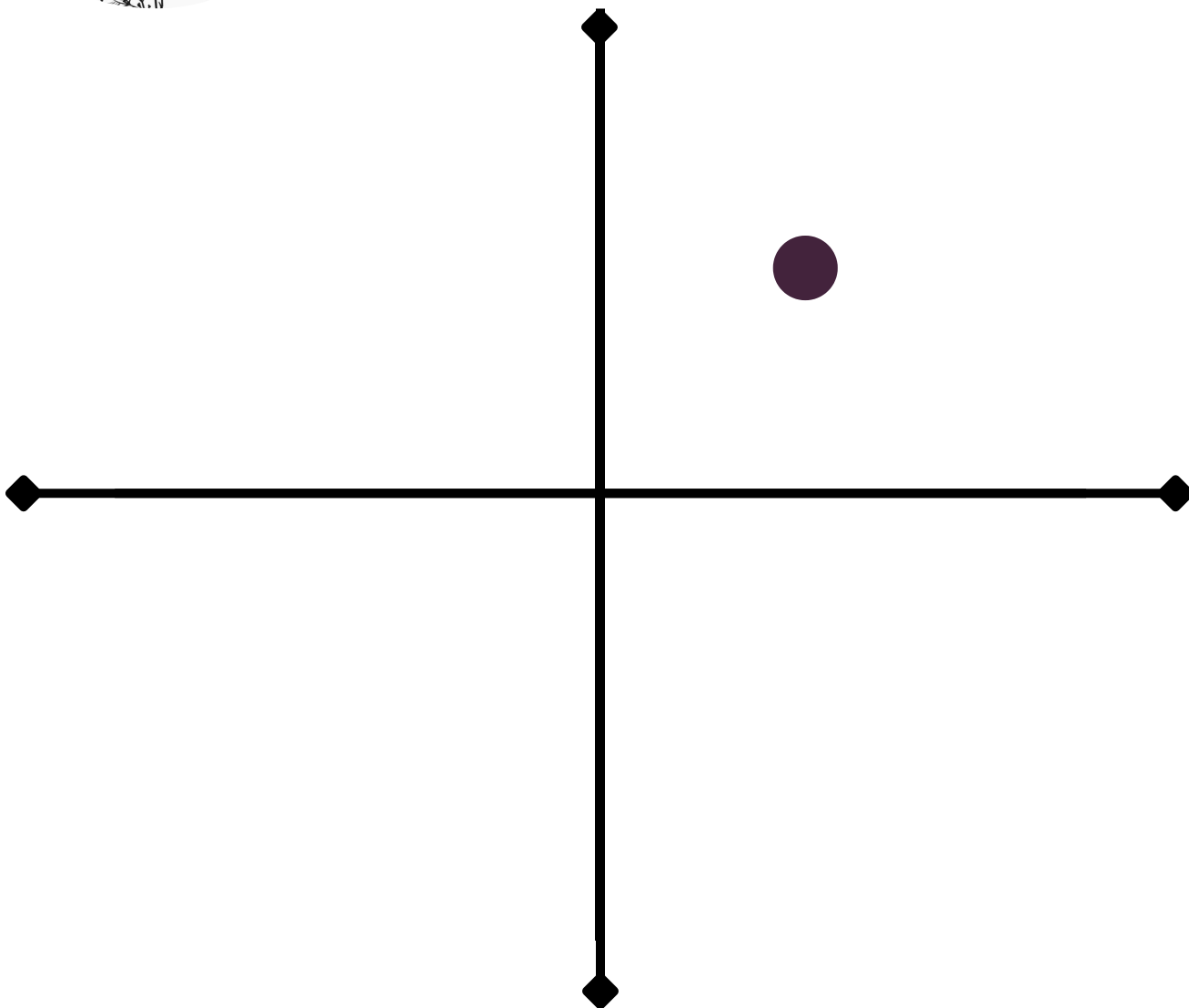


Personality Map

DOMINANT

UNFRIENDLY

FRIENDLY



SUBMISSIVE



Voice

Words play an important role in my art and they will be an important role in the site as well. When considering font usage and portraying my personality, I thought of 'chill words in a fancy font.'

In contrast to the visuals of the site, the voice will be laid back and casual. It will be relaxed and humble without trying too hard to be 'relatable.'

An important characteristic of my site's voice is its honesty. I want to be as real as possible, negating the possibility of try-hard syndrome.

I understand my site's voice to be similar to dry humor: you may not notice the humor at first, but it is definitely there.





More Voice

IN APP GREETING

Hey, you made it! Welcome.

SUCCESS FEEDBACK

You're good at this

ERROR FEEDBACK

Whoops, check again.

GENERAL MESSAGE

I'll be back with more soon!

CRITICAL FAILURE

Shit! It's not your fault, the problem is in the works.

MARKETING COPY

There's even more accessible content on Instagram! Check it out!

Mood Board



live for a cause,
not an applause

at the f?
that's wack
I AM
A RAY
OF
FUCKING
SUNSHINE
X

MIX MEDIA
MULTI-MEDIAS
MÉTIÈRES MÉDIAS
MIXED MEDIA
40 sheets, feuilles, hojas

i retreat...

best taken in...
a shaking hand across his...
sorry," he said, stricken.
"Matthew, Gallowglass, F...
the walls," Jack protested.
more so than da Vinci...
"Or Matthew, come to thi...
in Prague." Humor illumir...
mmed once more.
running deer is one thing...
pictures—not even me," Ja...
ng of a decaying corpse floa...
rt and music must come fr...
by the shoulder.





Visual Lexicon

COLOR

These colors were chosen because of their dark, moody aesthetic that is colorful but not vibrant. The purple and blue are the main colors with green and grey for accents and smaller graphics. The former two contrast well with white fonts, and the latter two contrast well with black fonts.

White (#ffffff) and black (#000000) will be used throughout the site for simpler designs.

#9D8E7F

#839073

#172A3A

#43233C



More Visual Lexicon

TYPOGRAPHY

I chose Libre Baskerville as my main header font because it is sophisticated and professional.

I chose to use versions of Gotch A1 for the secondary header and body font so that the more casual, fun sans serif font would outnumber the leading serif font.

The Gothic A1 Bold is a good transition from header to body as it is bold like Libre Baskerville yet sleek like its thin version. It will be used primarily in all caps but as a font size that doesn't overpower the body.

H E A D E R
F O N T

Libre
Baskerville

S E C O N D A R Y
H E A D E R
F O N T

Gothic A1 Bold

B O D Y F O N T

Gothic A1 Thin



Last of Visual Lexicon

GENERAL STYLE NOTES

My goal is to create a moody website that is not overwhelmingly dark and hard to understand. I like the colors of the Pottermore site (wizardingworld.com) and the fantastical, fairytale-like illustrations on the Between Two Books site (between-two-books.co.uk). I would like to use illustrations to create a sense of depth through laying it on top of a background color.

Imagery is also a key part. Photos always catch my attention on sites and I'd like to reflect that with my own. I also like to write so I plan to balance the amount of writing with an equal (or more) amount of photographs.



Engagement Methods

RECOMMENDATIONS

Peer-to-peer recommendations of art, music, movies, and more. Perhaps a one-for-one: I recommend something and the user does too. Hopefully, this can attract like-minded people with similar interests.

WEEKLY THIS OR THATS

Tid-bits about news in the art world
Passages from books
Guess the song lyric
Funny memes

PERSONALIZATION

User can name characteristics and I can curate a personalized playlist on Spotify

*Sincerely,
Keely*

