

PORTFOLIO

PROJECT

|

WEB

DESIGN

STUDIO

— BRIEF

Scope

Who is it for?

The website should be aimed at future clients, customers & lectures.

Where does it work?

The website should work anywhere there is an Internet connection, be it 3G, Wifi or Wired connections.

What does it work on?

The website should work on a verity of devices but mainly desktop computers, smart phones and tablets.

Content

What is in it?

The website should mainly include work, information about me and a contact page. Other content could be added but should be considered secondary.

Functionality

What does it do?

The website should show the viewer my work, inform them about my work and I and provide contact details. All within a well structured UI.

Skeleton

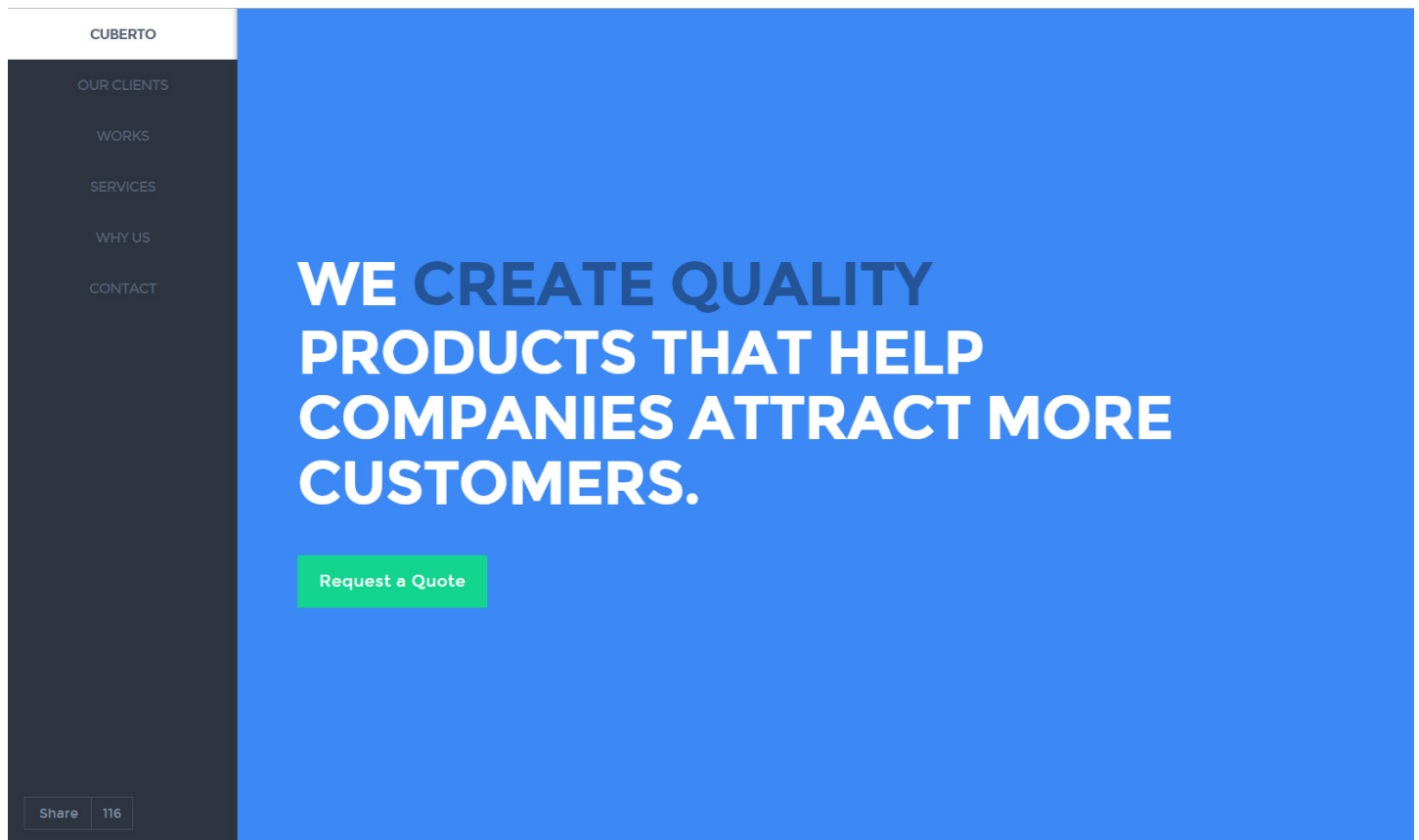
How does it work?

Content will be easy to access, laid out on several pages with an intuitive design, guiding the user through the website. The most important parts should be shown first such as the work section followed by personal information and contact details.

Presentation

How does it look?

The portfolio should look clean legible and user friendly. Keeping to a minimal feel with no one strong direction or style.



Cuberto.com is a portfolio website for a design company that helps improve their clients' customer base. On first glance, the website informs the viewer of what the company is about in a clear and bold way, a splash page leading you further into the website. The website has a single page scrolling layout, allowing all the sections to be loaded simultaneously for a better user experience. The sections are linked with a side bar navigation. The side bar is fixed, allowing the user to flow effortlessly between sections, either via the scrollbar and mouse wheel or by clicking block sections on the nav bar. Visually, the navigation corresponds to the section you're on, giving the site a more professional feel. The layout of information on the site is clean, clear

and modern, using sans-serif text, bold heading to define sections, and rich media as a visual aid. Sections follow a hierarchy aimed at the demographic that would be viewing it. The sections at the top of the website inform the user of their previous clients and show the work they have produced; this is then followed by the services they can provide for you and why you would choose them, and finally, a contact page with information about where to find them and how to get hold of them. This layout, combined with the visuals and technical aids, makes this a great example of a clean, simple yet effective portfolio website, aided at increasing their client base and ultimately expanding their company.

Share 116

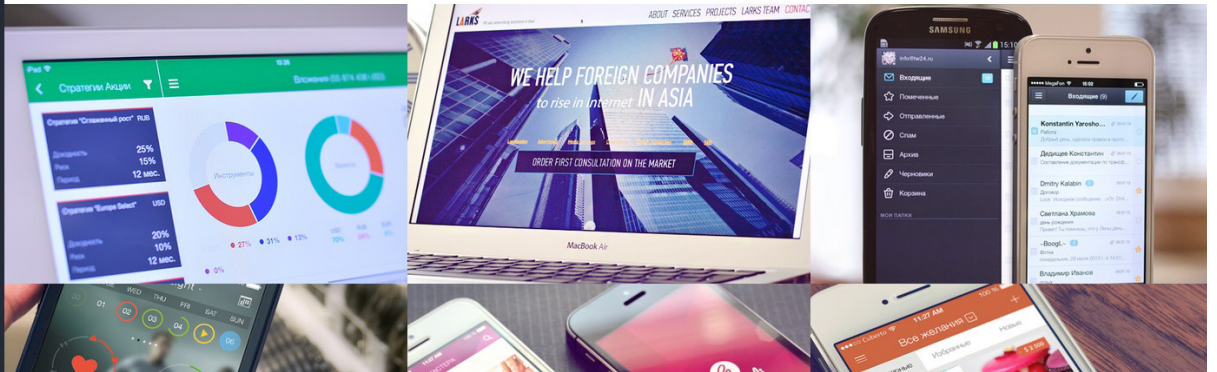
OUR CLIENTS

We have clients worldwide. We work with start-up companies and large corporations. Our goal is to pay special attention to each client, providing them with a high-quality final product. And our specialists take care of this. To achieve these results, we try to understand client's requirements the best that we can, and offer effective ways to solve their business tasks.

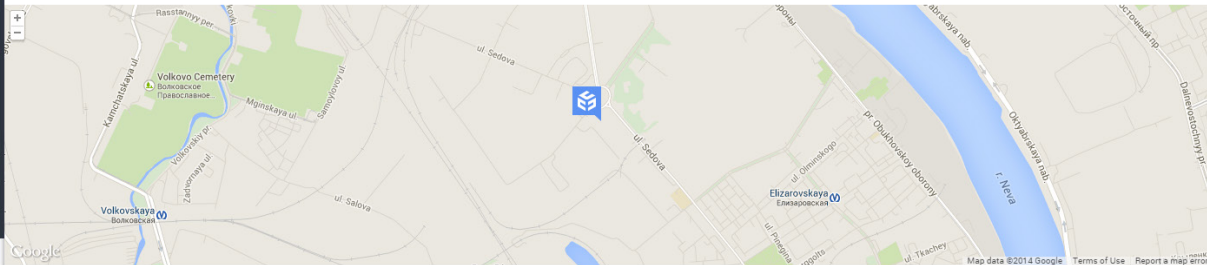
Many of our clients stay with us for a long time. Our company always tries to develop long-term relationships. We also provide support services for finished products. We are always glad to get new projects – each one challenges us to make interesting and effective products.

“Cuberto team delivered in spades, producing top-quality work in a short amount of time. Their workflow is efficient. Highly recommended!”

Wayne Greenwood, VP Product Design & UX
Striiv



Share 116



CONTACTS

If you have any questions or would like to collaborate with us, we will be glad to get in touch with you. Write us an email or submit the form below.

 Interested in ...

 Name

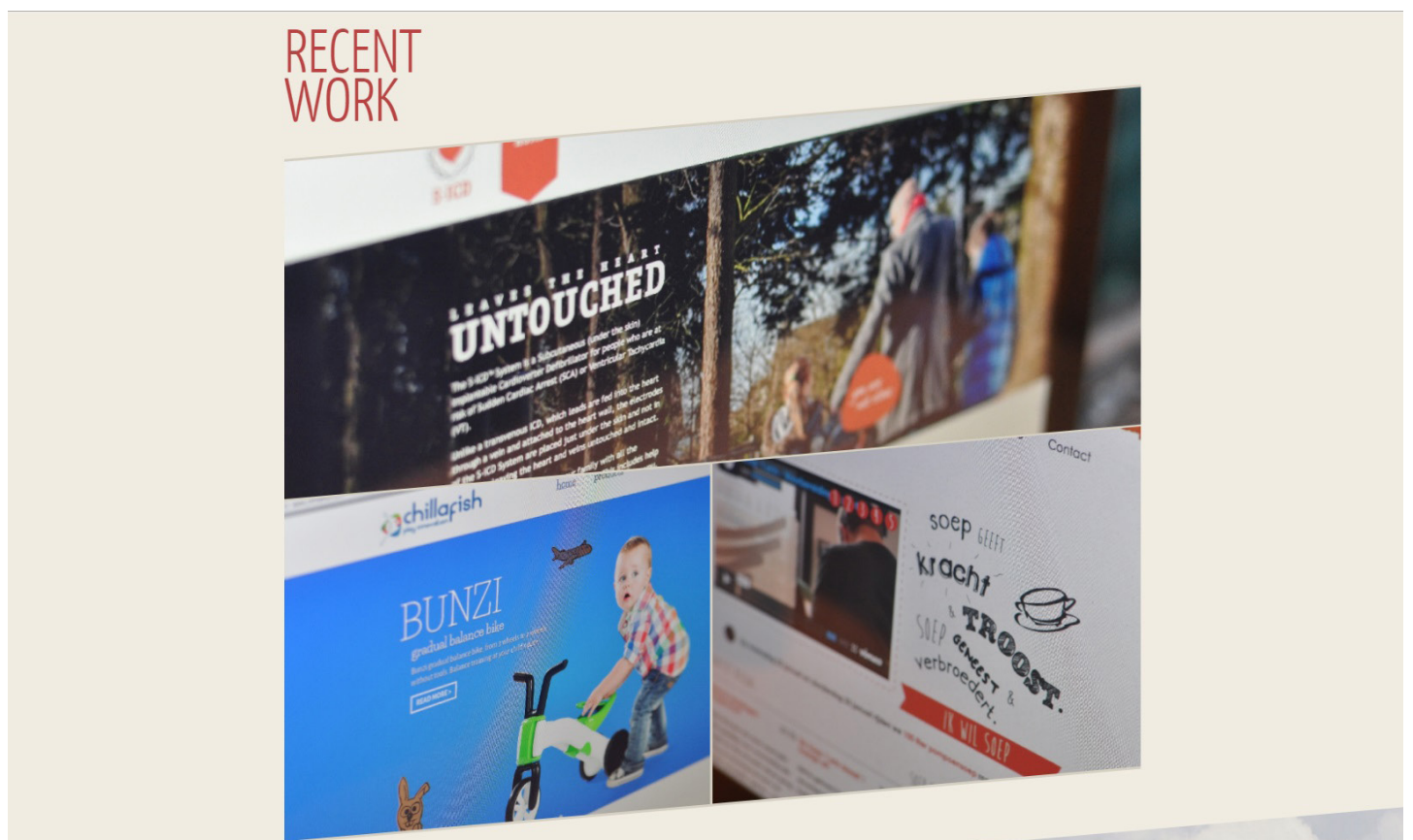
 E-mail

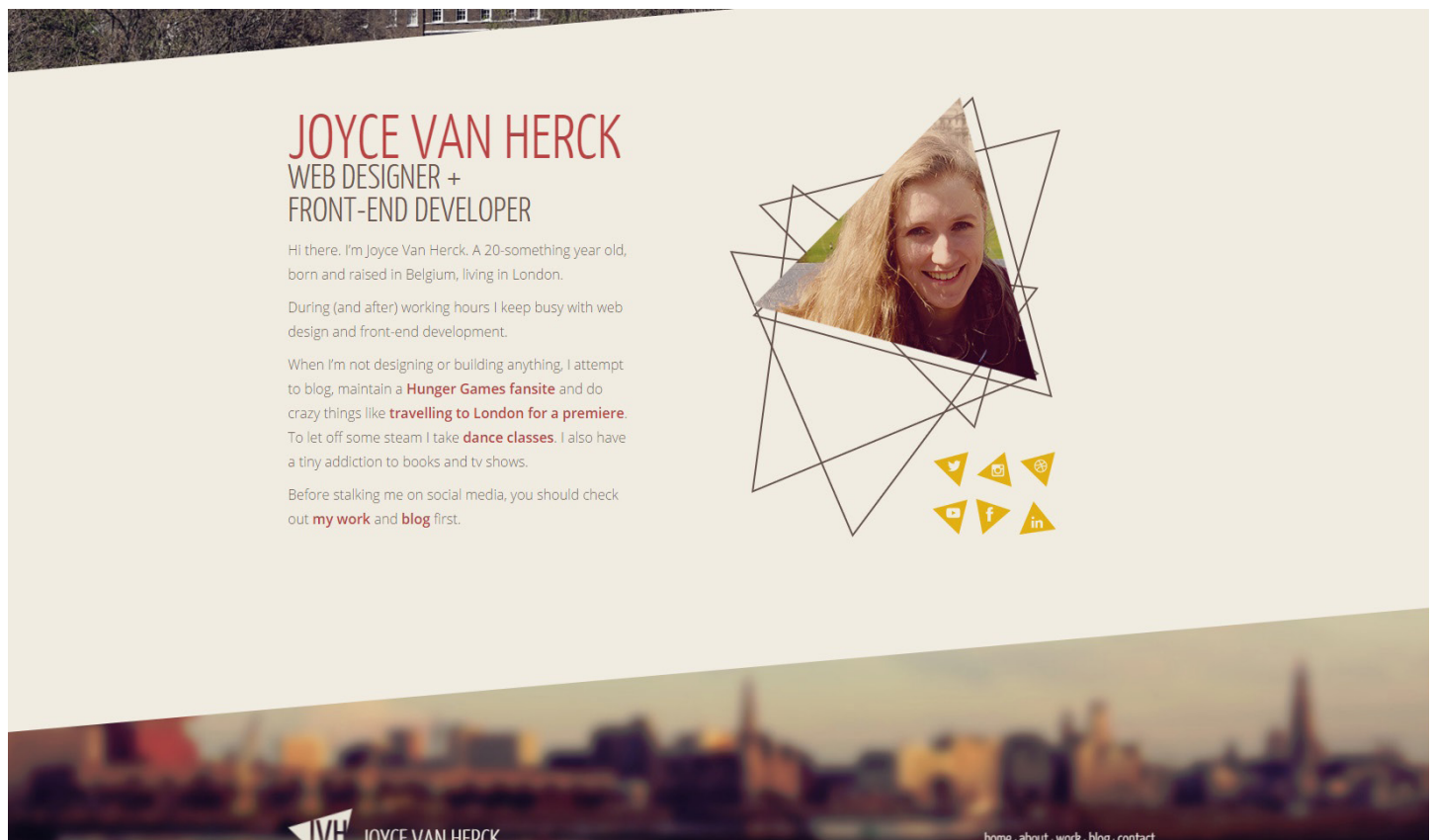
[Request a Quote](#)


Sedova str. 11, office 822
Saint-Petersburg, Russia, 192019

+1 (415) 475 - 2536

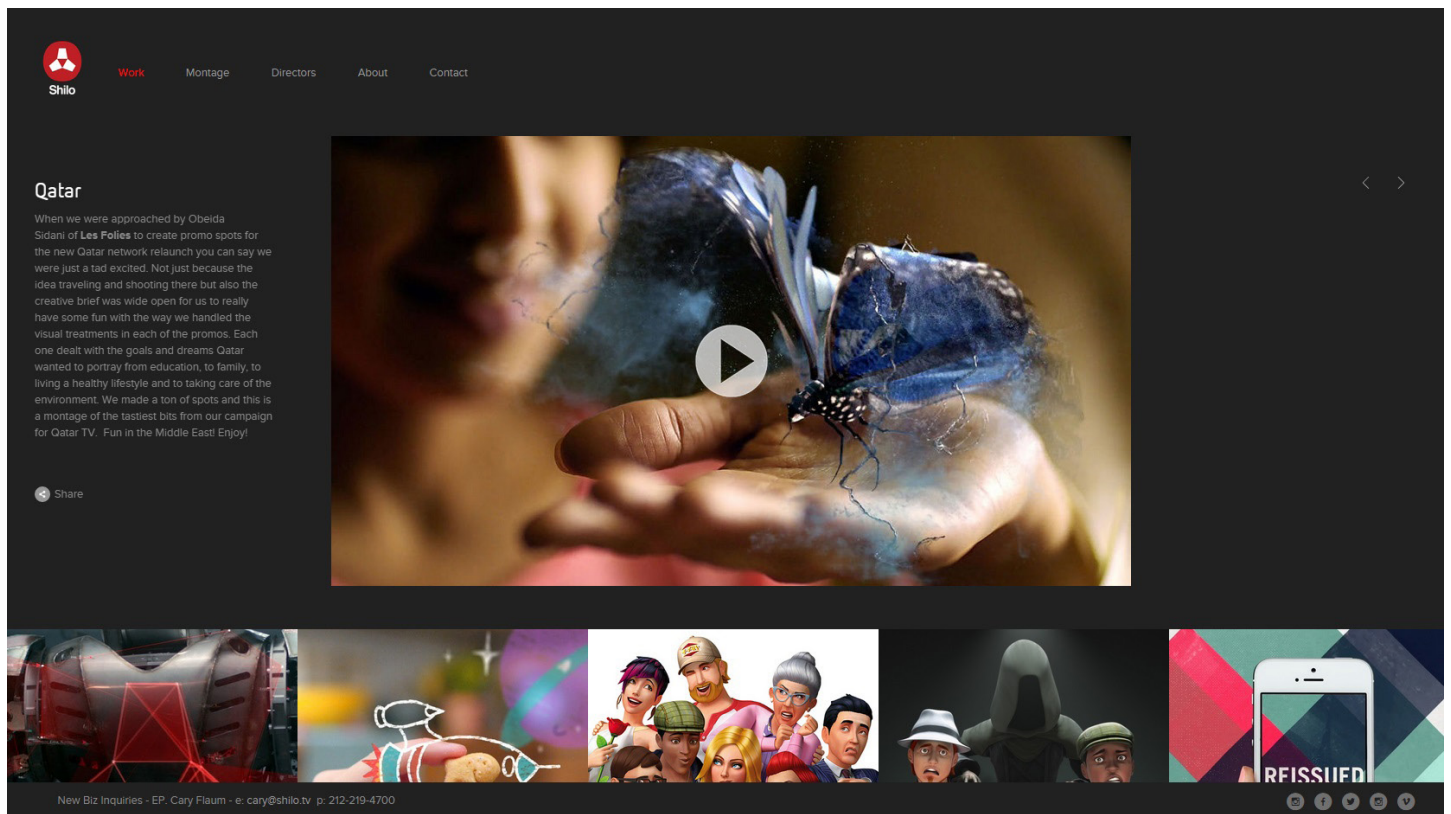
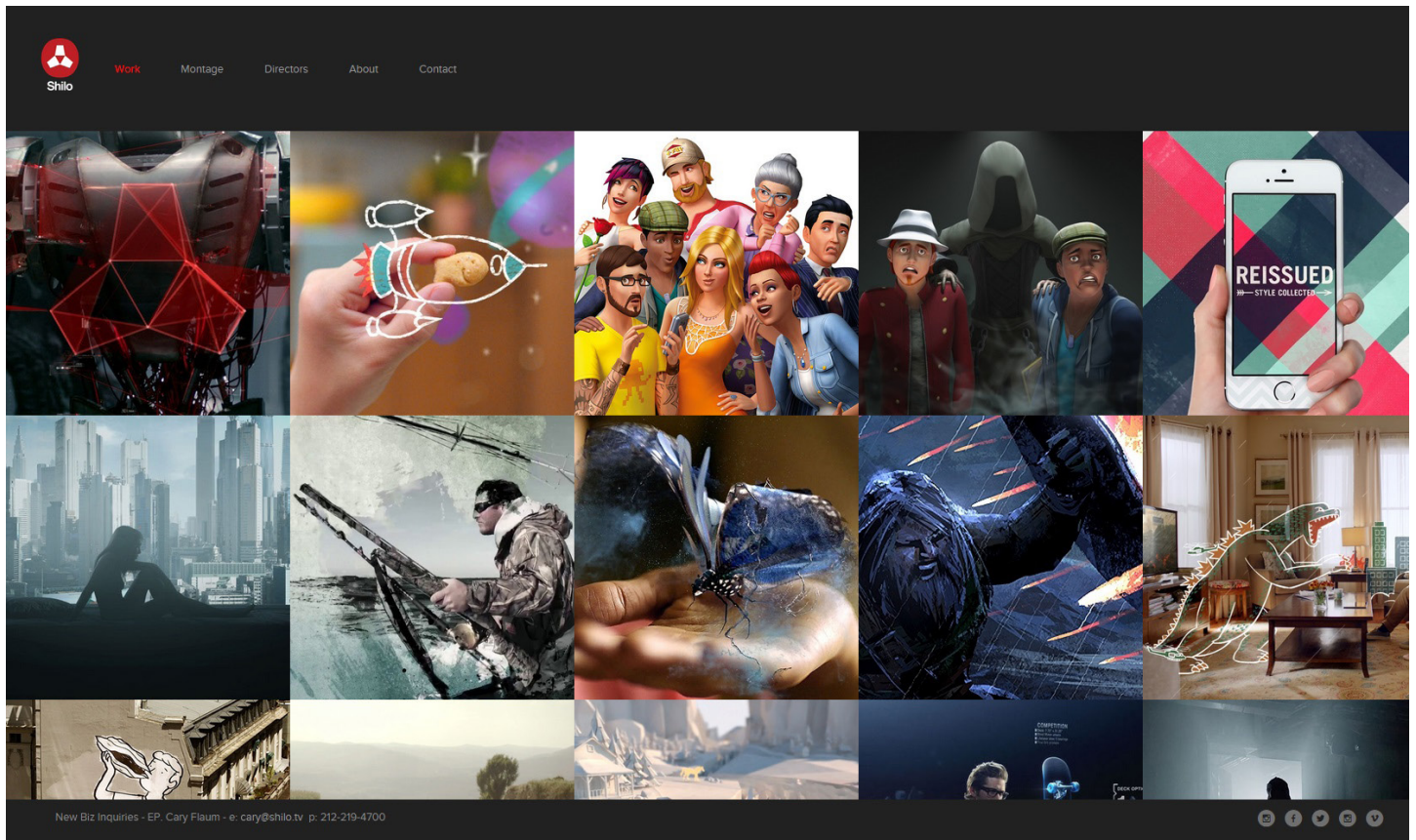
info@cuberto.com





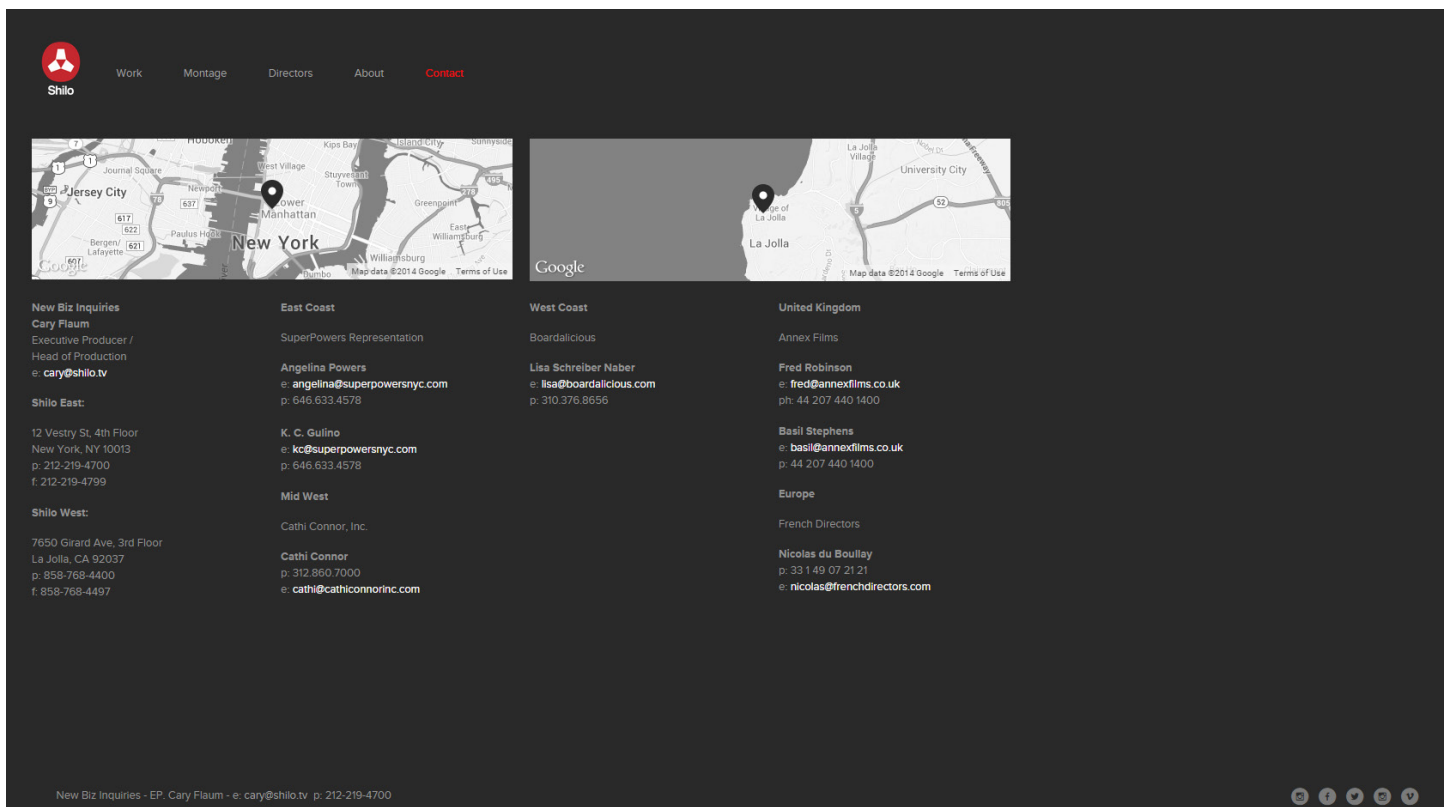
Joyce Van Herk is a web designer based in Holland. This is an interesting website as it does not follow the standard format of straight line designs. It has a single page layout and a slight diagonal for the each section. Navigation is harder to get to than the previous website having users use a button to show the menu only accessible at the top. The layout of the website however entices you scroll through each section. The work is shown first, an indication that this is fundamentally important throughout portfolio websites. Sections further down include information about the person and then a contact page. Visually the

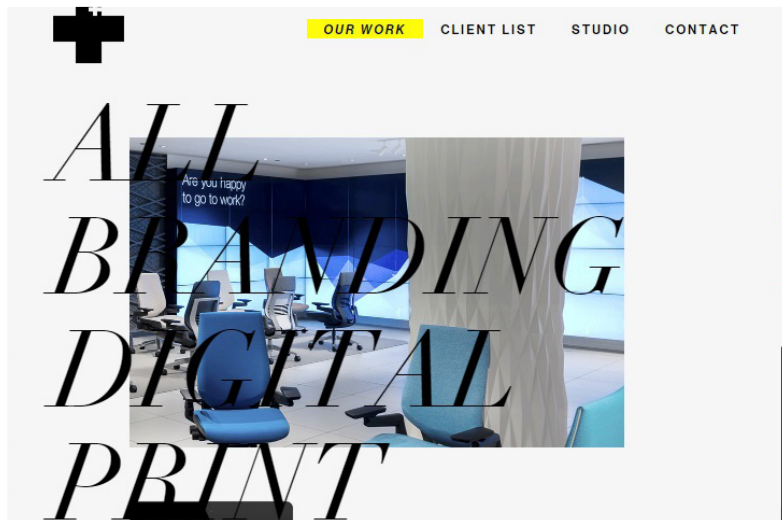
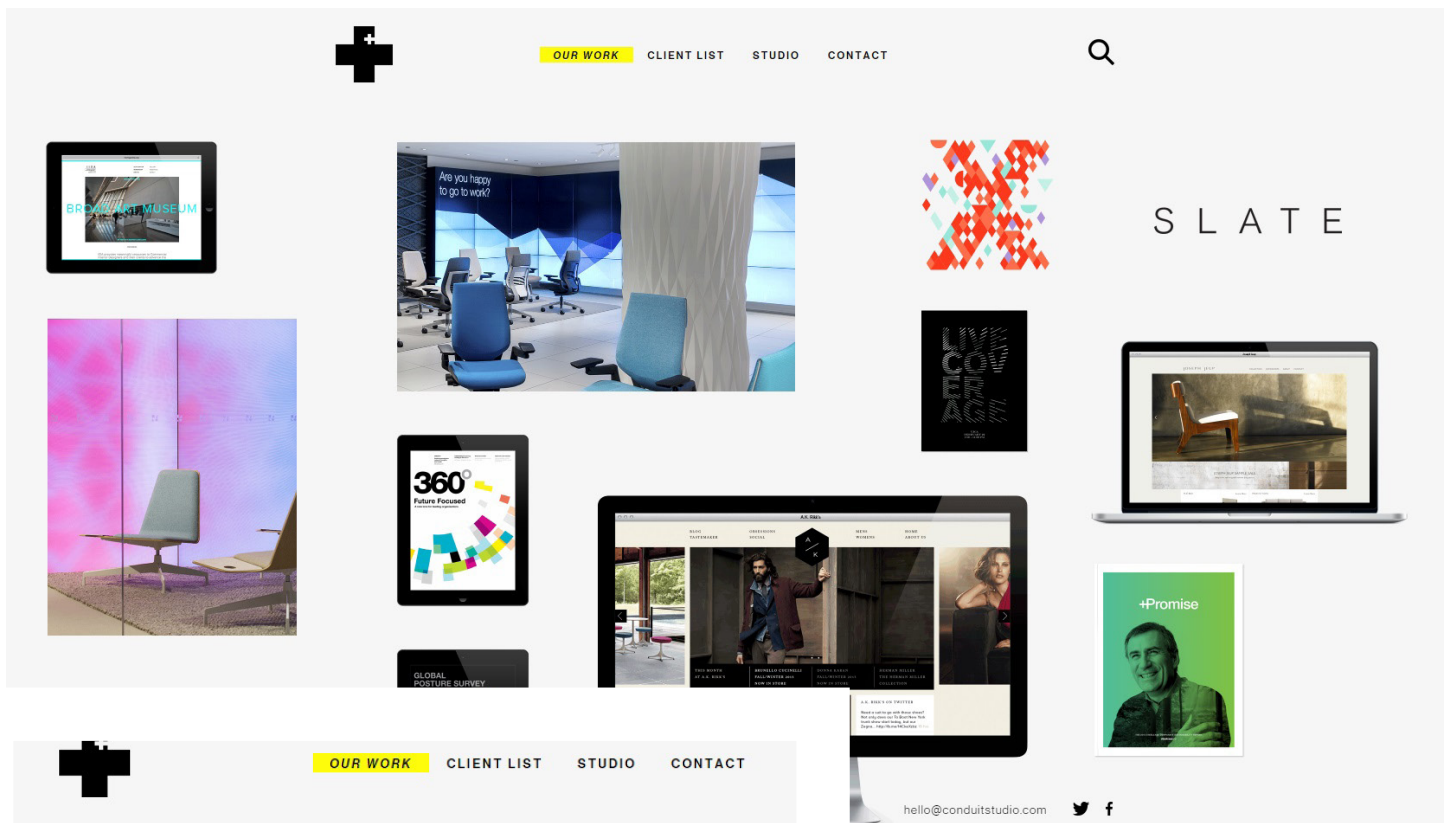
diagonal layout along with the use of reds and off white give a friendly feel. This is a contrast to the previous website in which they used blue's and clear white a much more scientific and clinical feel. Perhaps blues would work better for larger companies where as a warmer friendly feel works well for small companies or single developers and designers. On the technical back-end of the website it does not boast a large amount of innovation. It uses show Google API's to indicated her location to the viewer and some social networking API's but not much more. This however does not limit the website in my opinion.



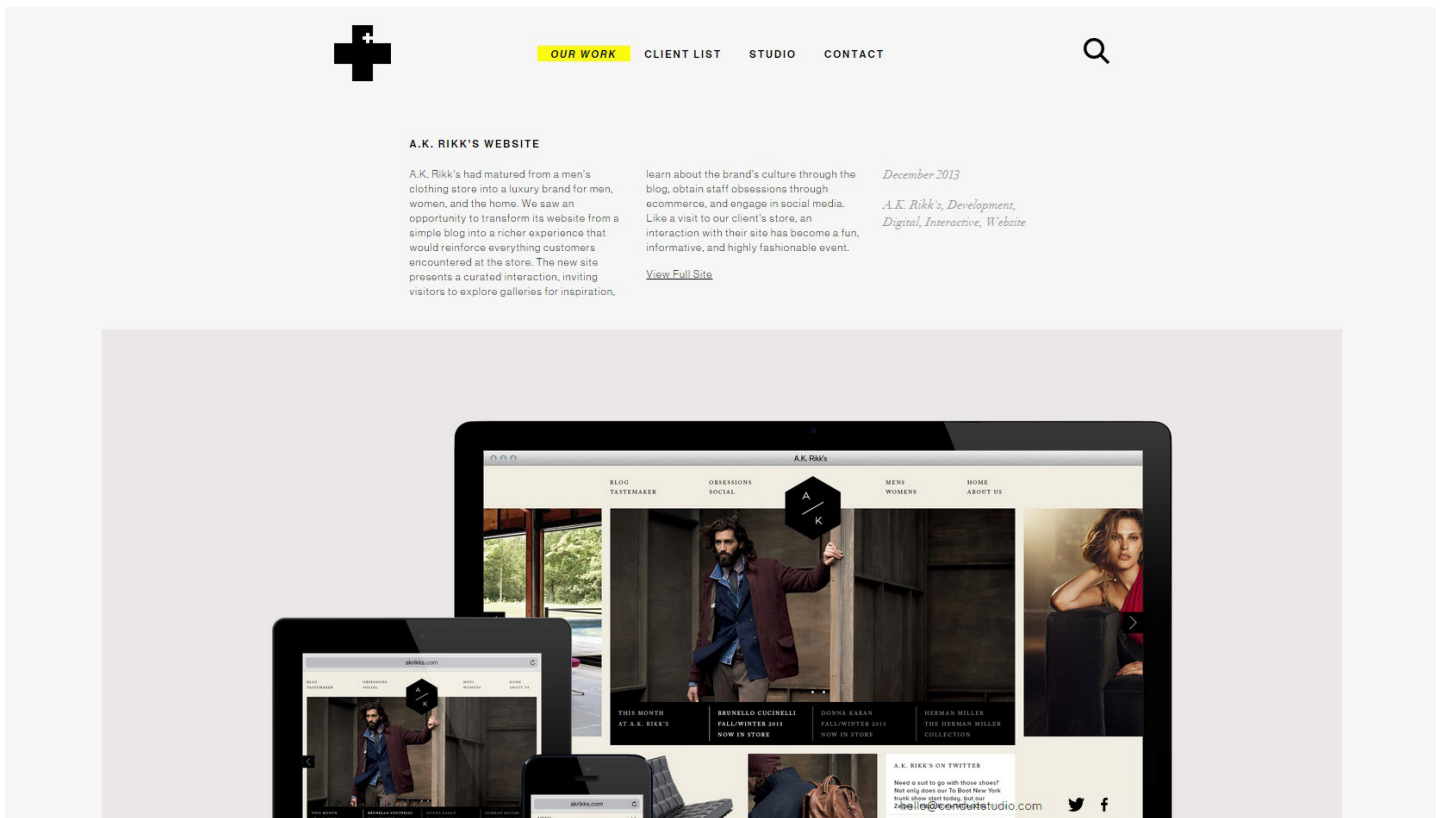
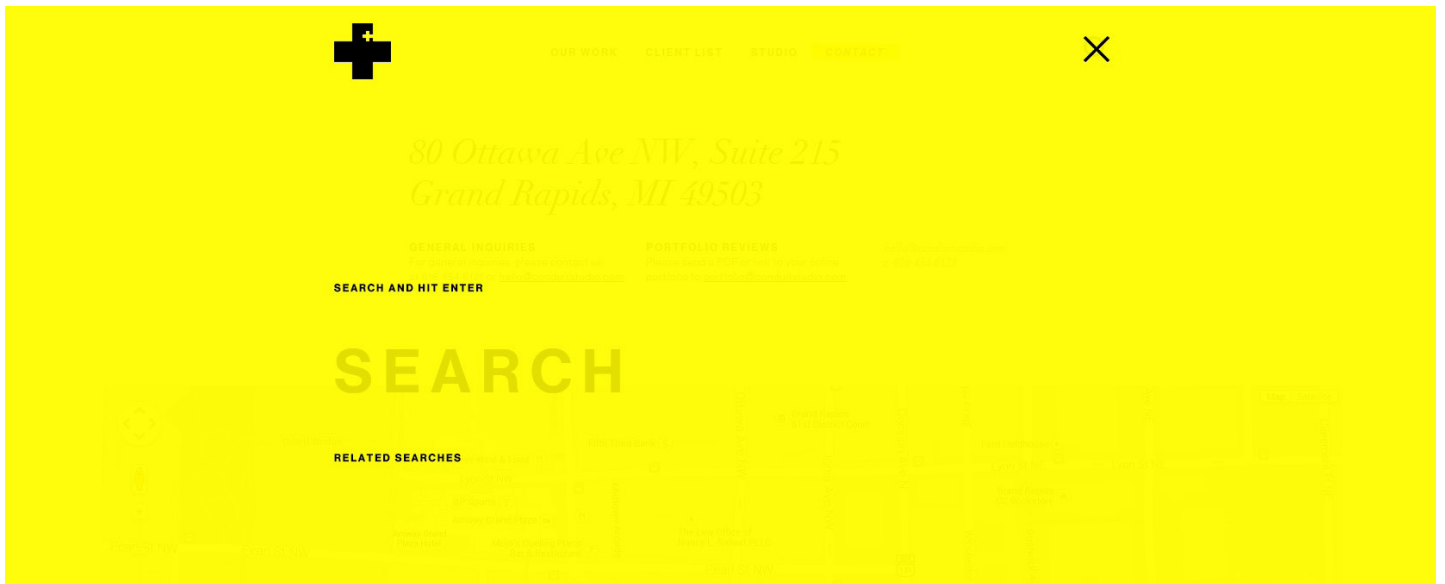
Shilo is a large design company. I feel this is shown within their website. Their use of colour and layout gives a professional feel throughout. Unlike the previous websites this website uses a horizontal navigation bar that links through to separate pages. This allows for flexibility on each page and a large amount of content can be shown throughout the website as a whole. In particular I feel the way that the website has shown their work and content is excellent and vastly improves the possibility that clients will choose them as their future design agency. Each

piece of work is shown within an array of thumbnails and then pans out to have their own section. The section will have an example of the content within some form of rich media followed by some information about the project. The second page that I feel should be important within a portfolio website is the constant and about however I feel that these are sub-standard here. The page shows the content needed however it's not as prominent as it is in other websites. Another factor is the small text throughout.

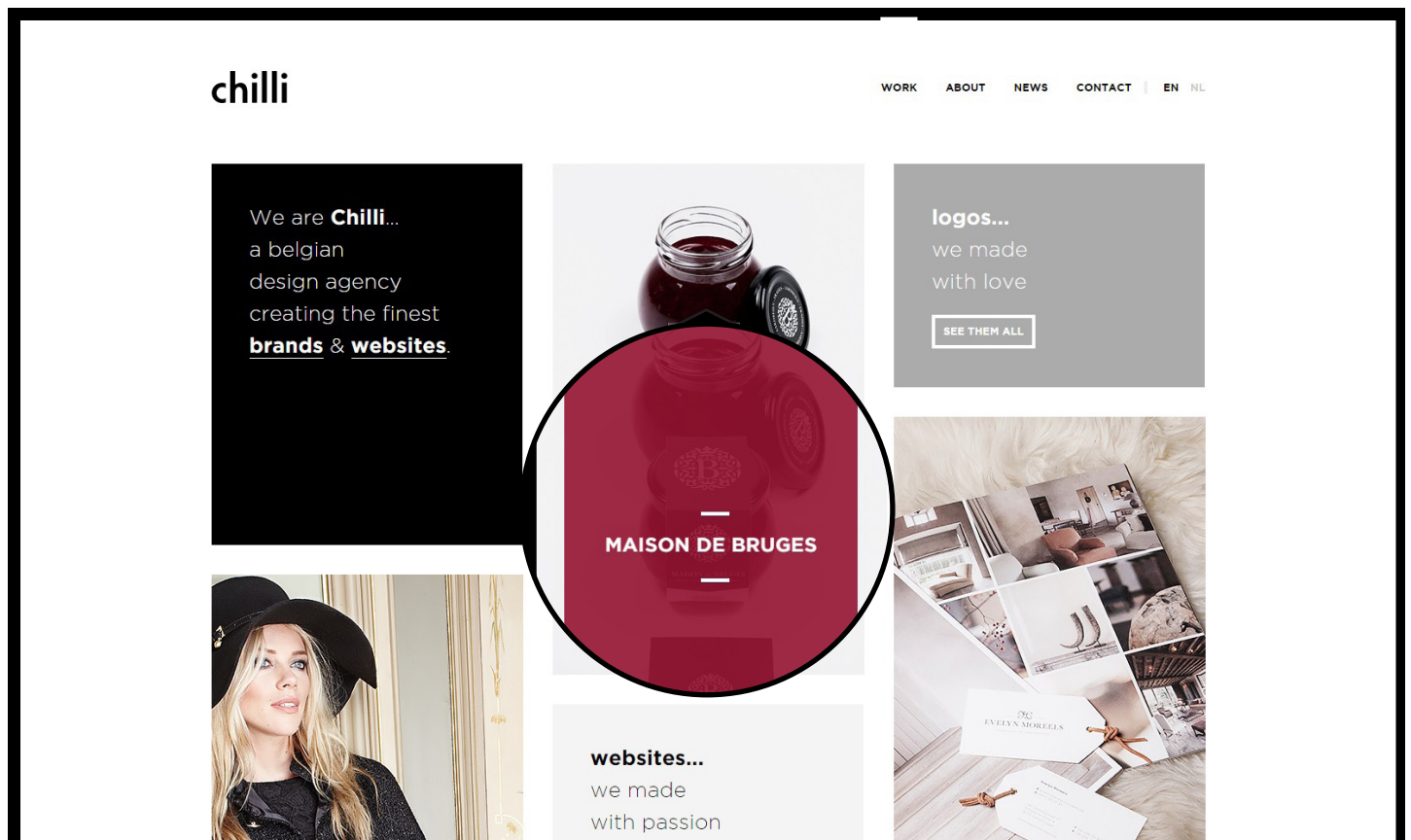




Conduit studio is another large company. I feel that this company has the most technically advanced website of all the websites researched so far. Not only that but it is visually appealing and gives a great rounded user experience. Starting with the navigation. The site home page has two navigation bars, some may find this confusing but I feel that it allows the user to gain flexibility in what they want to see. The main navigation changes from page to page and displays work, client lists and contacts where as the other navigation system allows the user to control the content on the home page screen as a separate entity. After choosing content to be viewed on the home page it then effortlessly responds using JQuery animations, giving just the smallest parts of the website the highest quality.



This website also has an innovative way to search for images throughout the website. Filling the screen with a bright yellow search bar along with many other techniques makes the visuals stand out in comparison to previous portfolio websites. The use of colour along with the presentation of content means that the user feels as though they are looking at a professionally built website, this in turn would increase a the number of clients that the company would receive interest from. I would like to implement a lot of features from this website however I feel as though hot glue is limited in its design to producing something so responsive and technically advanced without going to great lengths and effort or running over the required time to build my portfolio.



Chili is possibly the most minimalistic website I have reviewed so far. The website uses a combination of black white, grey and a very small amount of red tone. Using grids to show content and a horizontal navigation bar to like you to different pages on the website. I feel like although the website is very minimal and has somewhat of a standard design it works well to provide the fundamentals of a portfolio site. Showing work very quickly and in a visually appealing way, giving information about the projects

and giving details about who the designer/s are and how to contact them. The site does have a few small features that make the site feel more rounded and professional such as rollovers when the mouse hovers over text and the ability to change languages although not much in comparison to shilo or conduit with responsive content and Javascript arrays. What this website does show is that within the constraints of limiting knowledge or software a good website can be produced materialistically and yet still provide the needed features.

MAISON DE BRUGES

logo, branding & signage



THE CHALLENGE

Maison de Bruges is a novel brand that produces artisan jam for a clientele of specialty shops and hotels. The challenge consisted in capturing a new artisan product in a delectable house style that jumps off the shelf. We were also asked to design a packaging that combines an innovative concept with a timeless and cosy appeal.

THE SOLUTION

A clear logo was designed that emphasises the artisan aspect of the product and that subtly refers to Bruges and Belgium. It was also important to select the right basic packaging and develop a sleeve that lets the product stand out on the shelf.

chilli

WORK ABOUT NEWS CONTACT | EN NL

A DREAM OF A TEAM

creating the most beautiful designs



WHO WE ARE

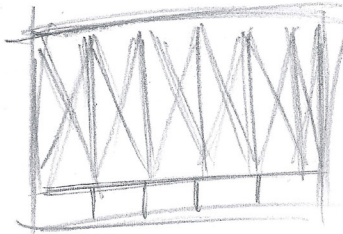
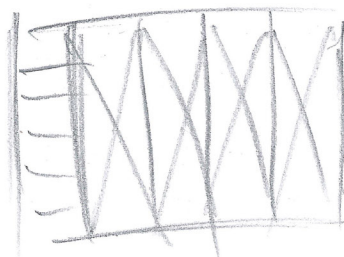
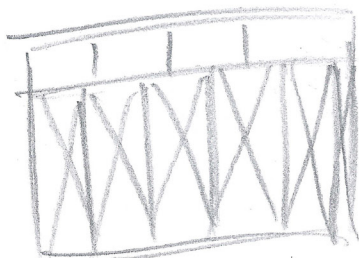
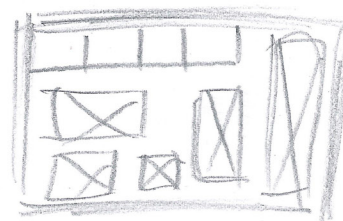
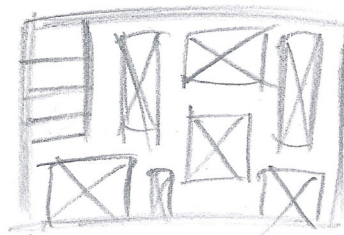
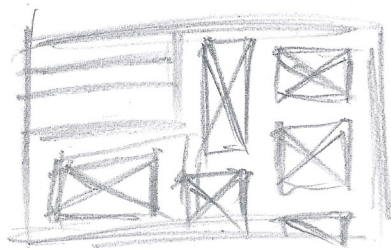
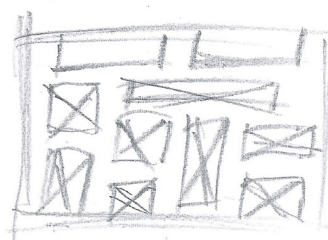
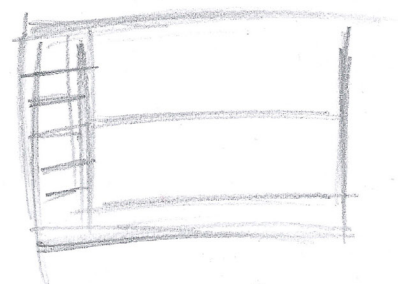
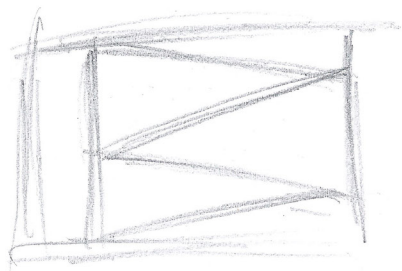
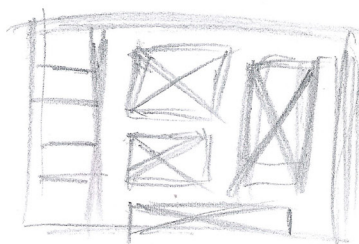
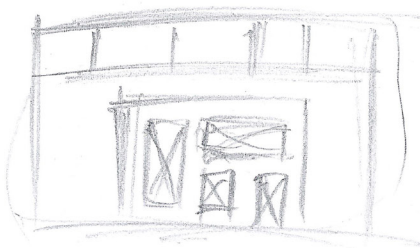
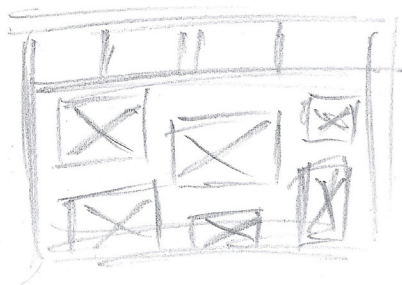
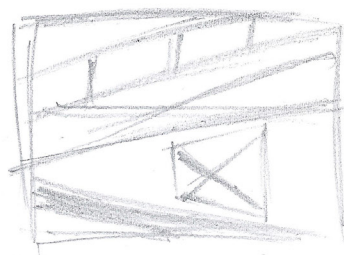
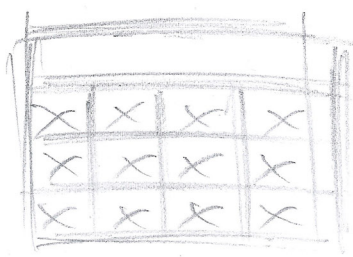
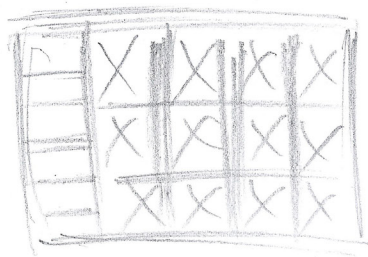
A small but committed team of design enthusiasts with a great deal of graphic and technical know-how.

No nonsense and always in search of a visually stunning result.

WHAT WE DO

Chilli's strengths are graphic and web design. We create a unique image for products, brands and companies thanks to well-thought-out graphic design.

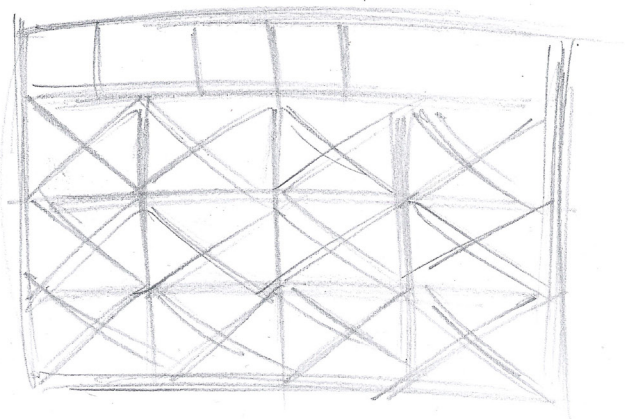
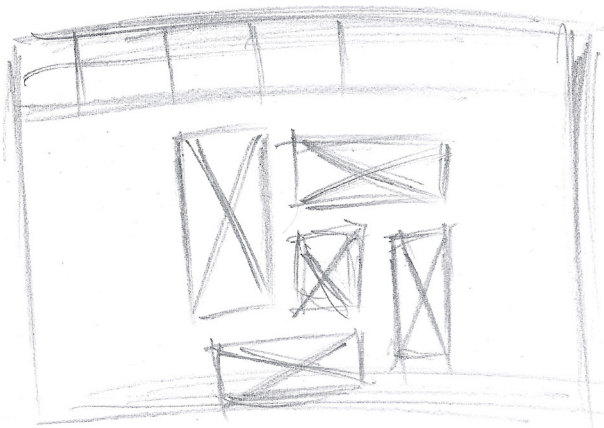
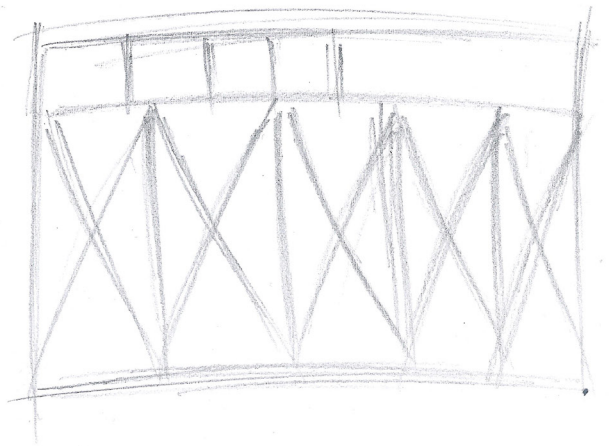
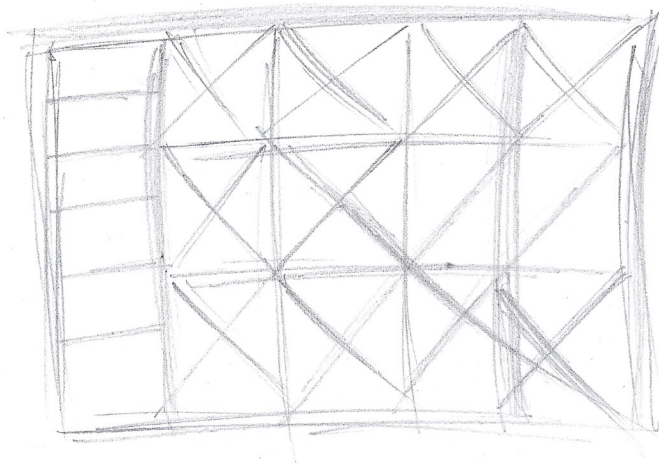




I begin sketching out some ideas of how I wanted the website to look. Taking reference from the websites that I had looked at in the research part of the project. Some of the designs were unique and others were just slight changes and variations to the to other sketches. At this point in the development I did not worry about colors or even a great deal of content. I mainly wanted to get a feel for how I wanted the website to look and would expand on that later.

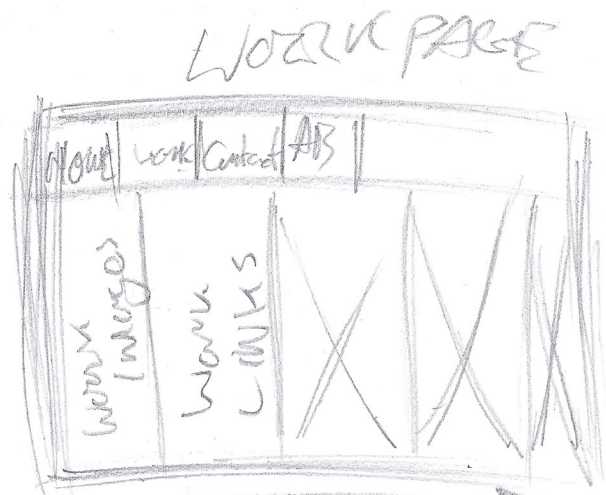
DEVELOPMENT

I chose four designs that I was fond of and redrew them at a larger scale to get a better feel of which one I would like to progress. I felt like the design to the top right was my favorite and although you may notice that it was a design directly taken from the research designs it was a progression with minor changes of the original 15 small sketches. The design is based around a fixed header and content that scrolled horizontally instead of the more conventional vertical scrolling websites that are seen throughout the web. I'm not sure how well this will translate into hot glue although I'm hoping will work well.

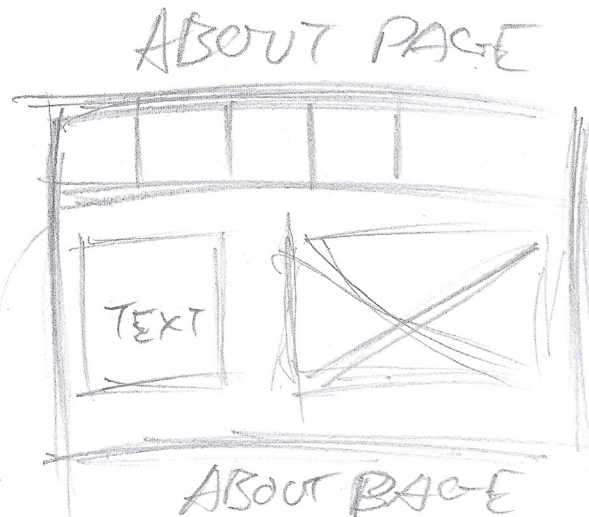




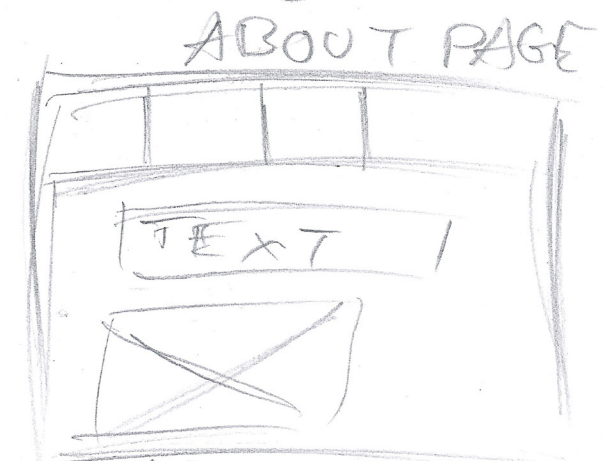
HOME /
SPLASH PAGE



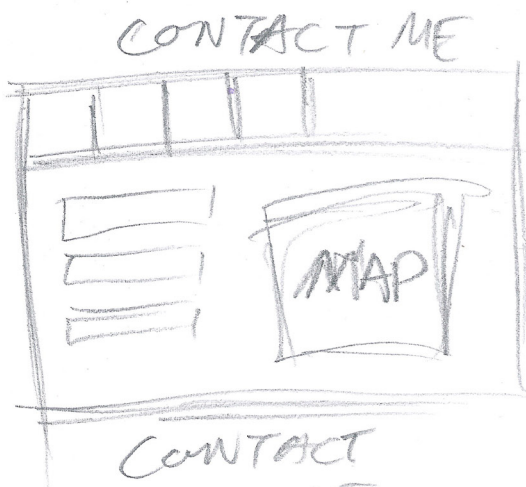
HORIZONTAL
SCROLL



ABOUT PAGE
IDEAS



ABOUT PAGE
IDEA



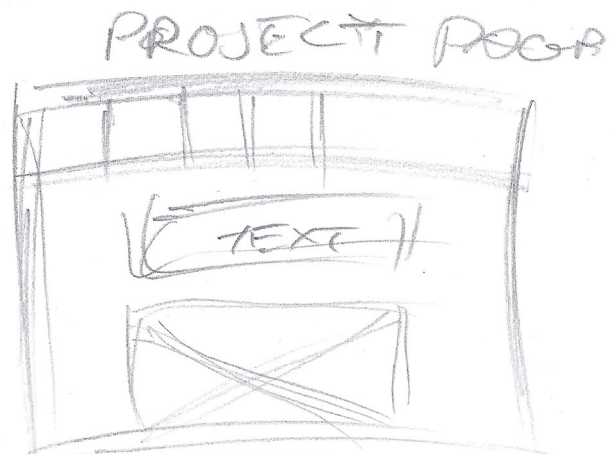
CONTACT
ME



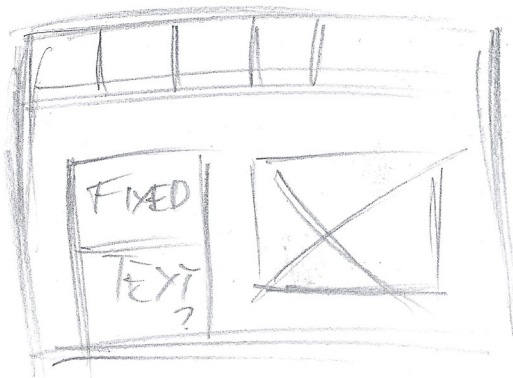
CONTACT
ME IDEA



VERTICAL
SCROLL
(VIS VERT)



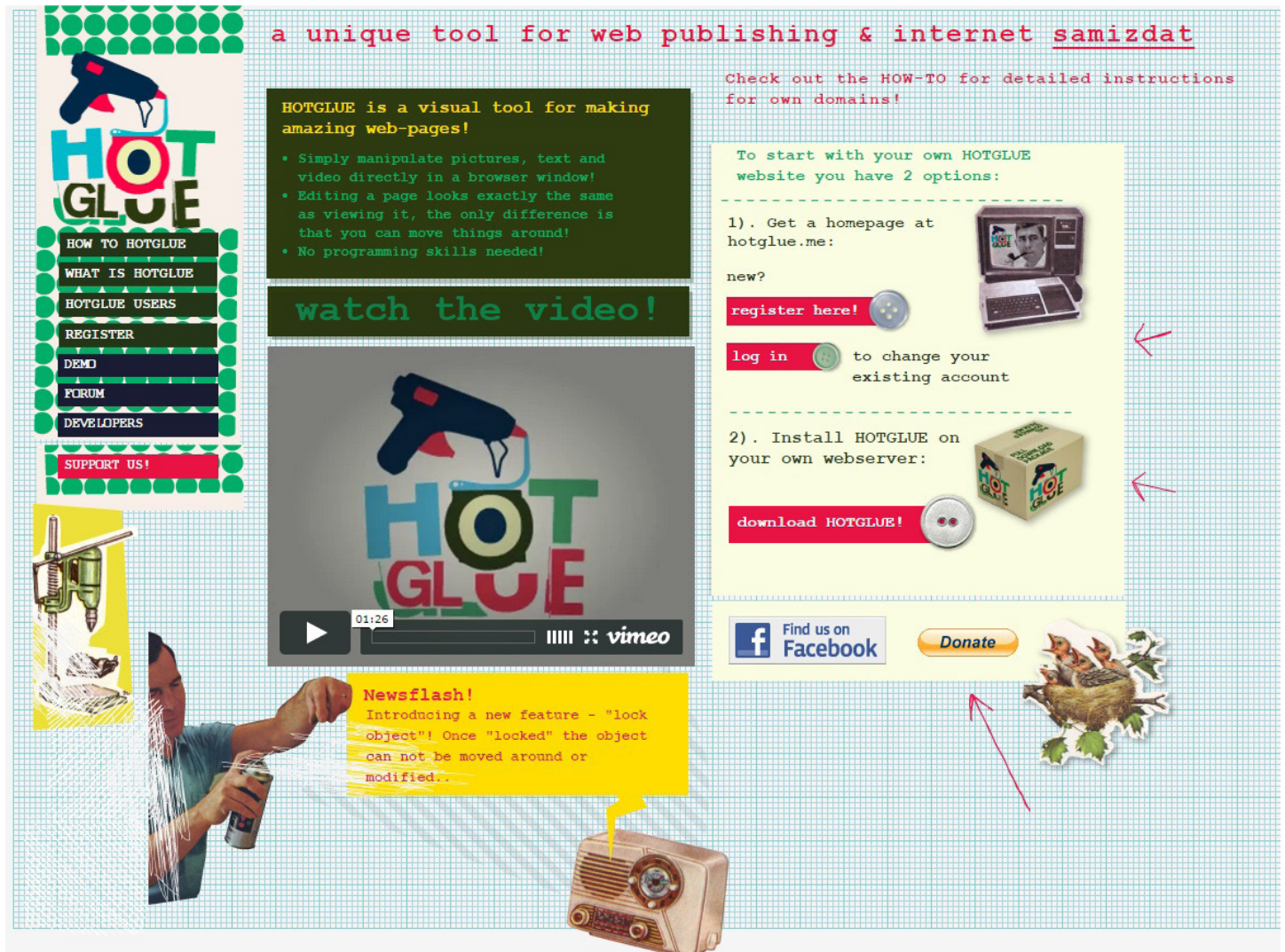
HORIZONTAL
SCROLL
(VIS VERT)



FIXED TEXT
IDEA
~~HORIZONTAL~~
VERTICAL
SCROLL

I took the horizontal scrolling design and created more page layout designs for how I felt the rest of the website would look. The home page would be a splash page giving a small amount of information about who I was, giving the viewer a rough idea of where they had ended up on the internet. Other pages included an about page with text and imagery in a basic yet affective way. A contact page with a contact form and a project pages for

each project, giving information that follows through from the work page. The page from with the original designs stemmed. All of the pages have the universal horizontal bar and through out there should be a universal color scheme and aesthetic to the site for a better user experience. I also don't feel as though the viewer should be overwhelmed so I have kept things as simple as possible.



Hotglue is a web design tool that has a very fast light weight work flow. Enabling people with a limited amount of knowledge in coding and even web design to quickly produce a working website. The tool has its limitations although for the most part it will work well with what ever you want it to do. You are also able to write in back-end code which allows it

to also be a rather versatile tool. The next few images are screen shots of the start (version 1) of my portfolio website. If taken a lot from the initial sketches started playing with colors and added in place holder text and images to give it a sense of what it would look like while filled with content.

HOME

WORK

ABOUT

CONTACT

HELLO
IM DAVE
I DESIGN WEBSITES
LOGOS, ICONS, ETC

MONSIEUR BLUE TEXT

HOME

WORK

ABOUT

CONTACT



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sed dui congue ligula fringilla luctus. Nunc eu erat dolor. Phasellus consectetur placerat eleifend. Suspendisse potenti. Aenean ullamcorper, quam sed porta interdum, dolor leo dapibus felis, id condimentum nisi turpis eget quam. Morbi egestas, nibh in dapibus vulputate, arcu est laculis sem, fermentum pretium massa nulla ac nisi. Vestibulum rhoncus enim magna. Proin varius felis et dolor iaculis, sed sollicitudin diam commodo. Sed magna lectus, rutrum et odio ultricies, laoreet congue est. Ut tincidunt mi lorem, sit amet accumsan erat venenatis et. Nulla et lectus in ante elementum pellentesque id a lorem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum id ex at nulla fringilla elementum ut nec diam.



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I stuck quite closely to the original sketches with my design although I feel as though I made some key mistakes throughout. I coded my nav-bar, badly... Perhaps my first mistake and something I learnt from quickly. Although it does what I wanted it to the responsiveness with the rest of the hotglue generated content did not work well and in later iterations of the

website this is a lot cleaner. There were also aesthetic issues within the site that weren't bad but I also felt they could be improved. Generally I was pleased however the first version came out well with a good color pallet and a somewhat well designed ux.

HELLO IM DAVE I DESIGN WEBSITES

Version 2, I feel like this version is a lot cleaner and a lot more aesthetically pleasing in comparison to the last. The main restructuring has happened in the back-end code. Completely recoding the way the nav bar works to be far more responsive and work far better with the rest of the hotglue content. Another major change is the way in which want to structure the work page. Separating

work by projects and in each project there are sub sections to parts of that project. This project would be split into Intro To Hotglue, Processing and the production of the webpage. Finally producing a more detailed document of the documentation like this for anyone who is interested. I now feel like I am ready to fill the website with content, hopefully making only little tweaks along the way.

FOLIO PROJECT

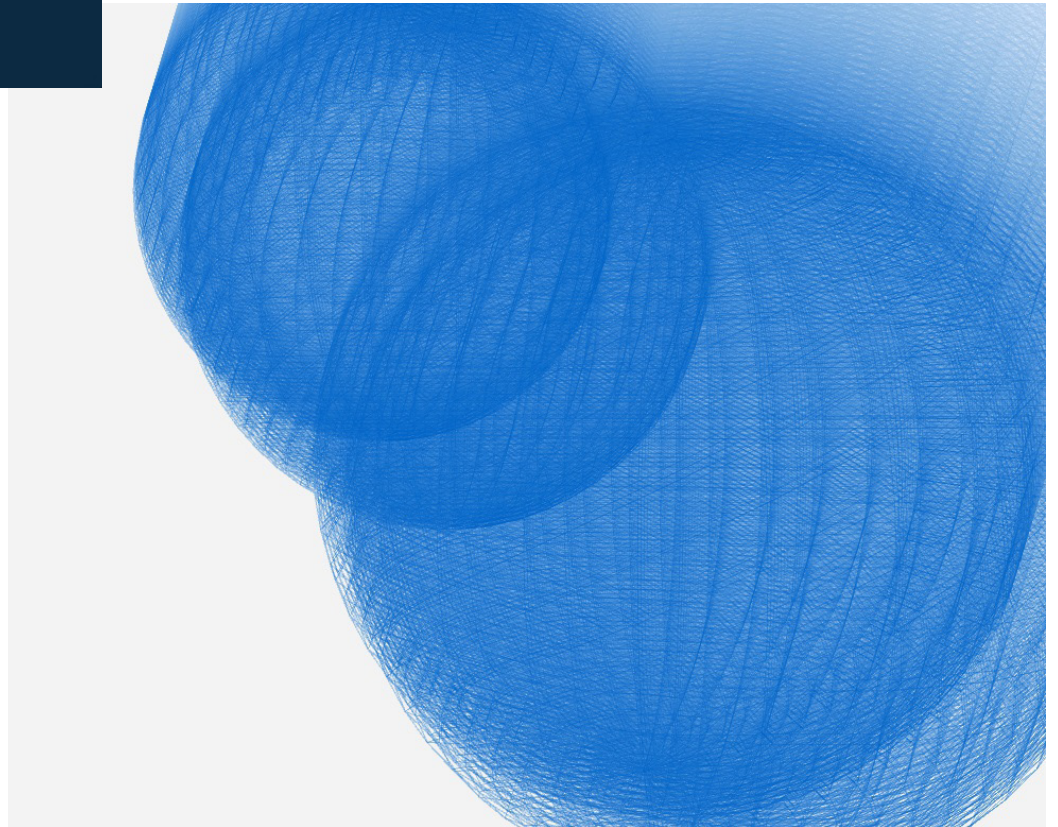
MOBILE APP PROJECT

OTHER PROJE

IM DAVE

Do you see any Teletubbies in here? Do you see a slender plastic tag clipped to my shirt with my name printed on it? Do you see a little Asian child with a blank expression on his face sitting outside on a mechanical helicopter that shakes when you put quarters in it? No? Well, that's what you see at a toy store. And you must think you're in a toy store, because you're here shopping for an infant named Jeb. My money's in that office, right? If she start giving me some bullshit about it ain't there, and we got to go someplace else and get it, I'm gonna shoot you in the head then and there. Then I'm gonna shoot that bitch in the kneecaps, find out where my goddamn money is. She gonna tell me too. Hey, look at me when I'm talking to you, motherfucker. You listen: we go in there, and that nigga Winston or anybody else is in there, you the first motherfucker to get shot. You understand?

▽ DEVELOPMENT



Processing is a programming language that enables visually orientated designers create something quickly and effectively without having to learn large amounts of complex code. Processing comes in a software package that is widely and freely accessible with a lot of documentation to aid new users and expand experienced users knowledge. Above is the visual example of what I created within processing and to the right are screenshots of the code used to produce the visuals. The first part of the code defines float variables for the x and y axis so the objects created later understand the direction in which they move,

this is followed by float speed, controlling the speed in which objects move. I then added some random float variables to randomly generate the positions of each object. Under that is the setup section which sets up the window size background. Void draw is then created the frame by frame loop area. This area creates each frame and runs at 12 frames per second inside the 3D sphere is created with push and pop matrixing. Below that is a piece of code that checks for the edge of the window and then bounces it in a different direction based on all the other variables.

Sphere

```

float x = 100;
float y = 100;
float xspeed = 1;
float yspeed = 3.3;

float r = random(100);
float ra = random(200);
float rb = random(300);
float rc = random(400);

void setup() {
  size(1000,800,P3D);
  smooth();
  background(255);
}

void draw() {

  noStroke();
  fill(255,10):

  pushMatrix();
  translate(x +(int)r, y *(int)r, 100 + (int)r );
  noFill();
  stroke(0,100,200,100);
  sphere(180);
  popMatrix();

  pushMatrix();
  translate(x +(int)ra, y +(int)ra, 100 + (int)ra );
  noFill();
  stroke(0,100,200,100);
  sphere(180);
  popMatrix();

  pushMatrix();
  translate(x +(int)rb, y +(int)rb, 100 + (int)rb );
  noFill();
  stroke(0,100,200,100);
  sphere(180);
  popMatrix();

  rect(0,0,width,height);

  // Add the current speed to the location.
  x = x + xspeed;
  y = y + yspeed;

  // Check for bouncing
  if ((x > width) || (x < 0)) {
    xspeed = xspeed * -1;
  }
  if ((y > height) || (y < 0)) {
    yspeed = yspeed * -1;
  }

  // Display at x,y location
  pushMatrix();
  translate(x, y, 100);
  noFill();
  stroke(0,100,200,100);
  sphere(180);
  popMatrix();

```

DEVELOPMENT

```
Error from inside the Android tools, check the console.

[javac] Compiling 3 source files to
C:\Users\DAVID\AppData\Local\Temp\android7107420317340758130sketch

BUILD FAILED
C:\Users\DAVID\AppData\Local\Android\android-sdk\tools\ant\build.x
following error occurred while executing this line:
C:\Users\DAVID\AppData\Local\Android\android-sdk\tools\ant\build.x
running javac.exe compiler

Total time: 1 second
```

| Packages | | | | |
|--|-----|--------|---------------|--|
| SDK Path: C:\Users\DAVID\AppData\Local\Android\android-sdk | | | | |
| Packages | | | | |
| Name | API | Rev. | Status | |
| Tools | | | | |
| Android SDK Tools | | 23.0.5 | Installed | |
| Android SDK Platform-tools | | 21 | Installed | |
| Android SDK Build-tools | | 21.0.2 | Not installed | |
| Android SDK Build-tools | | 21.0.1 | Installed | |
| Android SDK Build-tools | | 21 | Not installed | |
| Android SDK Build-tools | | 20 | Not installed | |
| Android SDK Build-tools | | 19.1 | Not installed | |
| Android SDK Build-tools | | 19.0.3 | Not installed | |
| Android SDK Build-tools | | 19.0.2 | Not installed | |
| Android SDK Build-tools | | 19.0.1 | Not installed | |
| Android SDK Build-tools | | 19 | Not installed | |
| Android SDK Build-tools | | 18.1.1 | Not installed | |
| Android SDK Build-tools | | 18.1 | Not installed | |
| Android SDK Build-tools | | 18.0.1 | Not installed | |
| Android SDK Build-tools | | 17 | Not installed | |
| Android 5.0 (API 21) | | | | |
| Documentation for Android SDK | 21 | 1 | Installed | |
| SDK Platform | 21 | 1 | Installed | |
| Android TV ARM EABI v7a System Image | 21 | 1 | Not installed | |
| Android TV Intel x86 Atom System Image | 21 | 1 | Not installed | |
| ARM EABI v7a System Image | 21 | 1 | Not installed | |
| Intel x86 Atom_64 System Image | 21 | 1 | Not installed | |
| Intel x86 Atom System Image | 21 | 1 | Not installed | |
| Google APIs | 21 | 1 | Not installed | |
| Google APIs ARM EABI v7a System Image | 21 | 2 | Not installed | |
| Google APIs Intel x86 Atom_64 System Image | 21 | 2 | Not installed | |
| Google APIs Intel x86 Atom System Image | 21 | 2 | Not installed | |
| Sources for Android SDK | 21 | 1 | Installed | |
| Android 4.4W (API 20) | | | | |
| Android 4.4.2 (API 19) | | | | |
| SDK Platform | 19 | 4 | Installed | |
| Samples for SDK | 19 | 6 | Installed | |
| ARM EABI v7a System Image | 19 | 2 | Installed | |
| Intel x86 Atom System Image | 19 | 2 | Installed | |
| Google APIs (x86 System Image) | 19 | 8 | Installed | |
| Google APIs (ARM System Image) | 19 | 8 | Installed | |
| Glass Development Kit Preview | 19 | 10 | Not installed | |
| Sources for Android SDK | 19 | 2 | Installed | |
| Android 4.3.1 (API 18) | | | | |
| Android 4.2.2 (API 17) | | | | |
| Android 4.1.2 (API 16) | | | | |
| Android 4.0.3 (API 15) | | | | |
| Android 4.0 (API 14) | | | | |

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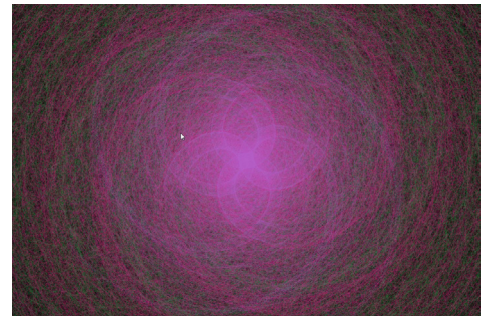
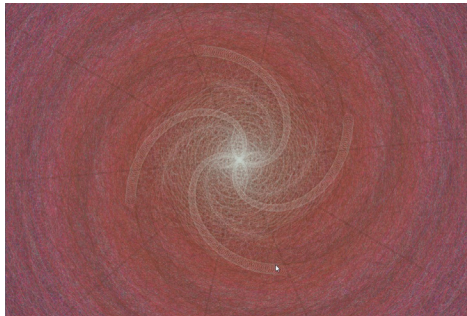
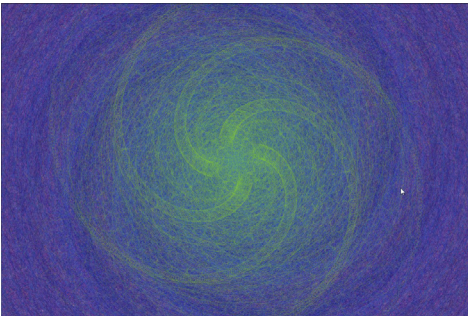
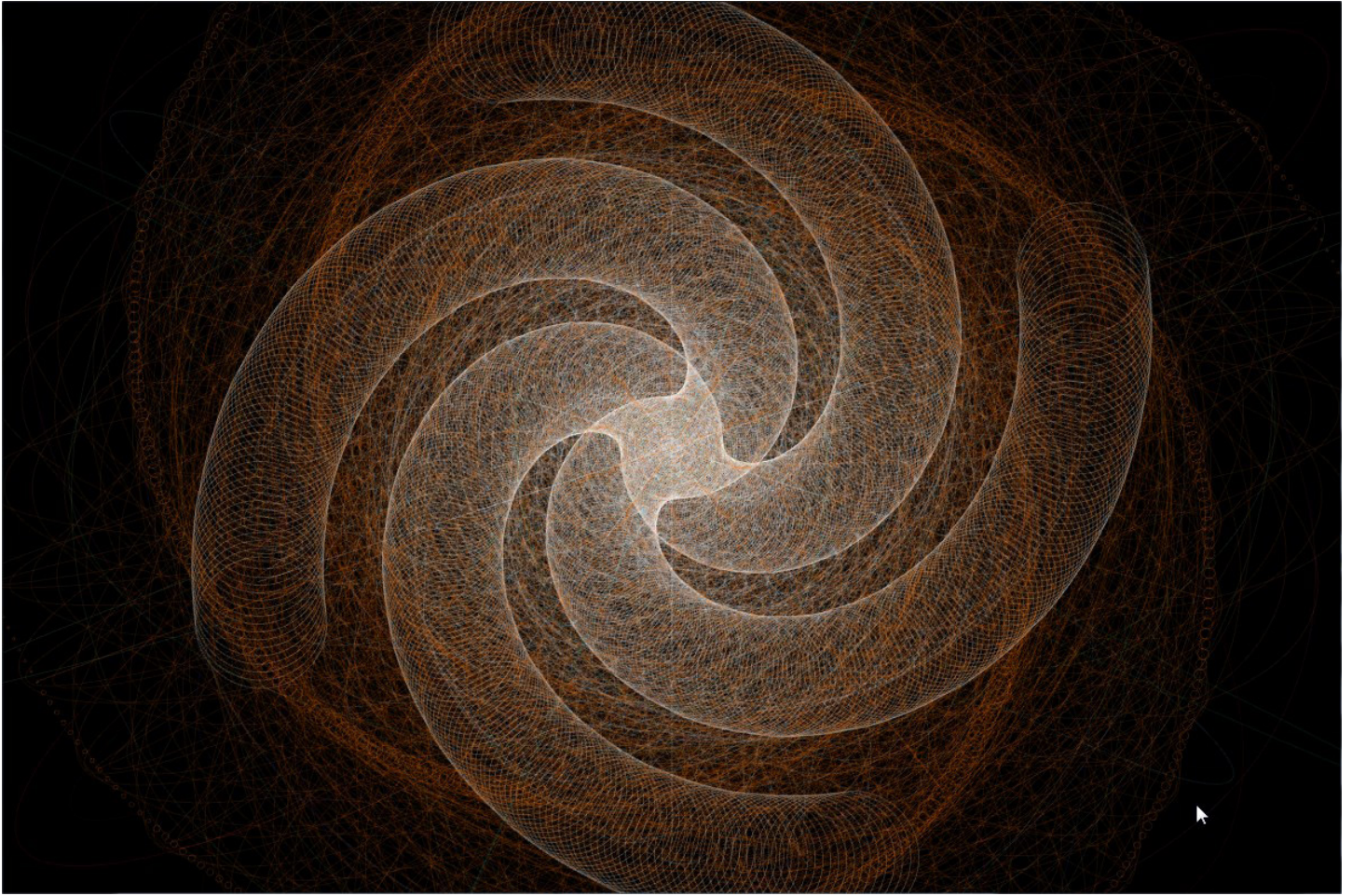
☐ Obsolete [Deselect All](#)

Done loading packages.

Install 5 packages... Delete packages...

I then started looking at the net library of processing, understanding server and client coding within processing. I wanted to take that understand and create something based on the motion of the accelerometer of my phone. However I ran into a wall when trying to configure the JDK and SDK needed to link processing to an android. After several hours of tinkering and reading many forum posts online the SDK and JDK had defeated me and I could not export android applications on a simple level let alone achieve what I wanted with the accelerometer of the device. I feel that the problem stemmed from the installation of the JDK as my main area was based around the javac.exe and was said to be fixed within the environment variables. Although following instructions online I doubt that I would be able to fix this problem without further guidance or understanding of how the JDK works. My initial idea was to take the position of the accelerometer and link it with visuals on the computer much like a remote for a TV. I also had ideas and plans to control the visuals with the temperature of the room or even geo-location.

▶ PRODUCT



I finally decided to go back to 2D imagery and work more on the automation of visual arts. The imagery seen above is procedurally generated using simple ellipses with a stroke. The finish product could be used as an art piece on a mobile, tablet, digital picture frame or even a screen saver for a desktop. The ellipse's moves based on a number of variables. The main circular pattern we see is created with the Sin and Cos mathematical rules that come standard with processing. A multitude of other variables are then based

on time, every minute the colour of the stroke is randomly chosen along with a new start position. A screen shot is then taken and every 15 minutes the background resets to back clearing the build up. I did this because I felt it was common that the new colour would not be prominent enough against the old colours background. In the future I would like to automatically upload the screen shots and display them or even sell them as procedurally generated artwork for a very low price.

The code involved in creating the artwork is far simpler than some may think. The first part is to create all of the variables. In this case we are using floats rather than ints due to the sin and cos later used and the incompatibility with converting ints and floats. The next is the void setup a very basic setup with just the colour of the background and the size of the window. Now for the draw. Within the draw we first declare a new x and y value with each frame. This x and y correspond with the sin and cos as well as the earlier angle variable and t variable. T is then rotated and the colours, positions and size of the ellipses are then called. In this case I used r, g, b, o called in earlier variables as the colours rather than numbers. This means that it would be easier to later add the random effect of the colours later in the code. Below the colour of the stroke is the size and position of the ellipse. The size is controlled by the seconds and the position controlled by the x and y declared earlier. Then comes the code for the circular motion and the code for the random reset and layering of colours. Every time the second reaches 0 there will be a random color chosen and every time the last second was 59 it will take a screen shot of the frame. It then sets the lastS to be the current second before looping back again making sure that save frame only saves one frame for the 0 second of every minute. Below this is the reset of minutes 0 and 30 of every hour although I later changed this to be the minutes 0, 15, 30 and 45 of every hour. The rest of the code is commented out from earlier versions of the project.



```

float x,y;
float angle=0;
float t=angle;
float d=1;
PShader blur;

float r = 255;
float g = 255;
float b = 255;
float o = 25;

float s = second();
float lastS = s;

void setup(){
  size(1200,800,P3D);
  background(0);
}

void draw(){
  float m = minute();
  float s = second();
  noFill();

  x=t*sin(angle);
  y=t*cos(angle);

  noFill();
  translate(width/2,height/2);
  rotate(t);

  stroke(r, g, b, o);

  ellipse(0,0,x,y);
  ellipse(x/2,y/2,s*2,s*2);
  ellipse(x/2,y/2,s*2,s*2);

  angle+=10;
  t=t-1;
  if(t==0||t==100){
    d=d*-1;
  }

  if(s==0){
    r = random(255);
    g = random(255);
    b = random(255);
    if(lastS == 59){
      //saveFrame("screen_" + frameCount + ".jpg");
    }
  }
  lastS = second();
  if(m==0){
    background(0);
  }
  if (m==30){
    background(0);
  }

}

//println(x+","+y);

void mouseClicked(){
  //float s= second();
  //if(s==0){
  //r = random(255);
  //g = random(255);
  //b = random(255);
  //t = random(500* s / s * PI);
  // }
}

void keyPressed(){
  // background(0);
}

```