

WWW.JDDESIGNNY.COM

JAIME DEROSA – MIDTERM PRESENTATION

ABOUT ME

- **16 Years experience in Advertising and Design**
- **Worked for a range of large and small companies**
- **Art Direction, Design, Branding, Production, Retouching**
- **Recently obtained NYS teaching certification**
- **Career Goal: I would like to teach full time, and supplement my career with a freelance design client base**
- **Purpose of Site: To be a tool in obtaining freelance work by directing potential clients to a small sampling of my portfolio**

DESCRIPTION

As an Art Director and Designer, I know the importance of having a web presence. Up until now, while working for various agencies, my focus was on developing branding and materials for clients, and my own personal image was left on the back burner. Developing a site and image of my own was always something I would complete “someday”. Since I am predominately a freelancer these days, I realize I am selling myself short by not having my own site. In the past, I have relied on word of mouth and referrals to acquire business opportunities. It has come time to actively pursue clients on my own. My goal is to incorporate some direct mail to drive traffic to my site. Initially, my campaign will be directed at small businesses in my area. I will expand to other targets after assessing feedback and the amount of business acquired.

MARKET RESEARCH & COMPETITIVE AUDIT

MARKET

- **Graphic Design**
- **Advertising**
- **Package Design**
- **Logo Design/Branding**
- **Illustration**
- **Photo Retouching**
- **Presentations**

USER

- **Small Business Owner
(Retail, Professional, Hospitality, etc.)**
- **Sole Proprietor**
- **Wholesaler**
- **Salesperson**
- **Not-For-Profit Organization**
- **Headhunter/Recruiter**
- **Design Firms/Ad Agencies**

SMALL BUSINESS OWNER- LOCAL RESTAURANT

- **Has under 12 employees**
- **Owner works long hours, rarely has time off**
- **Restaurant is a family business and their sole income**
- **One of many small restaurants in the area, needs to stand out from the crowd**
- **Has advertised in the past with little response**
- **Small promotion budget initially, but is willing to increase spending if there are results**
- **Does not have time to devote to promotion, needs someone to plan and implement**

COMPETITORS

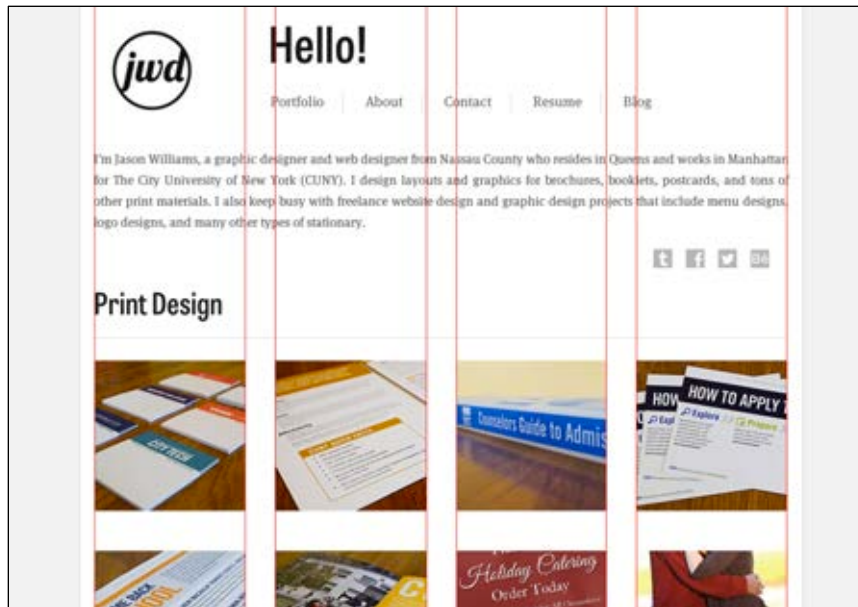
- www.jaywdesigns.com
- www.ambientvizons.com
- www.scottsportfolio.com



JAYWDESIGNS.COM

Grid:

Page begins as a 1 column grid, then becomes a 4 column grid.



Color Palette:

Lt. Grey #1 (RGB 241 241 241)

Lt. Grey #2 (RGB 186 181 182)

Med. Grey #1 (RGB 68 68 68)

Med. Grey #2 (RGB 85 85 85)

Dk. Grey (RGB 24 24 24)

Typefaces:

Meta Serif Web Pro

Meta Serif Web Pro Italic

Tablet Gothic Condensed

Sizes: 17px, 19px, 66px

Media:

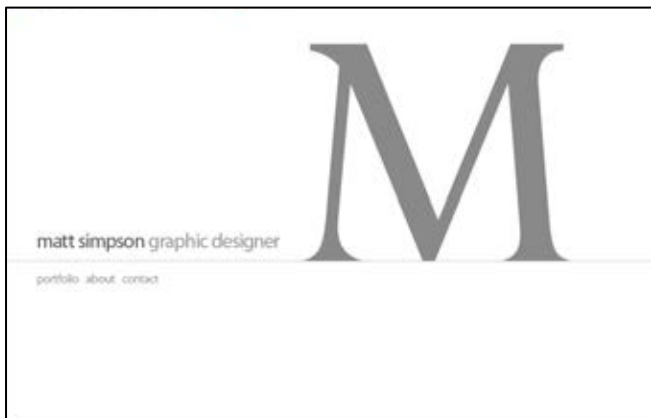
Static Images

INSPIRATION

borvelli.com



mattsportfolio.net



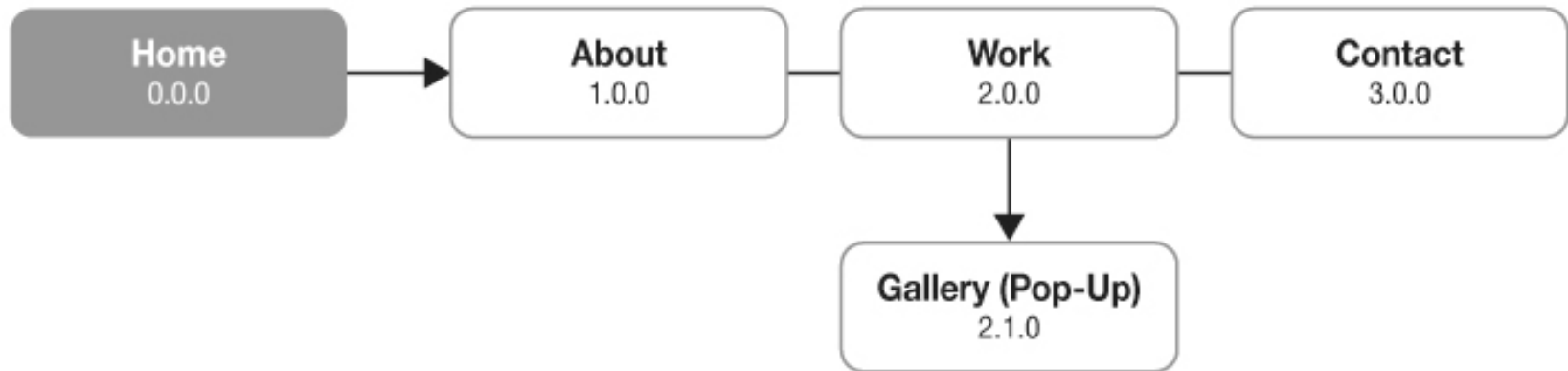
I like the minimalist look of these sites. These designers are not afraid of white space—they use negative space to highlight and emphasize the content. They are clean and uncluttered, and show that less is definitely more.

SITEMAP, SKETCHES & WIREFRAMES

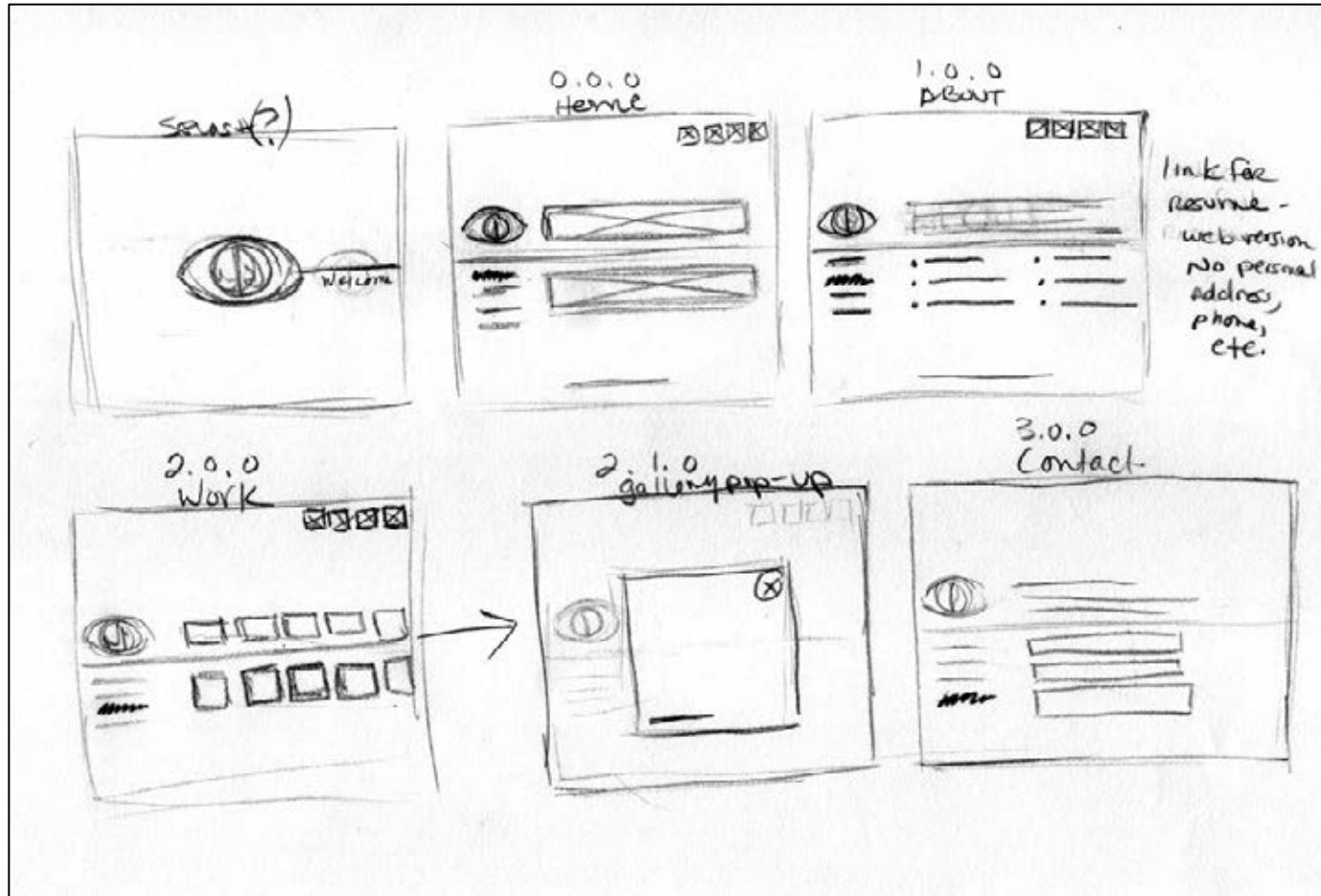
SITEMAP

Site Map

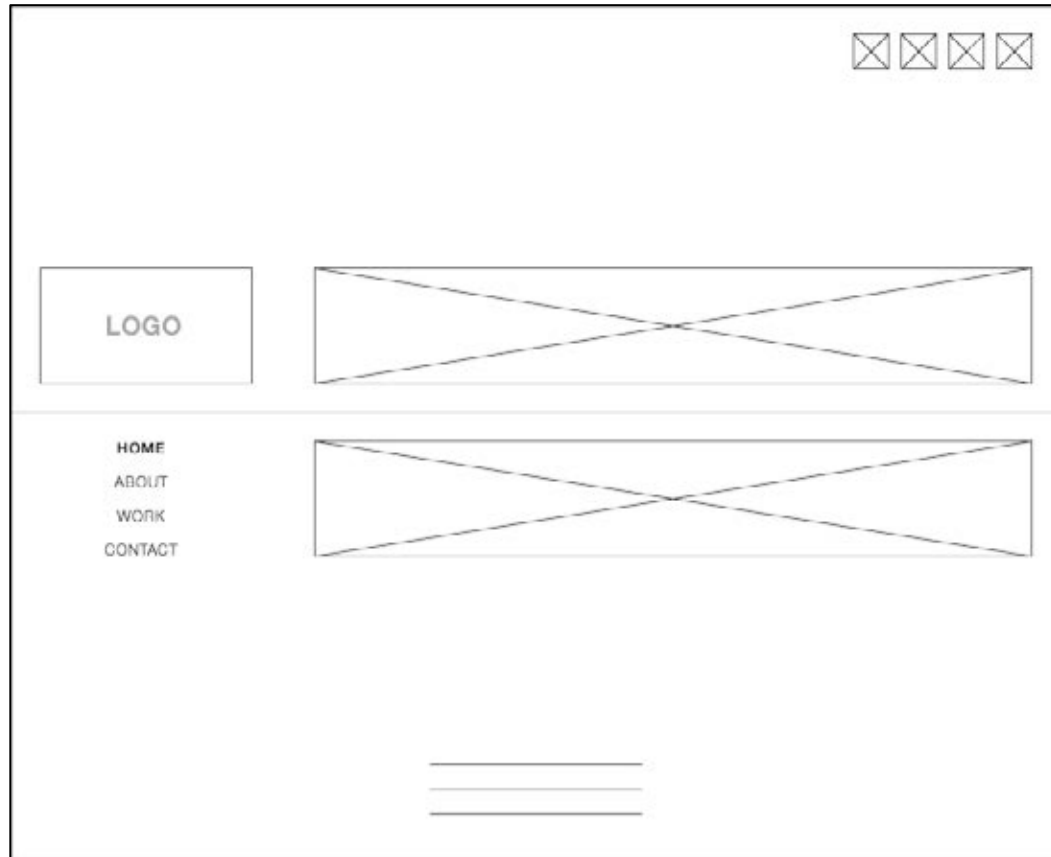
jddesignny.com



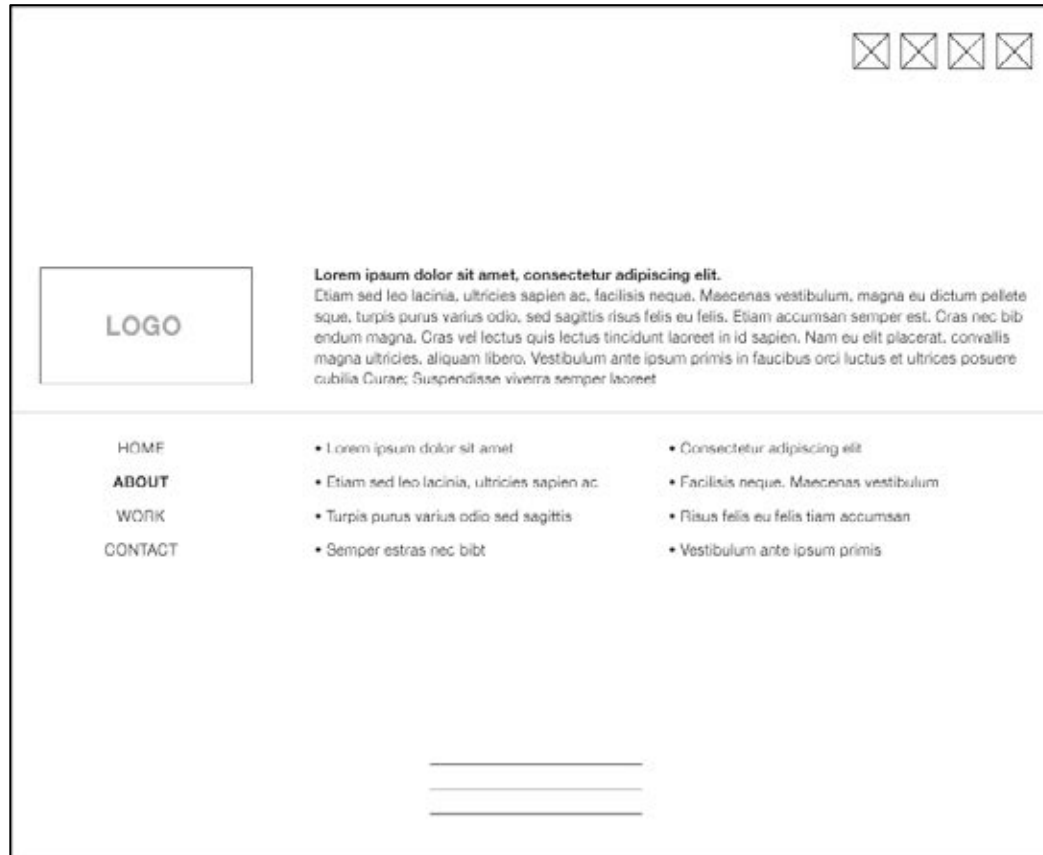
SKETCHES



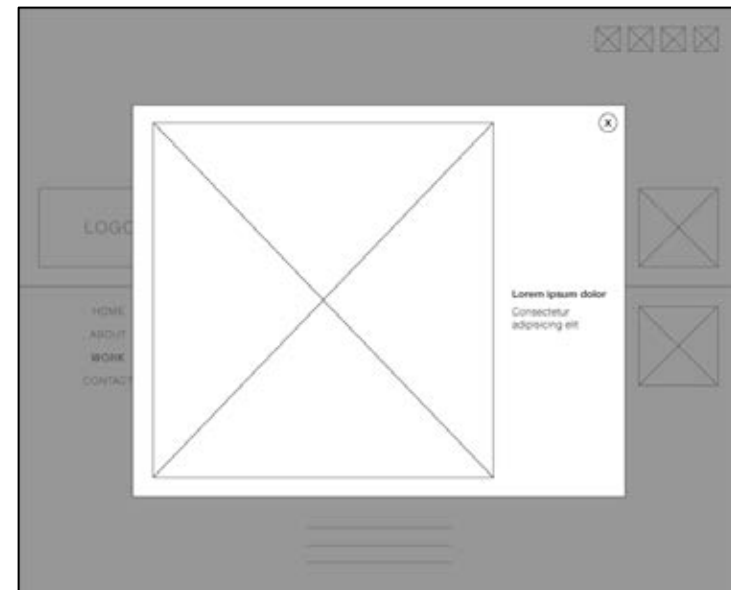
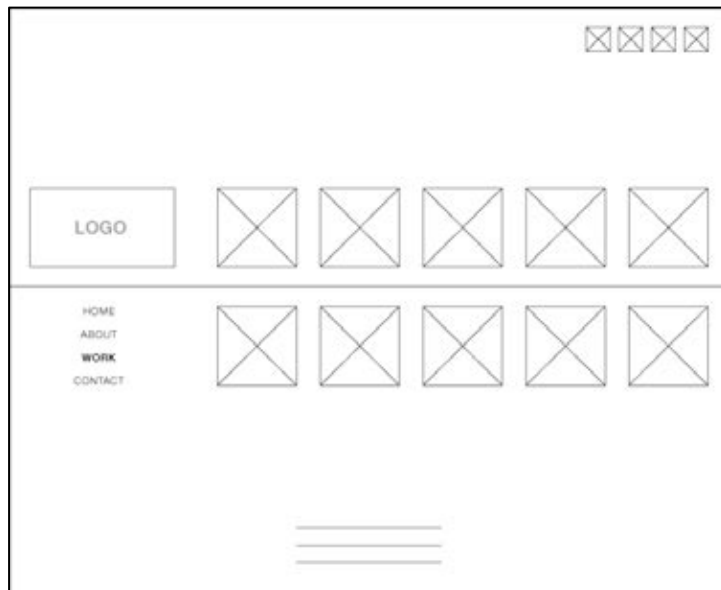
WIREFRAMES



WIREFRAMES



WIREFRAMES

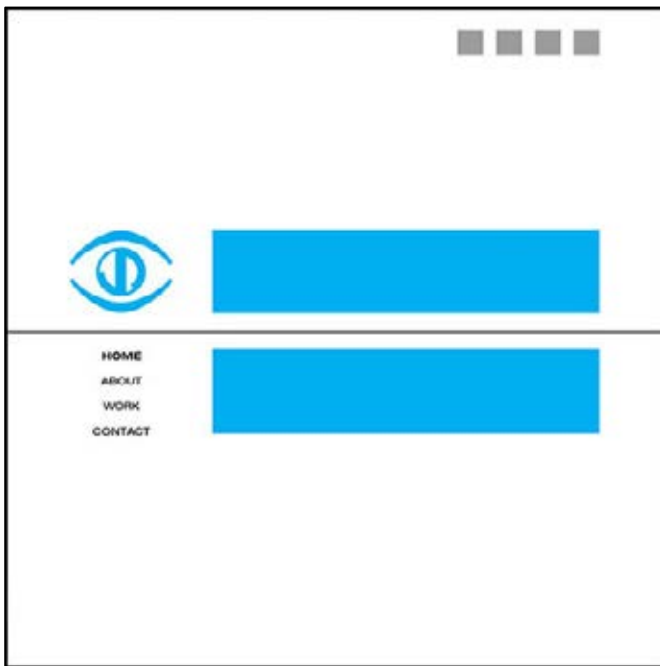


WIREFRAMES



HOMEPAGE DESIGNS

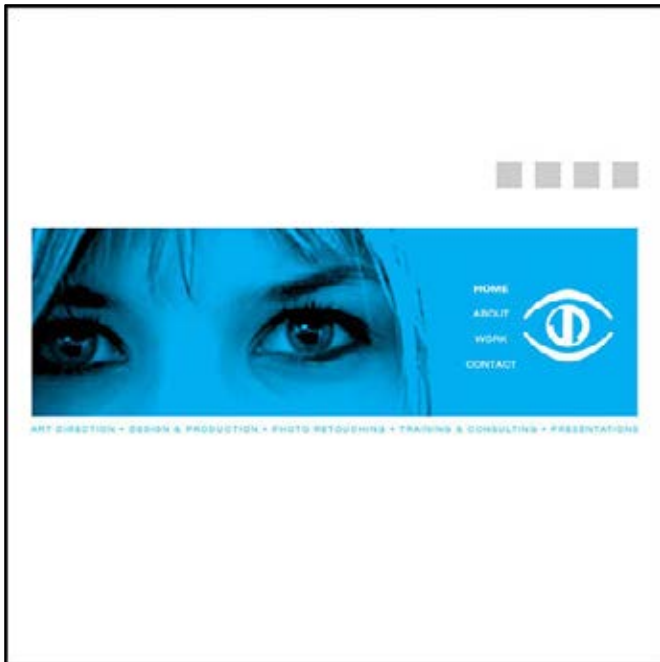
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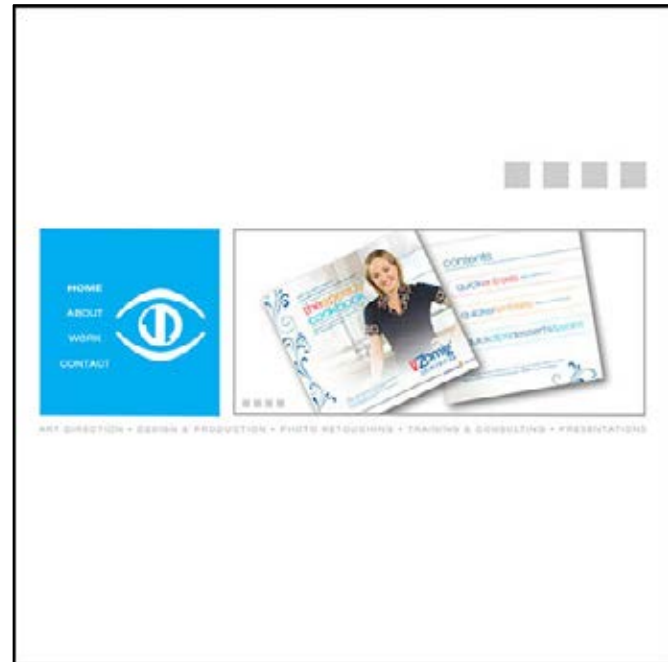
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3



4

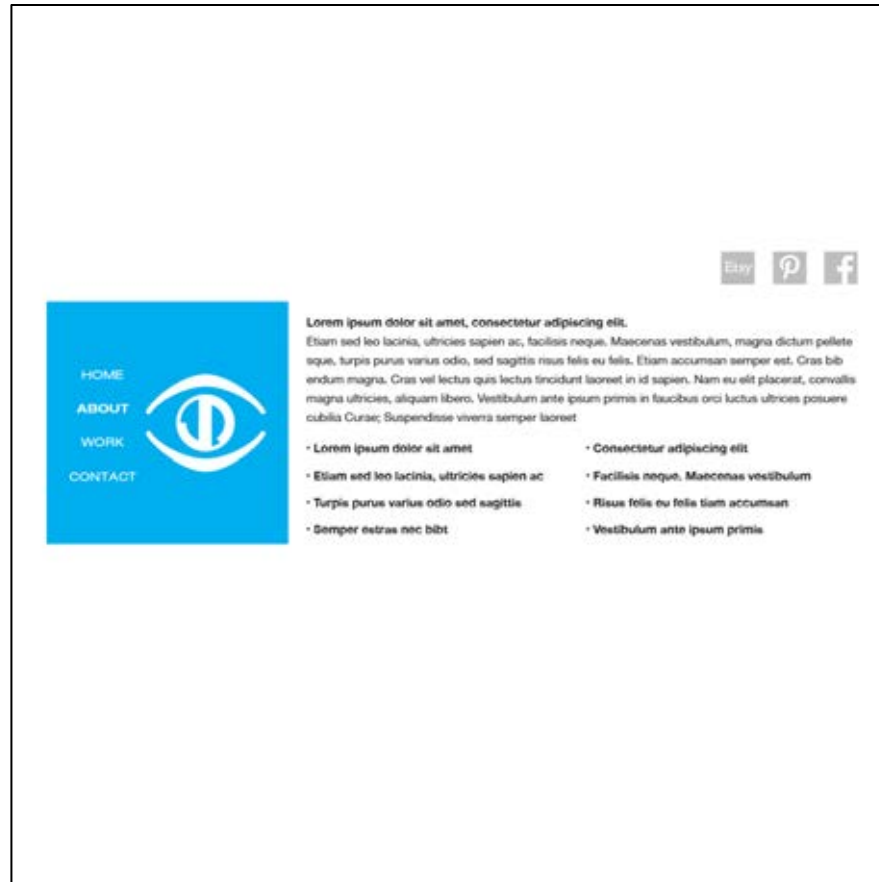




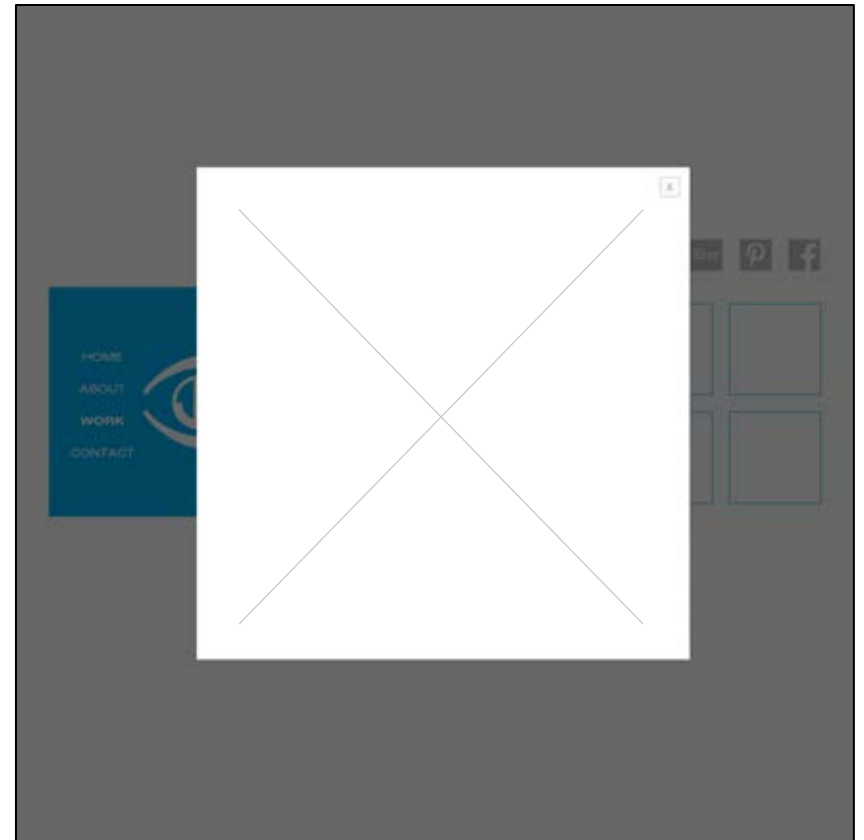
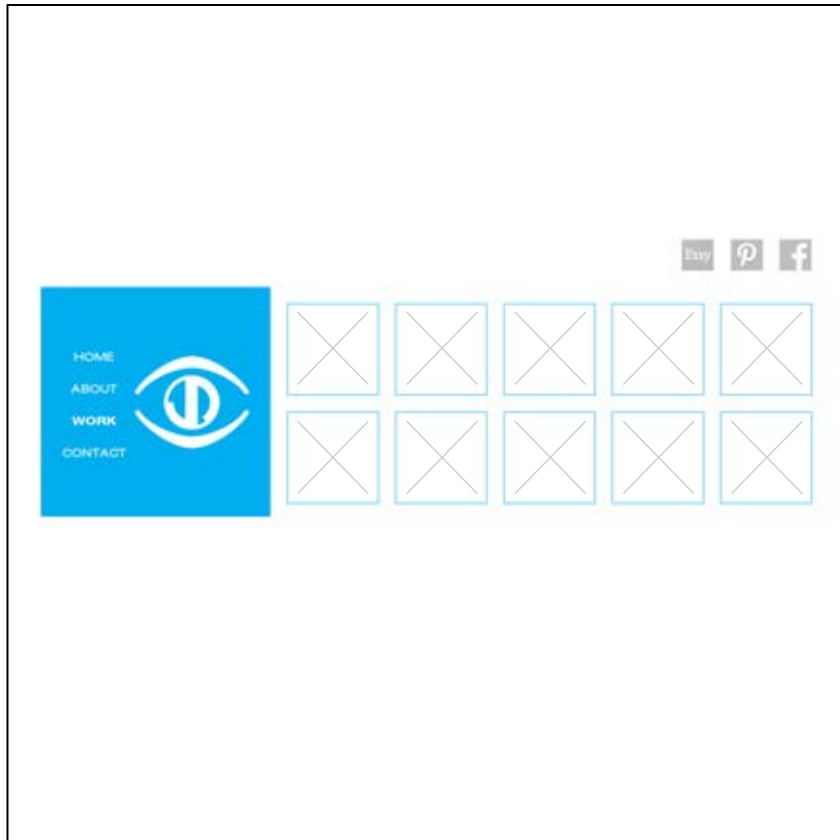
ART DIRECTION • DESIGN & PRODUCTION • PHOTO RETOUCHING • TRAINING & CONSULTING • PRESENTATIONS

SECONDARY PAGE DESIGNS


ABOUT ME




WORK



CONTACT



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Contact Me
Etiam sed leo lacrima, ultricies sapien ac, facilis neque.

THANK YOU!