

# PORTFOLIO INTRO WEB IMAGE



A Larger version of this image is available on page 3

## Design Brief

I needed a design to act as the web banner(intro) to my design portfolio page. A lot of my recent work has been minimal, and I needed a unique way to showcase my abstract and maximal design skills.

## Design Type

Web image; square banner; optimized for web and mobile

## Goals and Mission

This design aims to highlight my abstract skills and serve as a clever introduction to my design portfolio.

## Target Audience

My target audience for this design includes design professionals, prospective clients and employers, and <https://graphichive.store> visitors interested in learning about the artist.

## Color Palette & Elements

This design does not have specific color requirements. The web page mainly uses black and white, making a colorful design both appropriate and noticeable.

## Size Requirements

Web image optimized for web and mobile; 1080px x 1080px

## Programs Used

I used **Adobe Express** and **Photoshop** for this design.

### Adobe Express

Adobe Express created a vibrant, paint-patterned text.

### Adobe Photoshop

Adobe Photoshop allowed me to seamlessly blend the generated paint splatter photo with the image of the paper.

## Design Explanation

With my portfolio's primary theme in black and white, the design allows my work to take center stage and add color to the page. This web image sets the tone for what viewers can expect—both in style and creative depth. The playful paint-streak and drip-style text pairs well with the vibrant paint-splatter frame, creating a dynamic contrast against the minimal background. This design not only introduces my abstract art style but also highlights my key creative niches in a bold, visually engaging way.

