

Portfolio Language Report



Client name: 12/31/20
clientwebsite.url

Highlights

Concerns we discussed in the chat

Notes on using Hypothesis

Follow up process

Portfolio Language Report



Content

I made general comments about the content in each section of your portfolio below and left specific suggestions for improvement throughout your site in Hypothesis.

Home:

About: (Bio, Artist Statement) Photo

Project Descriptions:

Artists: Overall body of work, Description of each medium, Individual pieces

Designers: Role, Context, Problem, Solve, Achievement

Designers - Optional: Takeaways, Challenges, Case Studies, Research, Redoes

Uniqueness/Personality:

Focus/Goals/Message/Mission:

Process:

Contact/CTA:

Extras: Resume/LinkedIn/List of Shows/Blog:

Portfolio Language Report



Style

I made general comments about your writing style below and left specific suggestions for improvement throughout your site in Hypothesis.

Consistency: parallel structure

Clarity/Logic:

Length:

Being Specific:

Tone: industry language and level appropriate for audience

Word Choice: action and emotive words

Grammar:

Portfolio Language Report



Hierarchy

I made general comments about your language hierarchy below and left specific suggestions for improvement throughout your project in Hypothesis. I have also created mock-ups to illustrate the problems and my suggestions.

Type/Font Choice:

Type/Font Hierarchy: size, bold, etc.

White Space:

Color Choices:

Layout/Balance/Alignment:

Flow: F & Z patterns

Visual Consistency:

Portfolio Language Report



Hierarchy mock-ups

Mock-up 1: Here is an example of my proposed change to

Portfolio Language Report



Hierarchy mock-ups

Mock-up 2: Here is an example of my proposed change to