Timeless Tribute: Memorial Portraits Branding & Website Design

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Timeless Tribute

Outline of my proposed project

- Creating a brand identity and website for 'Timeless Tribute.'

- The brand focuses on custom digital memorial portraits.

- Soft, elegant branding with an emotional connection.

- A clean, user-friendly website for showcasing and purchasing portraits.

For this project, I'll develop a brand identity and a website for 'Timeless Tribute.' The focus is on digital memorial portraits, and I aim to create a soft, elegant aesthetic that connects with people emotionally. The website will serve as the main platform for customers to view and purchase portraits, with a seamless and professional experience.

Research on My Chosen Specialism & Career Goals

Career Goal:

Work in web design and branding.

Key Skills Needed:

- Branding and identity design
- UI/UX and web development
- Digital illustration
- Marketing and client engagement

Current Skill Gaps and How This Project Helps:

- I need more experience in branding → This project strengthens my skills.
- Want to refine marketing skills → Developing a brand strategy will help.
- I need more experience in presenting digital art professionally. → Website and portfolio creation will improve this.

Supporting Research & Inspiration

- Research into memorial branding and personal branding trends.

- Studied successful artist portfolio websites.

Inspirations:

- Timeless, elegant designs
- Soft color palettes and emotional storytelling in branding

Example Websites:

1. Written in Love - A memorial portrait brand with a soft, meaningful design.

2. Lovely Portrait - A digital portrait business with a clean and user-friendly website.

3. Etsy Memorial Portraits - Various independent sellers showcasing artistic memorial portraits.

Research on Web Design & Branding

PROFESSION:

Web Designer & Brand Developer

To succeed in web design and branding, I need a mix of technical and soft skills:

Technical Skills:
- Visual Design & Branding
- UX/UI Principles
- Graphic & Web Design Software (Adobe Suite, Figma)
- HTML (Basic Understanding)
- CSS (No experience yet, but eager to learn)

Soft Skills:
- Time Management
- Communication & Client Interaction
- SEO / Digital Marketing / Social Media
- Business & Client Management

CURRENT SKILL GAPS & HOW THIS PROJECT HELPS

- o I have minimal experience in **HTML** and **no experience in CSS**, so this project will help me improve by working with website prototypes.
- o I want to refine my **branding and visual storytelling** skills - creating a complete brand identity will allow me to practice this.
- o My **marketing and client engagement** skills need more development - this project will push me to think about audience appeal, messaging, and strategy.
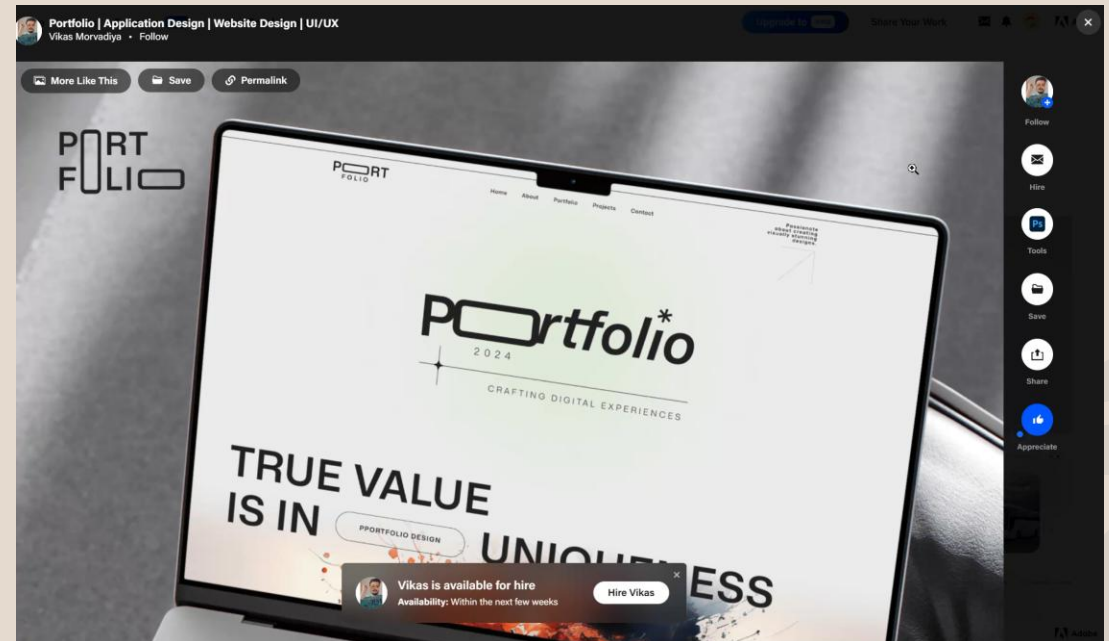
Inspiring Designers Portfolios:

1. **Katrine Pil** – Minimalist yet artistic portfolio that enhances digital artwork.

Katrine Pil

Inspiring Designers Portfolios:

2. Vikas Morvadiya – Clean, modern design with interactive UX elements.
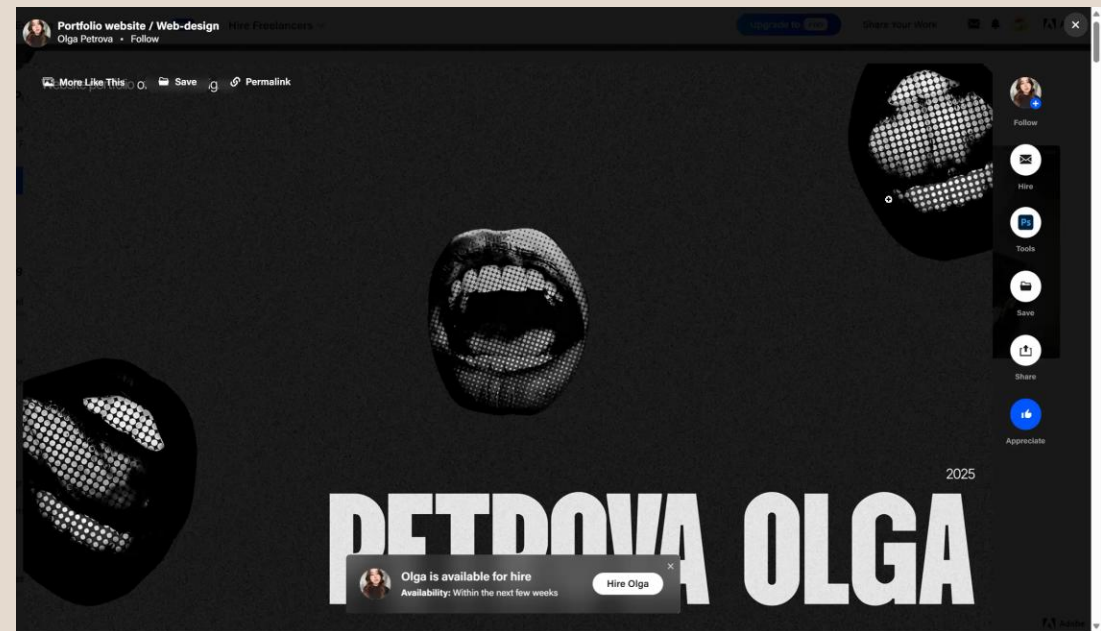
Portfolio | Application Design | Website Design | UI/UX :: Behance

Inspiring Designers Portfolios:

3. Olga Petrova – Elegant photography-based portfolio with a strong brand aesthetic.

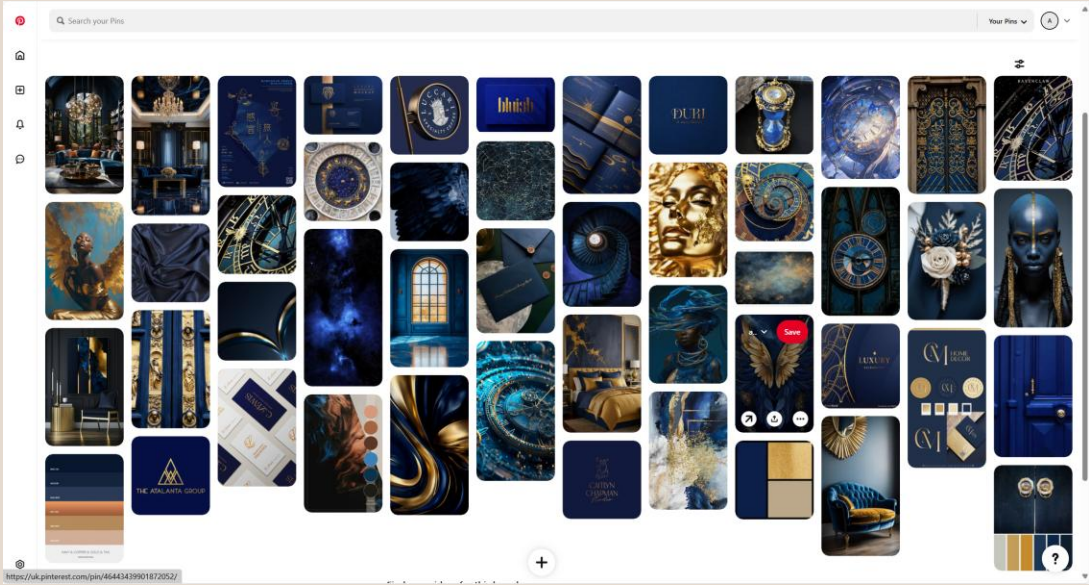Portfolio website / Web-design :: Behance

Early Designs and Web Prototypes
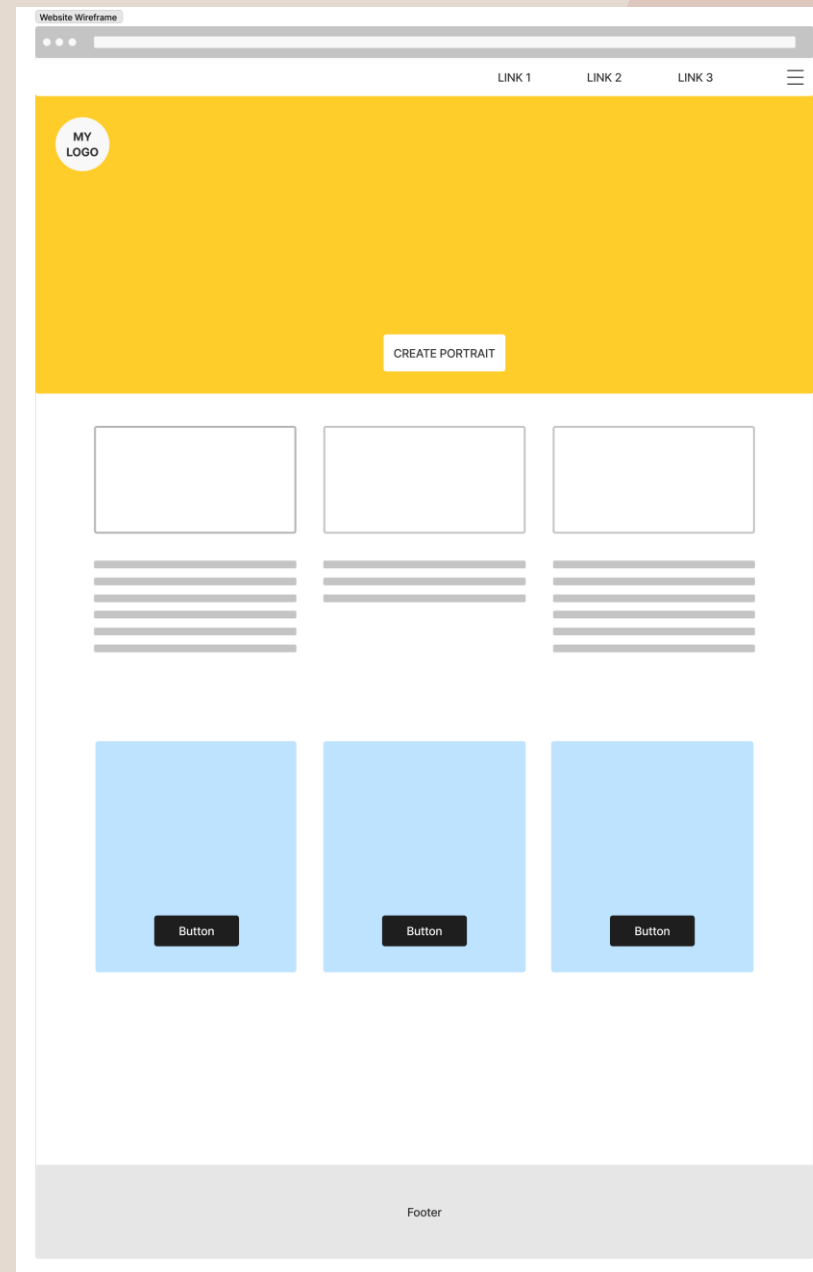
Initial sketches and logo concepts.

Website wireframes and design elements.

Style inspiration and color scheme.

Mood board and Visual Identity

Basic Website Wireframe

HOW THIS PROJECT SUPPORTS MY CAREER ASPIRATIONS

- **Portfolio Development:** Creating a full brand and website for 'Timeless Tribute'.

- **Skill Application:** Improving branding, web design, and marketing strategy.

- **Market Relevance:** Focusing on digital memorial portraits as a growing niche.

Conclusion

Final Thoughts:

'Timeless Tribute' is a project that blends digital art, branding, and web design.

The research and development process strengthens my skills in branding and marketing.

This project prepares me for a career in web design and digital branding.

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thank you

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