

By Ajay Saikia

Assessment 1

What about you?

Who is the creative you want to be and who will you be working for?

Im hoping to either be working in a company possibly branding or advertising building my portfolio up till im a strong designer and independently work as a freelancer

What work will you be doing?

Right now i'm not too sure but i like the look of branding more into the packaging and advertising

Who are your dream employers/clients?

Im hoping to work with a big branded company or work in a big branded company but right now im not too sure

How will you achieve this?

Working hard looking into big brands and potential studios and fixing my procrastinating

Website research analysis

GOOD	BAD
https://duck.design/ https://www.alliemariedesign.com/ https://designcloud.app/go/unlimited-design-service https://www.swanseacity.com/ https://www.edoardolunardi.dev/ https://www.buffmotion.com/ https://www.thegreatsimplification.com/ https://uxmillion.com/ https://www.apple.com/uk/store?afid=p240%7Cgo~cmp-201691933~adg-15144742573~ad-773635380885_kw-d-10778630~dev-c~ext~prd~mca~nt-search&cid=aos-uk-kwgo-brand-- https://www.rcarecords.com/	https://thebiguglywebsite.com/ https://arngren.net/ https://www.art.yale.edu/ https://www.chopping-block.co.uk/ https://puginarug.com/ https://alwaysjudgeabookbyitscover.com/ https://www.pennyjuice.com/ https://drudgereport.com/ https://jamesbond-shop.com/ https://uk.yahoo.com/?p=us https://www.spidermusic.co.uk/ https://www2.pnwx.com/

Research underpinning theory of web design and compare web builders

The core principles of good web design include useability, accessibility, visual design, cognitive ease, standards & best practice and flexibility vs simplicity. With useability a site should be easy to navigate and understand in order for the reader to find what you want them to find, users should be able to find what they're looking for fast and easy and should not have any confusion in the process of finding what they're looking for also i feel like people of all ages should be able to understand the website and its layout

1. Underpinning Theory: The "Why" of Web Design

Web design is governed by psychological and aesthetic theories that dictate how humans process digital information. It isn't just about "pretty colors"; it's about **Cognitive Load Management**.

A. Gestalt Principles

Originating in psychology, these principles explain how our brains naturally group elements.

- **Proximity:** Objects close to each other are perceived as a group (e.g., a label next to a text box).
- **Similarity:** We group things that look alike (e.g., all "Buy" buttons should be the same color).
- **Figure/Ground:** The ability to distinguish between the foreground (content) and background.

B. Visual Hierarchy & F-Pattern

Eye-tracking studies show that users on the web don't "read"—they "scan."

- **The F-Pattern:** Users typically scan the top, then move down and scan horizontally again, forming an "F" shape.
- **Hierarchy:** Using size, color, and contrast to signal importance

Key Arguments & Philosophical Statements

1. "Function over Form" vs. "Aesthetic–Usability Effect"

- *The Maker's Argument*: A site can be beautiful, but if it takes 10 seconds to load due to high-res images, it is a failure. Performance is a feature.
- *The Designer's Argument*: Users perceive "beautiful" interfaces as easier to use. A sterile, purely functional site lacks the "trust" factor needed for conversion.

2. The Responsive Paradox

- A designer might create a pixel-perfect mockup for a 13-inch MacBook. The "maker" argues that on the web, **fixed dimensions are a myth**. Making a website requires "fluidity theory"—where the design must survive being squashed, stretched, and viewed on a fridge door.

3. The "Web is for Everyone" Argument (Accessibility)

- Theory states that design must be inclusive. In "making," this translates to strict technical adherence. A designer chooses a color; a maker ensures that color has enough contrast ratio for visually impaired users.

The Synthesis: The best websites are built when the "making" respects the "theory." A developer who understands Gestalt principles writes better CSS, and a designer who understands the DOM (Document Object Model) creates more realistic, implementable layouts.

Feature	Web Design (Theory & Art)	Web Making (Development & Logic)
Primary Goal	Communication & Empathy	Functionality & Performance
Success Metric	User Satisfaction / Conversion	Load Speed / Bug-Free Code
Constraints	Human psychology, branding	Browser compatibility, server limits
Analogy	The blueprint and interior decor	The plumbing, wiring, and foundation

3. Comparison: The Argumentative Divide

The tension between design and making often creates a friction that defines the modern web.

Social media research, what channels do your target market use?

Graphic design firms usually look for a mix of platforms, because each one shows different skills and professionalism. Here's how they typically view social media channels

1. Instagram (Very important)

What it shows:

- Visual quality
- Style consistency
- Creativity & trends

Why they care:

- It's a portfolio-style platform
- Easy to scan your work quickly

What to post:

- Final designs (logos, posters, branding)
- Carousels showing process (sketch → final)
- Reels of timelapses or breakdowns

2. Behance (Industry standard)

What it shows:

- Full case studies
- Concept thinking and problem-solving

Why they care:

- Professional credibility
- Clean presentation of projects
Many firms treat Behance as your *main portfolio*.

3. Dribbble

What it shows:

- UI/UX and visual polish
- Trend awareness

Why they care:

- Good for product, web, and app-focused studios
- Less about strategy, more about aesthetics

4. LinkedIn

What it shows:

- Professional presence
- Career seriousness
- Communication skills

Why they care:

- They check if you're legit and employable
- Good place to share case studies and articles

5. Personal Website (Big bonus)

What it shows:

- Curation skills
- Branding yourself
- UX thinking

Why they care:

- Firms LOVE designers who can present work cleanly
- Often more important than social media

Bibliography

Articles & Web Resources

1. *DesignRush*. (2025). *The 5 Social Media Accounts You NEED to Further Your Design Career*. Retrieved from DesignRush website: social media channels graphic designers should consider (discusses Dribbble, Behance, Instagram).
2. *Zeka Design*. (2024). *10 Best Platforms for Sharing Your Graphic Design Work*. Retrieved from ZekaGraphic.com: overview of key portfolio and social platforms including Instagram, LinkedIn, DeviantArt, Coroflot.
3. JiYu Graphic Designer Digest. (2025). *Leveraging Social Media to Showcase Your Graphic Design Work*. Retrieved from JiYuShe.com: highlights Behance, Pinterest, and social media engagement tips.
4. *LinkedIn Pulse*. (2025). *10 Best Platforms for Sharing Your Graphic Design Work*. Retrieved from LinkedIn: discusses Dribbble and Instagram as tools to grow design visibility.
5. *Vandelay Design*. (2025). *Best Social Networks for Designers*. Retrieved from VandelayDesign.com: overview of social networks and creative communities like Behance.

Platform Background / Encyclopedia Entries

6. *Behance*. (2025). In *Wikipedia*. Retrieved from Wikipedia: details about Behance as a creative networking platform for showcasing portfolios.
7. *Dribbble*. (2025). In *Wikipedia*. Retrieved from Wikipedia: description of Dribbble as a self-promotion and networking platform for designers.

Additional Academic & Community Sources (optional)

8. Kim, N. W. (2017). *Creative Community Demystified: A Statistical Overview of Behance* (preprint). arXiv. (research on Behance user activity and creative communities).

Logo keeping to my brand identity

Buttons that lead to different parts of my website

Nice colour gradient to fit the minimalistic feel i was going for

logo

about

work together

portfolio

Big bold title to stand out and grab the reader's attention

Graphic Design Portfolio

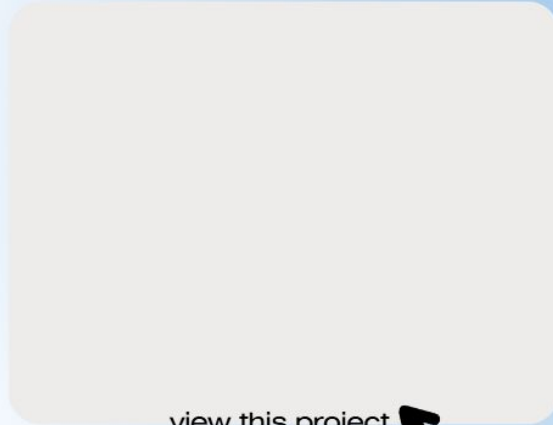
Slideshow of my work automatically switching

Project gallery

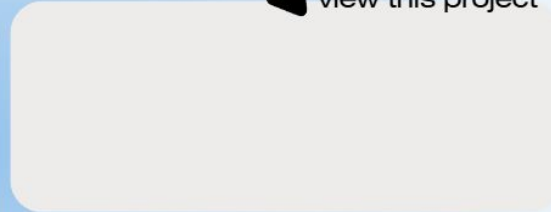
"My designs are all about user-friendliness and accessibility."



view this project



view this project



view this project



Simple quote describing my designs and my mindset

Different projects that i've worked on

Arrows to help all users know where to go from here



Simple scroller
to see all my
projects

Bold
conbtrasting
colour type
face

Let's work together!

"lets make something
amazing."

Socials

@AjDesignsIt

Email

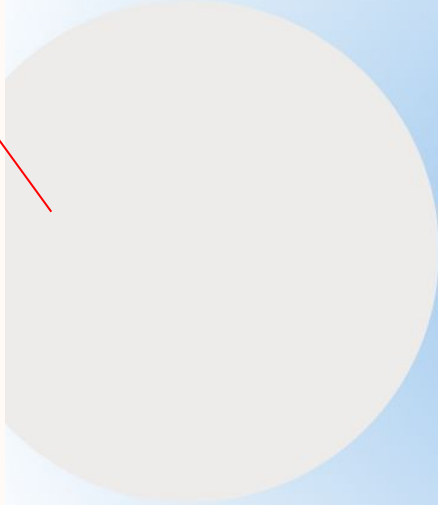
ajdesignsit@gmail.com

Social media
handles



Buttons leading
to other socials

Picture
of me



about me

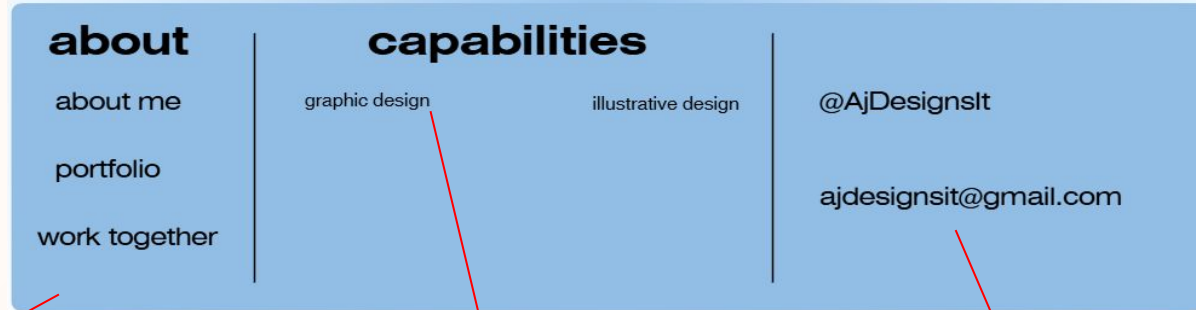
I'm a passionate graphic designer who loves turning ideas into visually compelling designs that connect with people. With a strong eye for detail and a deep appreciation for clean, effective visuals, I focus on creating designs that are not only beautiful but purposeful.

I enjoy the entire creative process from concept and sketching to refining layouts and bringing ideas to life digitally. Whether I'm working on branding, digital design, or visual content, my goal is always the same: to communicate clearly, creatively, and with impact. Driven by curiosity and constant learning, I stay inspired by design trends while grounding my work in strong fundamentals.

I take pride in collaborating, problem-solving, and pushing creative boundaries to deliver work that feels thoughtful, modern, and engaging.

Explanation on myself and
how i view design and my
process and enjoyment

The idea with this was to have something involving everything for readers who have reached the bottom of my websites in hopes of readers going back to some of my pages

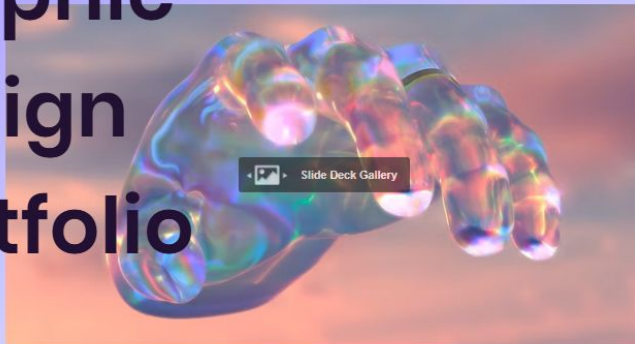


Page involving buttons to find everything my website offers

My skills and capabilities for now

Social medias

Graphic Design portfolio



About

My name is Ajay Saikia

I'm an aspiring graphic designer currently studying at university, driven by a passion for creating visuals that communicate ideas clearly and creatively. My work explores the balance between aesthetics and functionality, with a focus on clean design, thoughtful typography, and strong visual storytelling.

Throughout my studies, I've developed skills across branding, digital design, and layout, while continuously experimenting with new styles and techniques. I enjoy turning concepts into engaging visuals that connect with people and leave a lasting impression.

As I grow as a designer, I'm always looking for opportunities to learn, collaborate, and push my creativity further. This portfolio showcases a selection of my work, reflecting both my current abilities and my ambition to evolve within the design industry.



[Quick Edit](#)

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First Name

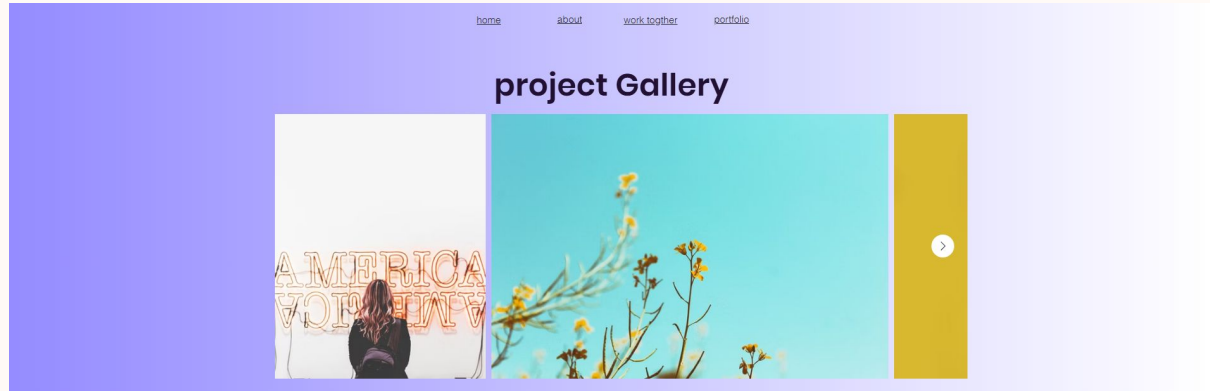
Last Name

Email *

Message

Send

i look forward to working with you !



Overview

<https://23061479.wixsite.com/my-site-1>

<http://instagram.com/ajdesignsitt/?hl=en>

I'm still sticking with the gradient and minimal design style, as it helps maintain a clean, modern, and visually appealing look, but I decided to experiment with a different colour palette to give the design a fresher and more unique identity. Changing the colours allowed me to explore how different tones and contrasts can affect the overall mood and effectiveness of the design, while still keeping it simple and uncluttered. Throughout the process, I consistently referred back to my original wireframe and initial concept, which helped me stay on track and ensured that my layout and structure remained clear and purposeful.

By following the wireframe closely, I was able to develop my ideas more efficiently without second-guessing major design decisions, which saved time and kept the workflow smooth. It also helped me focus more on refining smaller details, such as spacing, alignment, and consistency, rather than constantly reworking the overall structure. As I progressed, I made small adjustments and improvements to enhance the overall visual balance and usability, making sure the final outcome was both functional and aesthetically pleasing. This approach ultimately allowed me to confidently turn my initial concept into a well-developed, polished, and cohesive final design.

Dear me , You have finally figured out that everything you had been worrying about had shaped you, not blocked you. The uncertainty, mistakes, and times of perceived little to no movement have quietly constructed the person you are today and the professional (designer) you are today. Your patience to wait for answers, while impatient to get them, along with your commitment to stay the course when the motivation to do so had come and gone, became your greatest strengths.

You have developed the ability to trust your eye and your instincts. Rather than simply copy what other designers were doing, you concentrated on understanding why design works and how it communicates. You quit trying to achieve perfection and started trying to achieve clarity, meaning, and an impact. That switch, in itself, changed everything. Not only do people view your designs; they can feel them.

You accepted the process entirely. You found sketching, experimentation, failure, revision, and refinement to become a part of your rhythm. Rather than viewing your failures as a demonstration of your lack of ability, you now view them as evidence of your growth. With each project you completed, you gained knowledge, which you then applied to your next project. You lost your fear of not being able to know everything, because you had faith in your own ability to learn.

In addition, you have grown as a person in many ways that you did not anticipate. You have learned discipline, time management, and how to express your ideas. You have learned when to listen, when to adjust, and when to remain steadfast in your decision-making regarding your creative projects. Your confidence no longer solely comes from the approval of others; it comes from your experience, preparation, and self-worth.

You experienced hardships that tested both your patience and perseverance. You encountered tight deadlines, creative blocks, and constructive criticism that forced you to grow and develop as a designer, rather than to retreat. You discovered that pressure does not reduce creativity; it enhances creativity when viewed from the correct perspective. Each adversity improved your problem-solving abilities and increased your confidence that you would be prepared to face whatever challenges lay ahead.

There were occasions when you considered comparing your design and accomplishments to others that may have diminished your enjoyment. However, you choose to think differently. You focused on your progress rather than the speed at which you achieved your progress. You acknowledged and celebrated your smaller successes and acknowledged how much farther you had progressed. Thinking in this manner enabled you to maintain your footing and appreciate what you had accomplished, regardless of whether your goals were expanding. You realized that success does not eliminate doubts; it provides you the wisdom to take action despite having doubts.

Your passion for graphic design never dissipated – it evolved. What excited you initially evolved into a sense of purpose. You began to comprehend the responsibility of graphic design: to provide clear communication, to treat the audience with respect, and to address their needs in a thoughtful manner. You realized that your work has worth, and that your voice should be heard. Believing in these principles affected how you arrived at each opportunity.

Additionally, you learned how to maintain balance. You learned when to push further and when to rest. Creativity flourished when you cared for yourself, when you remained open-minded, and when you permitted inspiration to arise from everyday life. Maintaining a balance of the aforementioned elements assisted you in maintaining your passion for design without burning out, thereby enabling your enthusiasm for design to be genuine and enduring.

You currently recognize that success is not a point of arrival; it is a mind-set that you carry forward. Each accomplishment has created new avenues for exploration, and each new goal has ignited your desire to continue growing and developing creatively.

The knowledge and experience you have obtained will continue to guide you throughout your future endeavors, including obstacles, opportunities, collaborations, and breakthroughs. Thank yourself for the courage to begin prior to being prepared. Thank yourself for continuing when things seemed to be moving slowly, uncertainly, or underwhelmingly. Each attempt counted, even if it appeared inconsequential at the time. You demonstrated that development occurs through patience, curiosity, and tenacity.

Do not forget this feeling. Do not forget that you are capable of achieving more than you previously believed. Continue to push, continue to learn, and create with intention. This is not the conclusion of your journey – this is evidence that you are precisely where you should be.

With pride and gratitude,

Your Future Self