

Purpose and Audience

This section will detail the impetus for the site's creation and discuss its intended visitors.

Purpose

My website will serve as the foundation of a PLN that I intend to use to connect to professional technical writing and technical editing communities, as well as any other professionals and enthusiasts in the fields of writing and/or composition. I chose these communities as it is my intention to start a career in their related fields, and having an e-portfolio will serve to exemplify the merits that I possess with which I can enter those fields.

Goals

The goals for my PLN website, focused on my interest in writing, will be as follows:

- Consolidate my writing into a professional, easily accessible portfolio
- Create a repository in which potential employers/colleges may find my work for evaluation
- Establish the foundation for a personal brand that I can expand as my career develops
- Share my work with those interested in both fiction (more specifically short stories and poetry) as well as non-fiction, (more specifically investigative essays and literary analysis).
- Create a space for working out loud, so as to demonstrate and improve my work through collaboration.

Target Audiences

My target audience includes the following:

- Prospective Employers (hiring managers, HR reps, or anyone in a position to evaluate candidates for positions as writers/editors for which I intend to apply).
- Writers and Editors
- Literature Enthusiasts
- Fans of essays and other long-form nonfiction

Personas

Presented here are hypothetical personals of my site's visitors based on my target audiences. Figure 1 (Maria) is the archetype of my primary audience while figure 2 (Gerome) is the archetype of one of my secondary audiences.

Figure 1

Maria, 36



Quotes

"So many people in our tech department can barely string a sentence together! I'm looking for someone that can."

Short Description

Maria is the hiring manager at a tech firm, and is looking for a technical writer to join the team tasked with redesigning their website's home page. I have applied and she has subsequently found my e-portfolio

Needs

Looking for someone with a good command of prose.

Values ease of access when it comes to evaluating a candidate's content.

Challenges

Has trouble finding someone with skills in both writing and digital competency

Scenarios

I have applied for a position at Maria's firm, she has reviewed my digital resume, seen the links provided, and has subsequently found my e-portfolio. She navigates to the "portfolio" portal and begins reviewing my work to see if I'm sufficiently proficient. After evaluating my prose, she navigates to the "about" portal and reads my bio, going over my personal history in order to determine if I would be a good fit at the company.

Figure 2

Gerome, 23



Quotes

"I want to see what kind of prose I'm being trained to write"

Short Description

Gerome is not just a second year English student at UNLV; he is also an avid lover of writing and literature in general and is particularly interested in the work done by his contemporaries.

Needs

Looking for writing done by someone comparable to his skill level and training

Values meaningful, passionate prose that has a deep understanding of its subject.

Challenges

Has difficulty finding works or portfolios done by his less-experienced peers, usually only finding work done by more well known professionals.

Scenarios

Unsatisfied with his work constantly being compared to the work done by well-known and respected authors in an academic setting, Gerome takes to the internet in search of writing that is much more directly comparable to his own. Finding my site, containing as it does keywords related to writing, literature and, most importantly, UNLV, Gerome goes first to the "about" portal to determine how alike our experiences have been. Satisfied by their similarity, he goes on to the "portfolio" portal to begin reading and evaluating.

Information Architecture

Presented here is the (literal) table of contents of my site as well as a visual representation of its hierarchy and organization.

Name	Location	Type	Author	Purpose	URL
Foreword	Homepage	Brief Description (paragraph)	Patrick Address	Introduction	
Bio	About Page	Description (A few short paragraphs)	Patrick Address	Exposition of biographical information	
Self Portrait	About Page	Image	Patrick Address	Visual Representation	
Header (My name)	Homepage	Text	Patrick Address	Introduction	
Phone Number	Contact	Phone Number	Patrick Address	Establish Points of Contact	—
Work Email	Contact	Email Address	Patrick Address	Establish Points of Contact	
“Corner It”	Portfolio	.pdf file (short story)	Patrick Address	Fill out Portfolio, Exemplify writing abilities	
“East of Omelas”	Portfolio	.pdf file (short story)	Patrick Address	Fill out Portfolio, Exemplify writing abilities	
Introductory Blog Post	Blog	Brief salutary blurb (paragraph)	Patrick Address	Facilitate PLN; “work out loud”	
Proceeding Blog Post(s)	Blog	Short blurbs (paragraph)	Patrick Address	Facilitate PLN	
“Unrepentant”	Portfolio	.pdf file (short story)	Patrick Address	Fill out Portfolio	
Banner	Homepage	Image (format tbd)	Patrick Address	Set an aesthetic tone for the site	
“On Gothic Literature”	Portfolio	.pdf file (presentation transcript)	Patrick Address	Fill out Portfolio	
“The Shared Mind”	Portfolio	.pdf file (essay)	Patrick Address	Fill out Portfolio	
UNLV Writing Center	Resource	Link	University of Nevada Las Vegas	Share resources that shaped my writing	https://www.unlv.edu/writing-center
WriterHub.org	Resource	Link	WritersHub	Share employment resource	https://www.writershub.org/
Writing Help	Resource	Link	Writing Help	Share writing resource	https://writing-help.com/

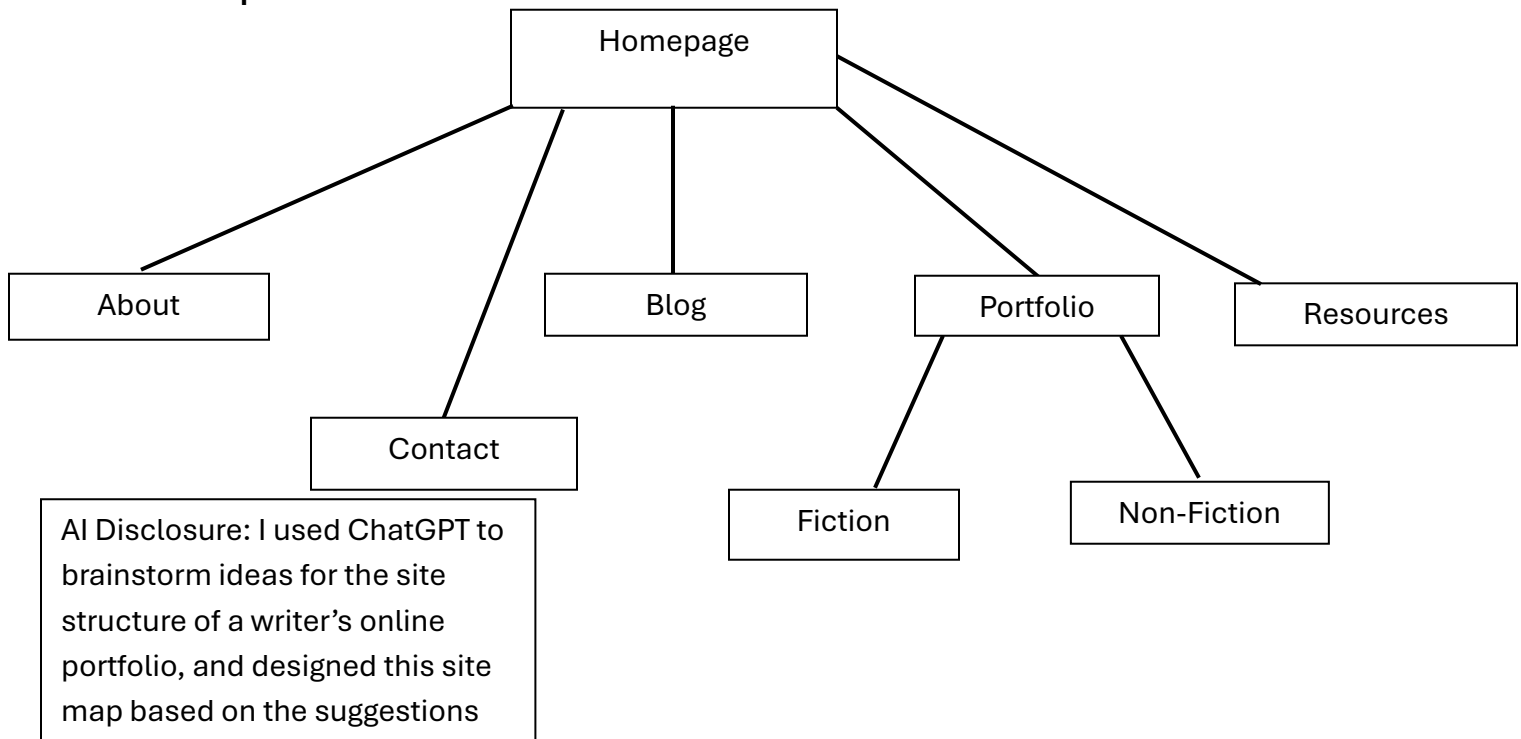
Writers of Southern Nevada

Inspirations: Dan Abnett

Inspirations: Josh Reynolds

Resource	Link	Writers of Southern Nevada	Share Writing Resource	http://nevadawriters.org/
About	Link	Black Library LLC	Share creative inspirations	https://www.blacklibrary.com/authors/dan-abnett
About	Link	Aconyte Books	Share creative inspirations	https://www.aconytebooks.com/?authors=rey-nolds-josh

Site Map



Presented above is the site map. Global navigation will consist of five principal links: About, Contact, Blog, Portfolio, and Resources, with previously presented content existing within their corresponding pages. The About section will be broken down into Biography, Professional History, and Resume, ideally on the same page (still test fitting). The Portfolio link will lead to a pathway page, with respective links to Fiction and Nonfiction pages wherein my writing samples can be found.

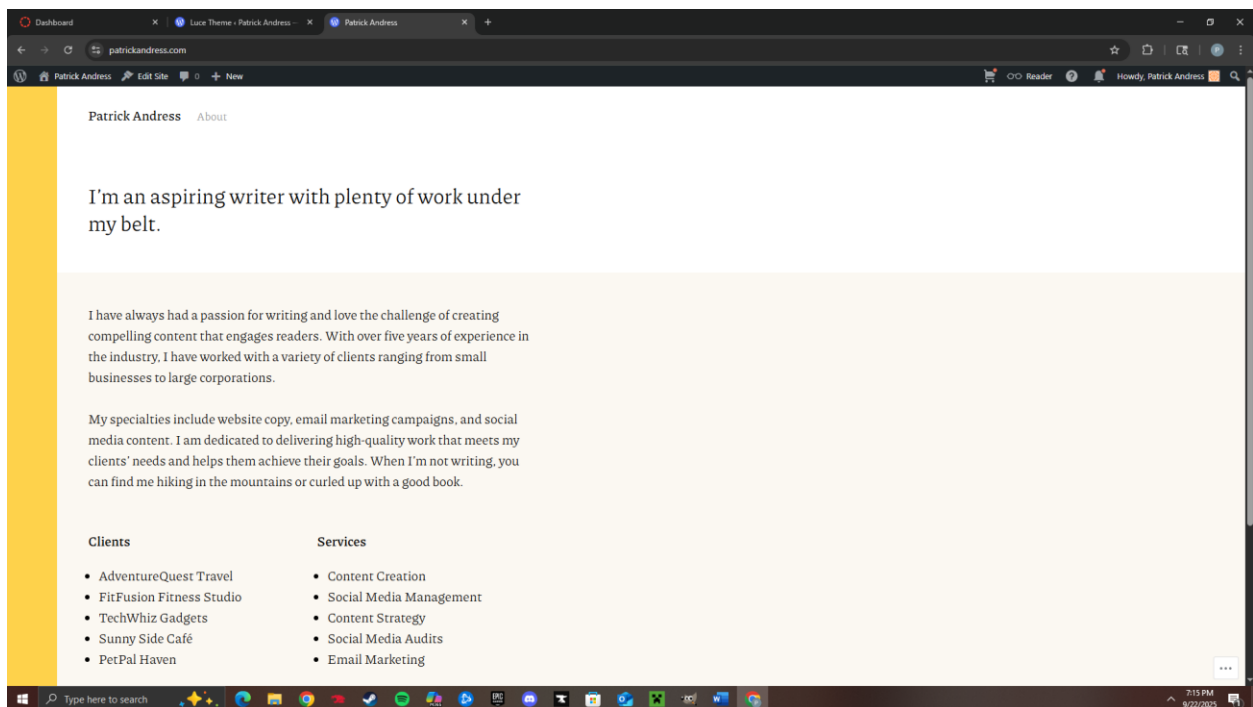
Interface Design

Theme Choice

The theme I've chosen for my website is called Luce, with a clean and simple design that manages to incorporate some color while keeping contrast high while also providing meaningful

white space. The dark text on a light background makes the text eminently legible while maintaining a professional aesthetic. It incorporates an elegant serif font, Piazzolla, that invokes a literary style (appropriate for my writing portfolio), while allowing for easy reading of compact blocks of text. These simple yet engaging choices allow the content of my portfolio to remain the focus of the site. It adheres to the standard conventions for its menu, being a standard horizontal row at the top of the screen, just to the right of the space for the site logo, and a standard hamburger style drop menu in the same location on mobile.

The theme in desktop format:



Responsiveness

The luce theme can adapt to fit the screen and formatting of various devices, from desktop to tablet to smartphone, thanks to the inbuilt responsiveness of WordPress themes. My target audience is writing (technical or creative) professionals, who (like everyone else) use and work on a variety of devices, and so this responsiveness is critical. The navigation menu is reformatted into a hamburger menu, allowing for a compact yet welcoming homepage that still provides easy access to all relevant links:

The Theme in mobile view:



Page Design

Pages are designed in a simple in clear way, with the global navigation menu being at the top of the page, on every page, with left-aligned columns of copy/other content, presented in an order that adheres to standard F eye movement patterns. These columns can be broken up into smaller modules for more content-dense pages (such as the portfolio page), allowing for a dynamic yet coherent presentation. Links in the menu are distinguished from other text by a slightly lighter typeface color, invoking the style of an already-used hyperlink, thus making its purpose clear. I plan to integrate a site-wide search function but have not yet done so.

The following table details the page elements present throughout the site:

Element	Home Page	Pathway Pages	Content Pages
Static link to home page	x	x	x
Page Title and Headlines	x	x	x
Informative HTML page title	x	x	x
Global Navigation links	x	x	x
Social Media logo links	x	x	x
Site Logo w/link to home	x	x	x
Link to local home page	x	x	x
Breadcrumb trail navigation			
Search form in top right	x	x	x

Backend Site Management

CMS

The content management system I will be using for my site will be Wordpress.com, which will also serve as the site's hosting server. The version used will be WordPress 6.8.2, with the Personal Site package, including the domain name of patrickandress.com.

SEO

My site is a personal portfolio site, and so the SEO will revolve mostly around my own name as well as keywords related to portfolios. My strategies for search engine optimization affect all aspects of the site, including

- Site URL (patrickandress.com, just my name)
- Site's name and tagline (Name: Patrick Andress, tagline: TBD but related to writing/editing)
- Page Titles (Portfolio, About, Contact, etc.)

I was unable to find a keyword analytics tool within my current budget, and so intuited most keywords and added to them through feedback and collaboration of likely searched phrases. Keywords will include but are not limited to:

- Patrick Andress
- Patrick Andress Portfolio
- Patrick Andress Resume
- Patrick Andress Writing
- Literary analysis essays
- Fiction writing samples
- Nonfiction writing samples
- Professional writer portfolio(s)
- Technical writing portfolio
- Short Story(ies)
- Short-form writing
- Short-form fiction
- Literary non-fiction
- UNLV writing
- Literature interpretation

Style guide

My site will use a polite, professional, friendly yet assured tone (it will make use of contractions), meant to evoke a sense of professional confidence. It will be written in my own

voice, from a first-person perspective, meant to convey a strong sense of self (myself) to visitors. All text will be left-aligned, conforming to western reading patterns, with paragraphs making use of indentation and spacing in between, to evoke a literary style while still leaving space for readability.

As my site will have relatively few pages, drop down menus will not be necessary, with global navigation links serving as singular links to pathway pages that lead directly to the desired content.

Links will conform to the standard blue text/underline format, making them as evident as possible.

Conclusion

With these elements in place, I have the upmost confidence that my site will not only serve as a sufficient vehicle for the intended PLN, but will also serve as the cornerstone of my professional endeavors; a repository of my skills and accomplishments, and will no doubt foster productive relationships with (technical writing) industry professionals because of this. I'm excited for this opportunity to share my work with interested parties and am hopeful that this will be the foundation for a synergetic network of learning and collaboration.