



**Philip Morrow**

DESIGN & FRONT END  
DEVELOPMENT

**PORTFOLIO**

hello@philmorrow.co.uk  
www.philmorrow.co.uk

## Advantage You

Website Design and Development | Logo Design  
Oct 2007

web: <http://www.advantage-you.co.uk>



Advantage You offer professional coaching, which will allow you to gain a step-up in your search for a job or help you apply for a promoting. The company aims itself at teenagers and young adults who have made poor (or no) career choices.

The client wanted a website that didn't look like a website; I designed the site to look like a desk adding elements such as the mobile phone and the headphones to make it more specific to the target audience. I also designed the Advantage You logo.

The site design was produced in Adobe Photoshop, though Illustrator was used to generate the 'hand writing'. Due to the textured background, I had to use transparent png images for the content container to prevent a seamed tiled effect from occurring. I have also used sIFR in a number of places on the website, to relax the tone of the text.



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## GSP Marine

Website Design and Development  
Jan 2008

web: <http://www.gspmarine.co.uk>

The screenshot shows the GSP Marine website. The header features the GSP Marine logo and the tagline "Helping you take to the water,". Below the header is a navigation menu with links for "Welcome", "Nordic Mist", and "Booking". The main content area includes a "Welcome..." section with introductory text, a "Location" section with a Google Map of Haslar Marina, and an "About Us" section with text about the company's experience and services. A "Current Fleet" section features a photo of the "Nordic Mist" boat and its specifications.

GSP Marine offer yacht charter for both professionals and novice sailors alike. They are located in the mouth of Portsmouth Harbour, UK – just off the Solent.

The client brief was for a 1-page website, however due to large amounts of content we moved to a 3-page layout with the option to add further pages for other boats in the future.

The website was designed in Adobe Photoshop and coded in xhtml and css. I used the css sliding doors technique for the navigation, an Ajax lightbox script for the images of the boat and also implemented the Google Maps API to allow users to actually see the proximity of the harbour to the Solent.



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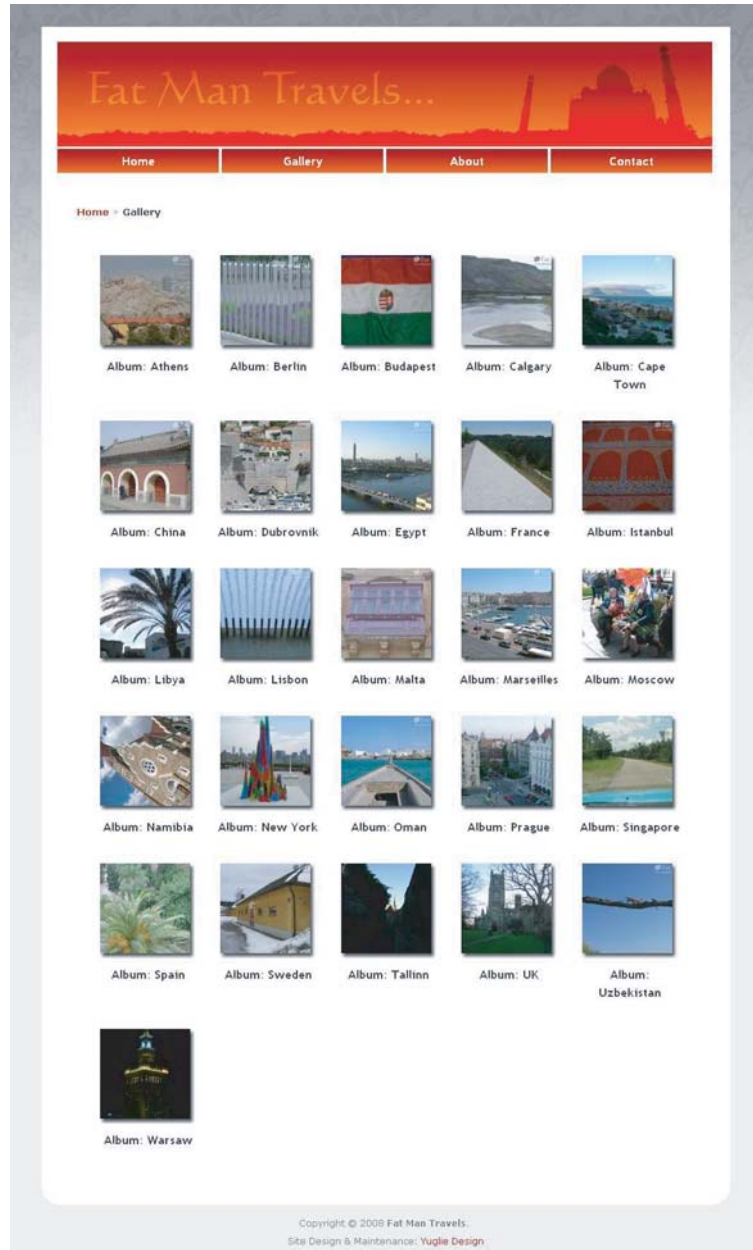
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## Fat Man Travels

Website Design and Development  
June 2007

web: <http://www.fatmantravels.co.uk>



Fat Man Travels is a blog and photo gallery tracking the travels of 'Fat Man', the site has over 4000 images and 68 journal entries.

I took on this project in summer 2006 and have maintained it since, including seeing it through a redesign. Initially the site was flat HTML using JavaScript to show larger images but within a year the volume of images was rapidly increasing and so we decided to redesign. The current site is built using Wordpress and the excellent plug-in WP-Gallery2 for the gallery area.



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## Rainbow Diaries

Website Design and Development  
Dec 2007

web: <http://www.rainbow-diaries.com>



Rainbow Diaries is the online blog of Rainbow Weddings, a group of wedding planning and decoration specialists.

The aim with this site was to help to send more traffic to their main website, which I also designed and produced. I am also currently working with Rainbow to build an ecommerce store to sell wedding decorations and accessories, currently the site is being built in shopify.

I built the blog in wordpress using a free theme called PortraitPress which the client had liked. I adapted the layout slightly to allow for more space for the content and changed the colour scheme. Since the launch of the blog in December 2007, the main site has seen a 25% increase in traffic and the blog itself has over 50 loyal readers (a growing number).



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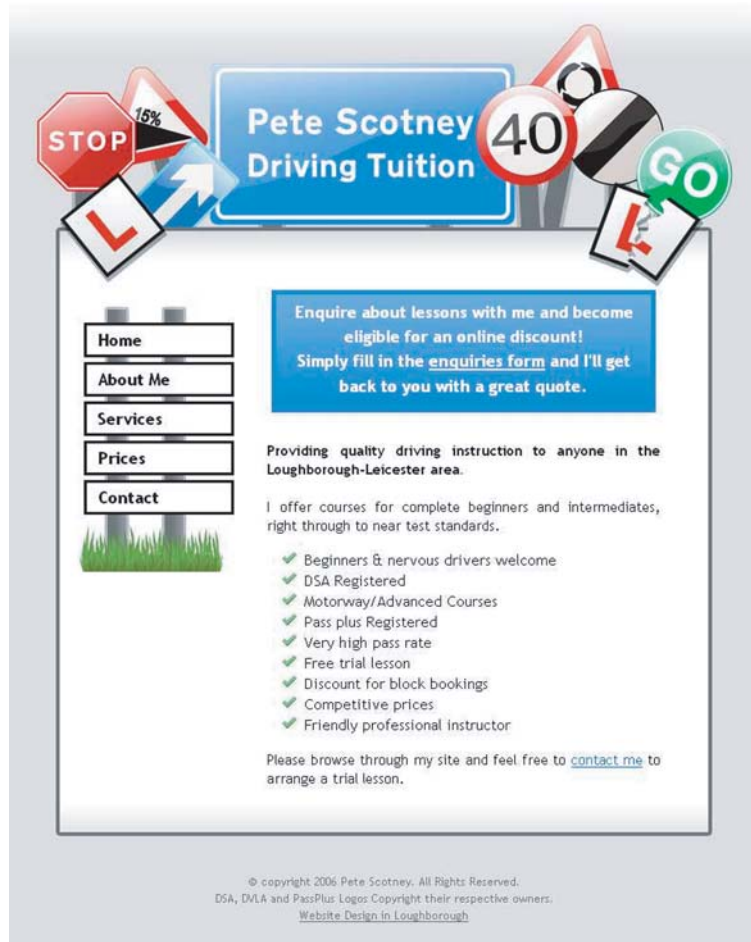
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### **Pete Scotney Driving**

*Website Design and Development*  
Nov 2006

web: <http://www.petes-driving-tuition.co.uk/>



Pete Scotney is a self-employed driving instructor based in Loughborough, Leicestershire.

This was one of my earlier websites, before I started getting work through word of mouth. I actually cold called several driving instructors to try to get them to agree to give me driving lessons in exchange for a website. Pete was interested and so we agreed that I would produce his site in exchange for 20 hours of driving lessons, luckily for me I took the test and passed after 22 hours!

The masthead graphics were designed in Illustrator before being imported into Photoshop to design the layout. I sliced the design and hand coded it using strict xhtml and css. I used an adapted PHP library piece of code for the contact form.