

PROJECT 5: PORTFOLIO

This assignment will be focused on designing and creating a portfolio. Portfolios are used to help get you work—both as a freelancer and for employment with a company—and many four year colleges require them for admission to art and design programs. The goal of a portfolio is to give the viewer an idea about you and the quality of your work.

For this project, you will create a portfolio for yourself. If you are currently enrolled in Self Promo, you should utilize the branding you have been creating for that class (trust me, Mara will want you to). If you are not in self promo, you can choose to create branding for yourself. It does not have to be that elaborate. I recommend having a clear sense of who your audience is before beginning to develop your portfolio. You will make different decision if your goal is to use to freelance than if your goal is to be hired by a company. I also recommend that you choose work that meets these goals. Make sure you are choosing your best work for your portfolio. The work you may use is not limited to graphic design. You may also want to include sketches and the like for projects if you have them. Many employers like to see process.

ASSIGNMENT REQUIREMENTS

- Your site will be required to have the following information on it somewhere: examples of your work, your name, your contact info, a resume, basic information about you/your services.
- You must have a minimum of 10 examples of you work. Each item should have a name, some specs about the assignment, software used, and a basic description of the project and your solution. Try to write the description without saying it was a school project.
- The size of the website is ultimately up to you as is the number of pages.
- You can use Weebly, Wix, IM Creator, Google Sites, Wordpress, Dreamweaver, or any other similar web editor to create your portfolio. If not using one of the ones listed, please clear it with me before proceeding. You may use an existing template, but you **MUST** customize it.
- All pages need to have actual content on pages that is appropriate.
- Clear navigation system that makes it easy to locate all content.
- Should have logo and other appropriate graphics. All images should be 72 dpi and RGB. I recommend sizing your images to the actual size you plan to use them. Jpgs are recommended for all photos. Many of the editors may require jpgs and may not support other formats. Please note that copyright law does apply if using any images that are not your for icons and background images I highly recommend that you only use your images as it is your portfolio. You may use other resources so long as you adhere to copyright rules. Please see me if you have any questions about this. Not adhering to these rules will be seen as plagiarism.

INSTRUCTIONS

1. Start by brainstorming about ideas for your portfolio). You need to have a clear idea of the purpose of your portfolio and who your target audience is. These are important to making your design decisions and I may ask you about them.
2. Create a sitemap organizing the required information in a way that makes sense and is logical. Create wireframes to get an idea of where content will go (see the lecture from the Project 3 if you have questions). Finally, begin sketching your layout. Even if using a template, you will need to customize the design.
3. We will review your sitemap, wireframes, and layouts to offer feedback and note any potential problems.
4. After receiving feedback and revising any necessary parts of your designs, you will begin to build your actual web pages in your chosen web editor.
5. Start filling in all content for your portfolio. Make sure to be consistent with the sizes of your portfolio images.
6. Have some one test your site to make sure all links work correctly on all pages as well as any other functionality. Make sure you have actual content on your pages.
7. Finalize your website and upload the entire project folder to Class Shares (if using Dreamweaver, Wordpress, Google Sites). If using any of the sources that have hosting built in. Be sure to create a text file with the link inside for review. We will review as a class.

SUBMISSION GUIDELINES

Final files should be placed in a folder in your class shares labeled Project5. Inside that folder, you will have your html files including your first page named index.html, a css file properly linked to all your pages, and an images folder containing all your images. If using one of the options where you don't have actual files, I do still expect for you to turn in the portfolio images used and the link to your website. Note: Web file names **ABSOLUTELY** cannot have spaces in them. It may work on your desktop, but will not work when moved to a live server. Naming files and putting them in the specified places is part of your grade.

Don't forget that you are required to make 15 wiki posts over the course of the semester. If you find something that helps fix a problem or a resource that may be helpful to your classmates, you should post it to the wiki. Likewise, you can post if you have trouble with something and want to see if anyone else found a solution. This should be a resource for you.

DUE DATES

Preliminary critique will take place on April 2. You need to have at least half of your content completed.

Project should be submitted at the start of class on April 7.

We will critique the projects in class. Please be prepared to participate in the critique and explain your work.

QUESTIONS

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Office Hours:

Varies, but I will be available on campus Mon, Tues, Wed, and Thurs.