**Timeline**

April 5 Choose a specific template and create a site map

April 10 Apply your identity to template and create navigation, insert text (can be placeholder)

April 12 Review layout in specific template

April 17 Review finished website layout

April 19 Review portfolio layout

**April 24 Website critique**

**April 26 Website due / send me a link to a functioning website**

**Personal Website**

A web portfolio is becoming the standard for professionals wanting to be taken seriously during their job search. This is why a web site portfolio is required for this class, and when you graduate from the graphic design program.

Having your own portfolio web site, with your name as the domain, will help you stand out in the crowd of our very competitive field. Even if you don't plan to be a web designer, graphic designers and artists should demonstrate that they know how to build and maintain a web site. It shows potential employers that your are an up-to-date, web-savvy graphic designer and job hunter who will be a valued asset when they hire you.

Besides static pieces that will be shown in your portfolio book, the website will house your digital projects (video, motion, web) and will allow the viewer to explore a project to depth (you can attach a full, yet compressed, pdf of a book, for example.)

While I do not expect you to fully populate the site with content, I want you to have fully functioning navigation so all your pages need to be there. You can use some placeholders for some of the content. Provide an example of how your portfolio will work. Note: you should be able to browse through your portfolio in a non-linear fashion so galleries that are used for displaying photos and you need to click back and forward button to navigate are not appropriate.

**Requirements**

- At least five pages
- Functional/effective navigation
- Links visually to your identity and portfolio book
- Resume page containing relevant information and link to downloadable PDF with full resume
- Contact (also linkedIn)
- Portfolio pages: gallery and  details about each project that contains the various project applications, various views and project specifications. Create just a skeleton of the portfolio and one functioning example.

**Please note you are allowed to use a template if it is effective but you need to customize it to fit your identity. You will also need your own domain!**

**Examples**

Here are several links to designers' and artists' portfolio web sites.

http://www.smashingmagazine.com (50 great sites)

http://alexarts.ru

http://www.kevinlucius.com

http://www.joshsender.com

http://www.jenniferaltdesign.com

http://www.beakable.com

http://www.mattbango.com

http://www.mikeprecious.com

http://brynnshepherd.com

http://dannyblackman.com

http://timvandamme.com

http://www.joshsmith.ca

http://www.robbiemanson.com

http://www.rikcatindustries.com

http://www.jamiegregory.co.uk

http://portfolio.spinxwebdesign.com

http://www.tsdg.com

http://www.2advanced.com

http://www.4design.tv/index_portfolio.htm

http://www.webdesignbeach.com

http://www.newconcept.hu

http://www.modstudio.com.ar

http://www.digimurai.com

http://www.noedesign.com/2008

http://aditshukla.com

http://www.ndesign-studio.com

**Good Portfolio Web Sites… (from student research)**

- Consistency
- Explain/Labeling work
- Maintaining Site (switching out work/info)
- Logo
- Tagline
- Resume
- Design simple, so work stands OUT
- Contact Info
- Variety
- Make it a teaser
- Let you work speak for itself.
- Check for spelling errors.
- Use white and black space effectively.
- Choose an effective font.
- Contrast your fonts with restraint.
- Use minimal color schemes.
- Make galleries quick and easy to look at. (easy navigation)
- Summarize what you do.
- Make sure your contact info is clear and specific.
- Your tagline should be short and snappy, summarizing what you do.
- The more details you give, the better your users can form a bond and build trust with you.
- Blog about your area of expertise. Show them you know what your talking about.
- Don't innovate--should look appropriate
- Make sure you have a link to your resume.
- Make sure it is in color.
- Should be easy to navigate.
- Should make your potential clients comfortable.
- Should be easy to update.
- Answer the questions potential clients are likely to have
- Shows your personality
- Examples of past work
- Valid code (css/html)
- Show your best work
- Good use of icons, logo
- Clarity and focus should permeate your portfolio.
- Push your best work to the front.

- Your tagline should be short and snappy, summarizing what you do.
- Do consider using multiple portfolios.
- Target your market.
- Linked, high-quality images
- Make usability a top priority.
- Utilize the right technology.
- Have a logo-link logo to homepage
- Portfolio-big and high quality images
- Services-clear and specific, break things down
- About me-share about yourself
- Contact-easily available and usable
- Have a blog-help show that you know what your doing
- Call to action-on each page for next step
- Use social networking websites-twitter, facebook, etc. So they can follow you
- Good language/ Communication
- Link Pictures as well as text.
- Have explanation next to work
- Clean and professional

**Portfolio Web Sites Don'ts…**

Don't let layout be too busy or confusing

Don't go nuts with branding.

Don't place work in website that you don't believe in.

Don't put a quota on the number of work you need in website.

Actual website design should not over power your work or resume.

Don't make "squinting" text.

Don't expect to be perfect the first time.

Don't use zoomed and cropped thumbnails.

Don't have automatic background music playing.

Don't include to much work.

Don't use other peoples work.

Make sure its organized.

Don't have typos.

Don't show unfinished projects.

Don't provide zero context.

Don't use free websites.

Grammar

Pop Ups and Broken Back Buttons

Huge Flash Intro Screen

Horizontal Scrolling

Slow Load Time Problems

Overuse of Banner Ads

Lots of Moving Things

Plenty of Music

No Contact Information

Don't cram too much information into a small space.

Bad Navigation.

Visual Clutter.

Lack of labels on work. (such as "poster," "web banner," etc.)

Lack of resumé.

Less is more. Don't overdo design elements.

Talk too much about yourself.

Lack of variety in artwork.

Bad menus.

Do not put all your work on, stick to your best work

Do not make the user "think too much"

Do not have content that could make the viewer uncomfortable

Do not start a layout with a concept-stay away from trends

Do not repeat yourself often

Do not use the forum for any other stock photos

Do not have website become too busy-stay with same fonts, colors, etc

Do not use material that is not yours

Do not bore the viewer-have personality

Do not make everything have equal importance

Site Waste (Bad quality work on site.)

Browser incompatibility

Frozen links

Inadequate photo enlargements

Slow page loading

Over-done.  (less is more)

Uncommon navigation

Over-use of Banner ads.

Don't let other people advertise on your site

Don't make it too complex

Don't say how great you are

Don't make contact info too hard to find

Don't have music/sounds

Don't put work you don't feel happy talking about

Don't put too much of your personality out there

Don't throw too much at the viewer at once