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Portfolio Website

Description

One needs a personal portfolio website for a number of reasons. If you're a freelancer, then you'd need one to showcase your work and allow people to contact you. If you're a student (or unemployed), then you'd need one to show prospective employers how good you are and what you can do, so that they might hire you. If you're part of a studio, then you might use one to blog about your design life, show people what you're doing and build your online presence.

This project will encompass the design of a personal portfolio website for YOU. You are the client, which lightens the research load, but in many cases can increase the stress. If you have not had a chance to design for yourself yet—this will be a challenging experience, but in a good way.

Considerations should be made based on prospective viewers of the site:

- Freelance Client
- Art/Photography Client
- Graduate School
- Employer/Art Director

Remember the function/purpose of an online portfolio:

- Showcase your work, flexibility, and range of design/art skills
- Demonstrate your Design/Art style or aesthetic
- Introduce you as a creative professional
- Serve as a digital first impression

This project does not require a mobile version—however, bonus point opportunities might be available to those that take on the extra challenge of designing one.

Project Grade Breakdown

Design	=	50%
Sketches + Docs	=	30%
Crits & Present	=	20%

Project Schedule

Tentative schedule, changes will be made based on the needs and priorities of the class.

Week 1	10/6	Project Intro
	10/8	Site Maps + Mood Board + Creative Brief
Week 2	10/13	Sketches
	10/15	Digital Crit
Week 3	10/20	Digital Crit
	10/22	Due