**Week 5: Personal Branding**

**Lab Objectives:**

By the end of this lab, students will be able to:

1. Understand the importance of **personal branding** in the IT industry.
2. Design and develop a **personal website** as a digital portfolio.
3. Host their website using **GitHub Pages**.
4. Create a short write-up on their **personal branding strategy** and design choices.

**Activity: Website Development for Personal Branding**

**Task:**

* **Design and develop** a **personal website** that serves as your digital portfolio.
* Include the following sections:
  1. **About Me** – A brief introduction about your background and aspirations.
  2. **Resume Highlights** – Key skills, education, and work experience.
  3. **Project Showcase** – Display 2-3 projects with descriptions and links (if applicable).
  4. **Contact Information** – Provide a professional email or LinkedIn profile.
* Host the website on **GitHub Pages**.
* Write a **150–200 word reflection** on your **personal branding strategy and design choices**.

**Instructions for Creating a Personal Website**

**Step 1: Set Up GitHub and GitHub Pages**

1. Sign up or log in to [GitHub](https://github.com/).
2. Create a **new repository** named your-username.github.io.
3. Clone the repository to your local machine using Git, or use GitHub’s web interface.
4. Enable **GitHub Pages**:
   * Go to **Settings → Pages**
   * Under "Branch," select main and click "Save."

**Step 2: Create the Website**

* You can use **HTML, CSS, and JavaScript**, or use **Jekyll (a static site generator)**.
* If using a template, explore **free website templates**:
  + [HTML5 UP](https://html5up.net/)
  + [Start Bootstrap](https://startbootstrap.com/)
  + [GitHub Pages Themes](https://pages.github.com/themes/)
* Use a **responsive design** to ensure mobile compatibility.

**Step 3: Structure Your Website**

**1. About Me Section**

* Introduce yourself, your background, and career goals.
* Use a professional tone and concise language.

**2. Resume Highlights**

* Include a **summary of your skills**, **education**, and **experience**.
* Optionally, provide a **downloadable PDF of your resume**.

**3. Project Showcase**

* Display at least **two projects** with descriptions and links.
* If applicable, embed **GitHub repositories, images, or demo links**.

**4. Contact Information**

* Provide a professional email.
* Include **LinkedIn, GitHub profile, or portfolio links**.

**Step 4: Deploy the Website**

* Commit all changes and push them to the GitHub repository.
* Visit https://your-username.github.io/ to see your live website.

**Enhancement: Write-Up on Personal Branding Strategy**

**Task:**

* Write a **150–200 word reflection** discussing:
  + Your **personal branding strategy**.
  + **Design choices** (colors, typography, layout).
  + How the website reflects your **professional identity**.

**Sample Reflection:**

"My personal website serves as a digital portfolio to showcase my **skills in software development**. I chose a **minimalist design** with a **dark theme** to create a professional yet modern look. The ‘About Me’ section highlights my **technical skills and career aspirations**. The project showcase emphasizes **real-world applications** of my learning. By including links to my **GitHub and LinkedIn**, I aim to make it easier for potential employers to evaluate my work. The contact section ensures recruiters can reach me easily. Overall, my branding strategy focuses on **clarity, professionalism, and accessibility**."