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Project Report:

Personal website

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The importance of personal website

The goal of this project was to design a web portfolio for a graduating design student and to report on the process. The project is based on the existing personal visual identity of the student. This paper is created as an instruction for the reader describing the process of personal online portfolio design simply by defining and explaining the main terms and methods used for web design and development. This thesis work consists of six parts, depending on how the design process proceeded. These parts include research, project management, content development, information gathering, design and an overview of the development process and techniques. The objective of this work is to create guidelines for newcomers in the design industry. By using these guidelines students and amateur designers can create their own design portfolio which will be well balanced, clean and in trend with the times.

INTRODUCTION

This work aims to report the process of designing and developing a web portfolio for a graduating bachelor design student specializing in web design and development. It will define what a portfolio website is, it will also explain the basic theory and elements of an online portfolio design process. Further this work presents different ways and channels through which a design student can create and develop a personal online portfolio. By covering aspects such as: how to integrate personal visual identity and what is required to build an effective portfolio. In order to carry out this process, it is essential to understand various strategies and techniques that are used to today, while acquiring skill full understanding of modern tools and trends. In the following section, a description of existing web development methods, platforms and reviews of the most popular web design styles have been included. (Adham Dannavay, 2013) During five years of studies, the writer of this paper, has created a large number of works, which has to be included into a professional design portfolio. The portfolio should be well structured and is to be launched in December 2015. The design of the portfolio will be based on the already existing personal visual identity of the author of this work. The main goal of this project is to create a well-designed portfolio, which will allow a young designer to position himself on a currently competitive market and will assist new designers in finding their ideal work placement. For the writer of this work, the ideal work placement would be a position as a web designer and front-end developer. Additionally the project will result in a infographic poster, with tips and guidelines for young designers, on how to create an outstanding personal portfolio.

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ONLINE PORTFOLIO

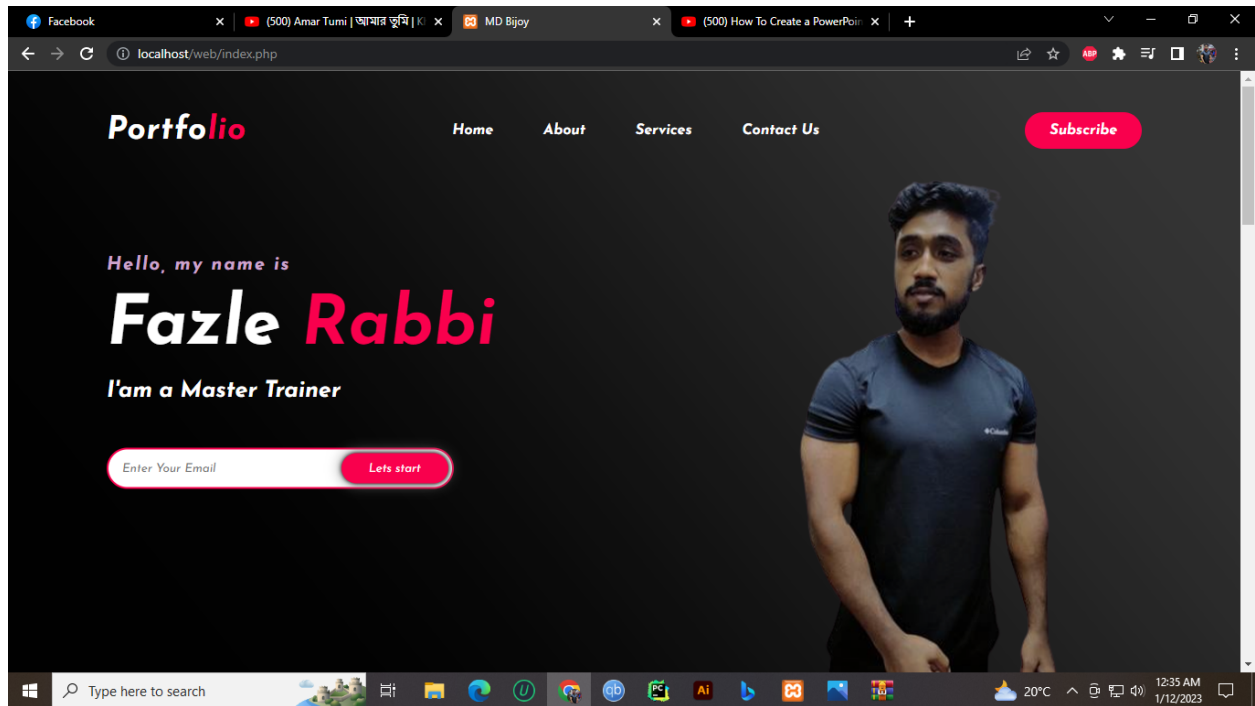
In simple words, a web portfolio³ is a 24 hours working showcase of the designer's works, professional skills. It has the potential to attract future employers/clients, while it also provides the essential contact information of the designer. For web professionals, creating a web portfolio is crucial. It is one of the key steps in the self branding⁴ process. In order to build a successful portfolio, the designer needs to focus on its simplicity, ease of use, how to reach the main objectives and lastly project management. The main objective in any design process is to understand the goals which the designer wants to achieve by creating a web portfolio. The web designer and developer should focus on the overall look of the portfolio and to implement many extra features, which graphic or industrial designers might never need, because they don't need to show their coding knowledge and skills. Graphic designers usually focus on illustrations and implementation of personal visual identity to their websites. Industrial designers would need to concentrate on creating professional detailed presentations of each project, which will describe her/his personal approach and the workflow. Good illustrations of every step of the design process, especially photos of prototypes sketches and well written explanations, are also more important for industrial designers. It is very important to first define your brand and target market before you create a portfolio, in order that the portfolio might appeal to them. (Collis Ta'eed, 2012)

Often designers try to accomplish more than one goal in their portfolios, which has to be clearly described in the project brief. The right web-portfolio type can be defined based on its purpose.

- The Hire Me Portfolio focuses on getting you a job. If you are actively searching for a job then the current goal of your portfolio is to get hired. In this type of portfolio you can target the work you show to the type of company you want to work for.
- The Sales Generation Portfolio focuses on keeping a flow of work always coming in the door. The goal here is to generate leads. And move potential customers through your sales channel.
- The Reputation Building Portfolio focuses on building your name in the industry and online. This may take the form of an artist's showcase. Or tie your work together with a blog on your portfolio site.
- The Networking Portfolio focuses on building relationships. There are many networks that have excellent portfolio building tools. They have some advantages to placing your portfolio on their website. Chiefly among them is to leverage the site space for networking. (Sean Hodge, 2008) Nowadays designers strive to create a multi functioning portfolio which will be gibbered out of several portfolio types. It helps them to cover a wider target market and therefor brings more possibilities. In any portfolio design process, would it be a printed version or online portfolio, it is good to remember to present not only your works and professional skills, but also to express your personality. In other words portfolio is not only the way to document the design works, it also needs to show who you are and who you want to be in the future. These values will be illustrated through the style, colors, typography, layout, photography, texts, and so on. To accomplish it the creator needs to analyze personal values and understand her/himself from the client's point of view in order show own strengths and weaknesses, which will help in the future to evaluate how professionally and personally the designer was growing from project to project.

3. Web Sections

Home Section:



Sign Up Section

Sign in Form

localhost/web-design/login.php

Portfolio

[Home](#) [About](#) [Services](#) [Skills](#) [Contact Us](#) [Subscribe](#)

Sign In Now

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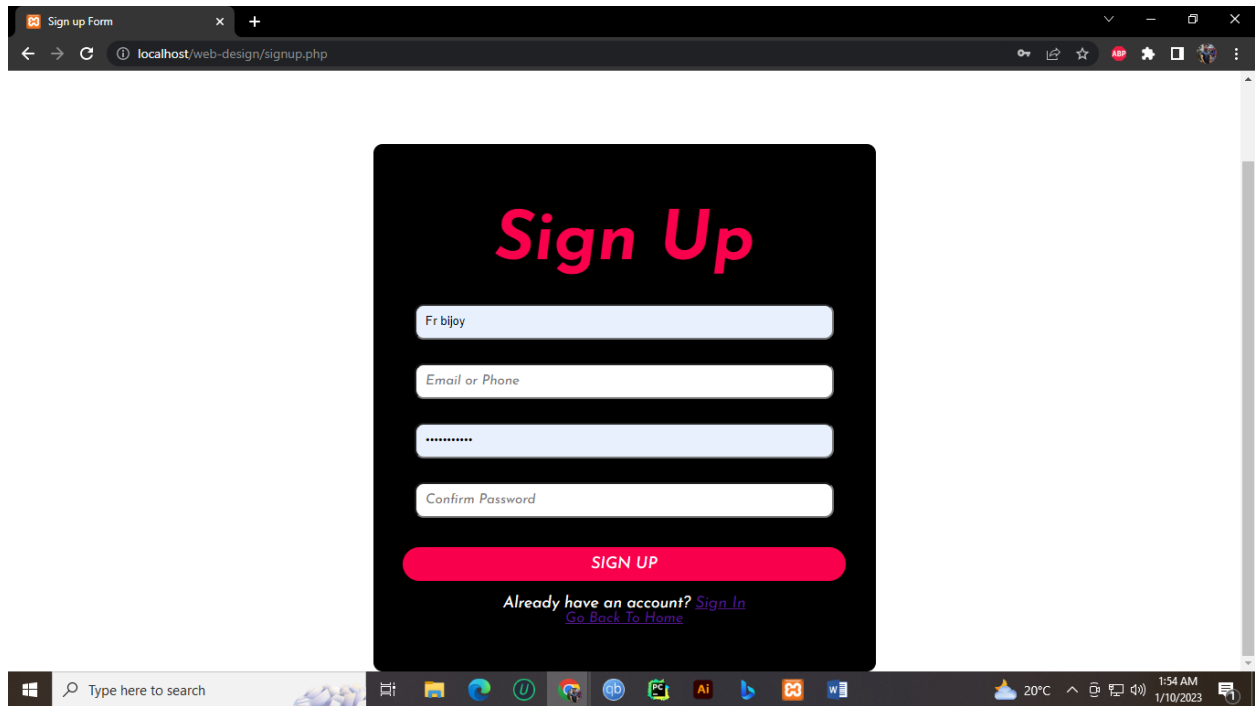
☐ I agree to the terms of service

[SIGN IN](#)

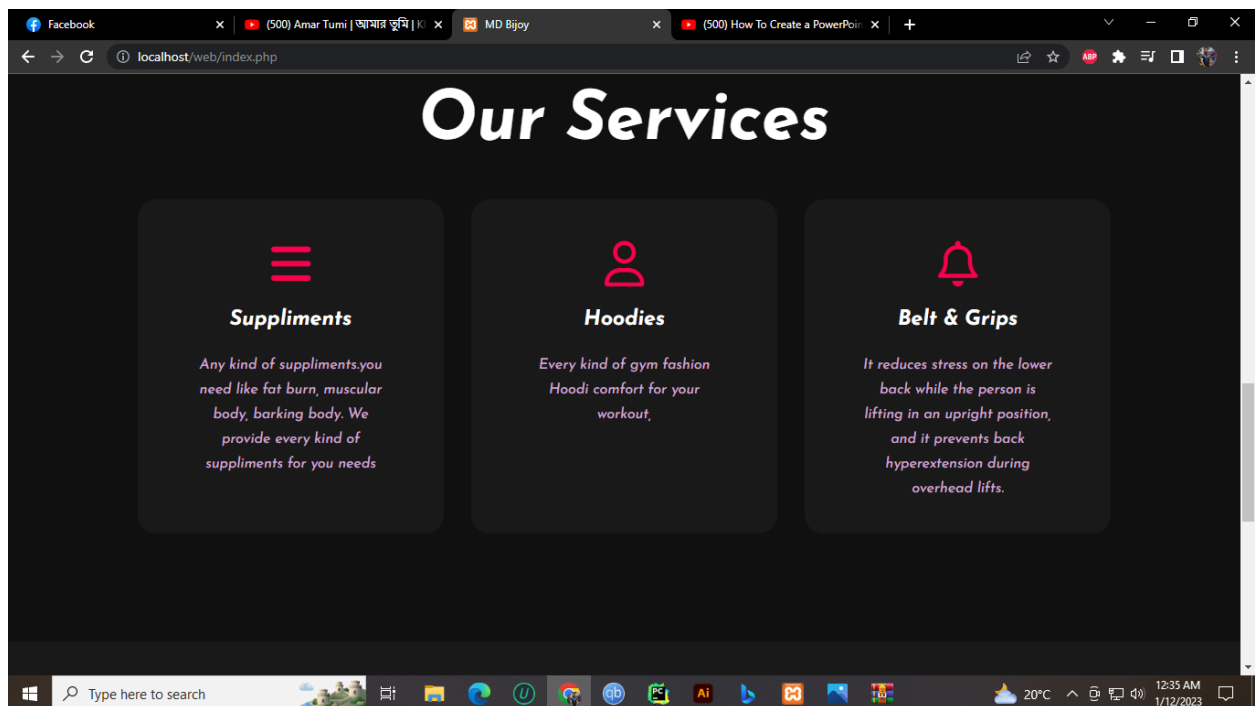
Don't have an account? [Sign Up](#)
[Go Back to Home](#)

Type here to search

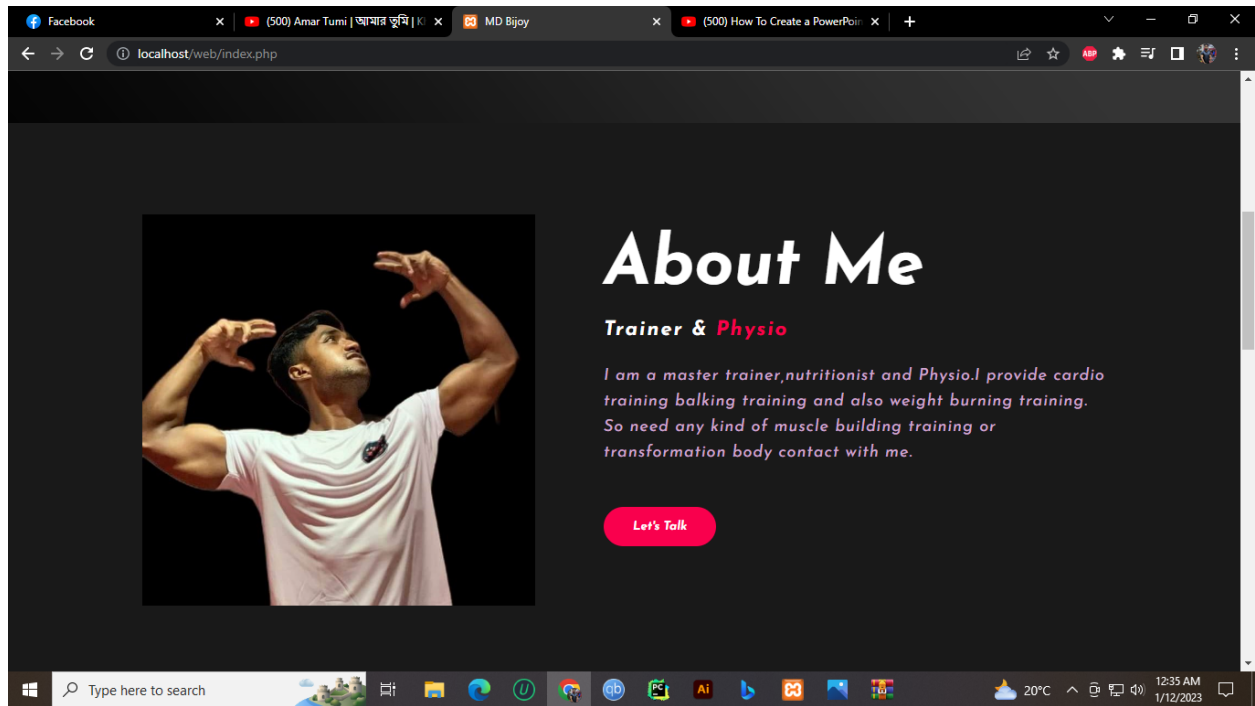
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Our Servilces



About Me:



Contact details selation

- 1.call
- 2.face book
- 3.instagram
- 4.lined in

Portfolio
personal website design
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