

Index Page (Homepage with CSS in it)

```
<!DOCTYPE html>

<html>

<head>

<style>

ul {

    list-style-type: none;

    margin: 0;

    padding: 0;

    overflow: hidden;

    background-color: #343c6e;

}

li {

    float: left;

}

li a {

    display: block;

    color: white;

    text-align: center;

    padding: 16px;

    text-decoration: none;

}

li a:hover {

    background-color: #111111;

}

</style>
```

```
</head>

<body>

<h2>Matt Childrey</h2>

<p>ENGL 4618 Document Design Portfolio, written in HTML5 with CSS</p>

<ul>

  <li><a href="Bio.html">Biography</a></li>

  <li><a href="Resume.html">Resume</a></li>

  <li><a href="Unit1.html">Unit 1</a></li>

  <li><a href="Unit2.html">Unit 2</a></li>

  <li><a href="Unit3.html">Unit 3</a></li>

  <li><a href="Reflection.html">Semester Reflection</a></li>

  <li><a href="Source.html">Portfolio Source Code</a></li>

</ul>

</body>

</html>
```

One Page Resume

```
<!DOCTYPE html>

<html>

<body>

  <div class="header">

    <h2>Professional One-Page Resume</h2>

    <embed width="1000px" height="1000px" src="OnePageResume.pdf">
```

</html>

```
<!DOCTYPE html>
```

<body>

Visual Analysis Essay and Design Glossary

[illegible]

Major Assignment 1, or the Design Glossary, was an interesting assignment. It was very straightforward in its task, to define 5 major design principles, yet, it was simultaneously difficult as it was the first assignment that asked us to create a document using Adobe InDesign. I thought it

```
<embed width="1000px" height="1000px" src="Rolex.pdf">
<embed width="1000px" height="1000px" src="DesignGlossary.pdf">

</body>
</html>
```

```
<!DOCTYPE html>

<html>

<body>

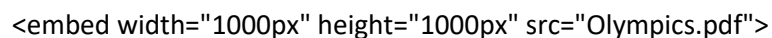
<div class="header">

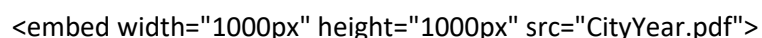
<h2>Brand Analysis and Branding Quick Guide </h2>
```

Unit 2 occurred during the middle of the semester, and it swallowed up the entirety of our schedule in October. Unlike Unit 1, which required students to study the reading in our assigned textbooks, this section of the course was taught more through unique and different types of material like case studies and tutorial videos. The former wasn't too unusual, especially when in regard to my future career path of law, and I really enjoyed our discussion about the West Sixth vs. Magic Hat case. Yet, it was still a different starting format than what I had come to expect for designing documents after Unit 1. The tutorial videos though were something I had never experienced in a class before. For some, using videos as a tutorial to learn a new skill seems silly, whether it be in the context of a college course or not. Yet, as a millennial, and especially as a technologically oriented teenage boy without much guidance, I've historically relied on guides just like the ones we watched. To transition from using them to learn how to install a graphics card into my computer, or how to cook an omelet, into how to operate Adobe Illustrator for a class was comfortable. Despite the fact that I sadly lack any artistic ability and my group deepened on me.

Minor Assignment 2 asked us to choose a case study from a list and analyze it much as we did in Minor Assignment 1. Except, this time, the analysis was more focused on the new branding principles we had learned. Instead of looking at specific pieces, we studied the brands as a whole and commented on characteristics like their ethos, public reception, or historicalness. I choose to research the 2012 London Summer Olympics, not only because it was such a heavyweight in terms of recognition, but also merely because around that time of autumn last year I had been in London myself. I thought studying the branding material would be neat, as it would connect back to the city as a fun reminder. I was wrong. And I noticed my incorrectness pretty fast, as it was a huge piece of the analyzation and popular criticism spewed at the Olympic brand. The extra experience I had under my belt when creating this assignment's PDF, combined with the more fun research (seriously, how did the committee think that logo was good), led this to personally be my favorite assignment I created in the class.

After the Minor Assignment was finished, we were automatically placed into groups to start Major Assignment 2. At first, it was just Esuria and I, as we picked out the education-focused charity City Year to redesign. They were a perfect middle ground, a local charity that has an impact in Memphis, but also has branches throughout the United States to use for research purposes. While gathering information about their brand, Sarah joined our group. There was some difficulty in our email threads re-dividing the work from halves into thirds, but we survived in the end. I created a new logo in Illustrator, by using Sarah's hand-drawn sketches as feedback. Esuria helped compile the research and draft our memos, and I formatted the document myself InDesign. After copyediting it until minutes before the deadline, we turned it in, and although I had multiple hands, plenty of time, and even received a decent grade, I still think of it to be the hardest assignment in the class.





Unit 3

<!DOCTYPE html>

<html>

<body>

<div class="header">

<h2> Issue Memo and Engagement Guide </h2>

Unit 3 was the fastest of all, as we had just a few weeks to complete both the Minor and Major assignments. While the work of the Minor assignment was directly linked to that of the Major, (unlike Unit 2 where they sort of stand apart independently) it was still a great struggle to keep up with the pace. One reason could have been because I chose to complete the engagement guide by myself, instead of working with a partner. This was for two reasons, one being that I emailed the people that I knew in the class, those that had work ethics I could trust, a bit too late. I had honestly become so accustomed to waiting until the weekend to work on our class's material, that it was a shock when I saw the minor assignment was due that Sunday we were assigned it. The established peers had already chosen partners, and the unknowns from the class list that I emailed didn't respond. So, I started and completed the Unit myself, which was honestly a gamble. But, I'm glad I did, because I felt like I had a much easier time completing the work. Whether that be due to the ease of scheduling with just yourself, or from conceptualizing and agreeing upon ideas inside of just one mind, I don't know for sure. But I do know it's how I work best, and that I'm lucky you didn't discredit my work for it.

The Minor assignment was a short, 2-page memo that introduced the reader to the issue we would be covering with the Major assignment's engagement guide. I immediately knew I wanted to do something with tech, and a recent problem I had just faced with elderly family friends lead me to write about online safety for our local community. As a tech guy, who is always studying liberal arts, I'm really invested in those neat intersections in which two seemingly opposing communities or markets meet up. The idea of a digital campaign, focused on this growing problem of Phishing attacks and Robocalls, but narrowed down and tailored towards local marketability, was a no-brainer for me. I researched stories through our local news stations, like WMCTV and WREG first. After that, I relied on more national points of information, like the Post and more. Yet, I felt like those caused the memo to sound to disconnected from Memphis, so I cut them down and added more information from local district court cases instead. For the memo, it really helped that some of the information I already knew, such as the recent legal events in the Western District, and what some of the jargon being used meant (such as call spoofing and MMS phishing), but much of the memo style I had to work on. Characteristics like typography choice, brevity, and the document's style were not so easy to decide on.

For Unit 3's Major assignment, or the #901Locked Engagement guide itself, I split it into three sections. First, there was the research material I needed to compile. Other than the local news clippings I already had, I needed sources for statistical information about online attacks and recommendations on combating them. This originally seemed like an odd step to me, because it felt as though I was sourcing a comment about how to start a car. Tricks like 2FA and password managers have been in my toolbox for years now, but after reading about the correlations between age and tech illiteracy, I knew it was important to many still. Second, I started to outline what the visuals would look like. I choose to keep a simple black and white theme, because I had already been using color throughout the semester so far (blue in the design glossary, purple in the Olympics analysis, red and yellow in the City Year guide) and I was testing out simple shape tools as decorations, which worked best in just black. Finally, I gathered the text into a single word document, much like a final essay, so that after a night's sleep I was able to wake and craft the InDesign document in one sitting.

```
<embed width="1000px" height="1000px" src="Memo.pdf">
<embed width="1000px" height="1000px" src="Locked901.pdf">

</body>
</html>
```

Semester Reflection

```
<!DOCTYPE html>
<html>
<body>

<div class="header">
<h2>Semester Reflection Memo</h2>

<embed width="1000px" height="1000px" src="Reflection.pdf">

</body>
</html>
```

Source Code Page

```
<!DOCTYPE html>
<html>
<body>

<div class="header">
<h2>Portfolio Website Source Code</h2>
```

 Since we were given the opportunity to choose which medium we wanted to present our portfolio in, I chose a website. Yet, a bit more complicated version than just writing a WordPress blog or using SquareSpace. In my free time, I upload small essays on politics, law, poetry, and anything else I'm interested in really, to my website that I write and host myself. I've always been interested in learning to code, and although I don't know complex languages like Python or Ruby, I'm pretty happy with how far I've come with HTML now! It's simple, but it's still an effective and fun tool to have in my back pocket as a writer. I'm using my Github repository that I normally use to host my website's own, so as long as this site is up for the final, my own website is down. It's okay though, I forwarded mattaey.com to an extremely sophisticated service page (a picture of a cat that says website is down).

Below is the source code in a PDF, that way if you're interested you can see the design work. I know it's not as flashy as something possible in InDesign, with shapes, colors, typography changes and such. But I think the accessibility of the portfolio, and the innovation are worth noting. Have a good holiday!

<embed width="1000px" height="1000px" src="Source.pdf">

</body>

</html>