

# Project Description and Case Study Guidelines

You need to first choose the projects that you want to showcase in your portfolio. Then take a look at these projects with a critical eye and make any improvements you deem necessary to make them portfolio worthy. At that point you are ready to write the project descriptions and case studies.

## Project Description Pages

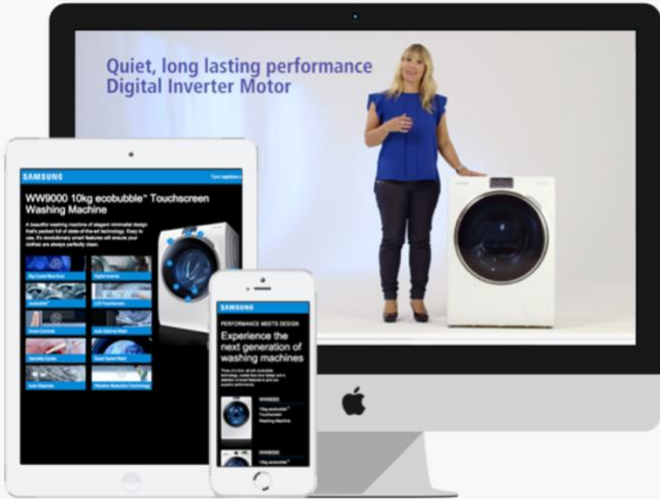
Each portfolio piece that you display in your portfolio website should include a description. You may think that nobody is going to care about the details of your project, but that does not seem to be the case. Take a look at some of the online portfolio articles found under the Canvas Modules that give tips for preparing portfolio project descriptions.

In general, you should answer who, what, when, where, why, and how for each project. But see below for a more detailed list of topics that can be included in the descriptions and case study:

- Title/caption
- Project details: info about the client and the business, target audience, date/time to complete
- Purpose, goals, and scope of the project
- Expectations and required elements established by client/supervisor or instructor if class assignment
- Your role in project (and credits for other contributors)
- Coding knowledge/skills beyond the basics that had to be applied to build the web project
- Technology, program components, and software features used during the completion of the project
- Design decisions made in creating the piece: color, typography, layouts, images, etc
- Strongest features of the web project, things that you are most proud of
- Problems/struggles that you experienced, focus on solutions to these problems
- Results of project, proof that the project was a success

## Project Description Example:

From [Ben Southall's portfolio website](#)



### PROJECT DETAILS

**Client:** Samsung

**Technologies:** HTML5 Video, CSS3, Bootstrap, Javascript, JWPlayer, Grunt, Git, Phonegap (Android app)

**Take a Look**  
[samsungcrystalblue.co.uk](http://samsungcrystalblue.co.uk)

### PROJECT DESCRIPTION

To promote Samsungs new line of washing machines I developed a responsive website that allows the customer to watch videos describing each part of the washing machine.

I translated this website into an Android app (using PhoneGap), which is now used in Samsung stores by their sales staff to demonstrate the features to customers.

The main challenge was getting the videos to play full screen across all modern browsers and devices. I achieved this by using a combination of HTML5 video, flash video and javascript.

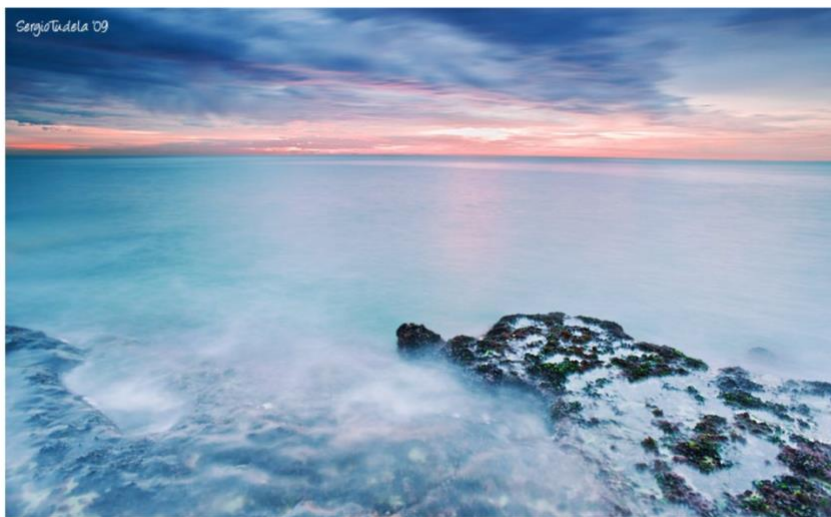
## Providing Credit for Resources Used in Projects:

It's best to be safe and just use creative common images from Pixabay, Pexels, or Unsplash. However, if you have used images in your projects that are copyright protected, then you need to give credit to the picture's owner. The following article will give you proper procedures for citing photos you have used in your projects.

<http://www.resource-media.org/giving-credit-where-credit-is-due-how-to-attribute-images-used-on-the-web/>

At a minimum you should give the author, title of the picture, link to where the original image exists, and copyright. Here is an example:

For example, this photo from Flickr is properly attributed:

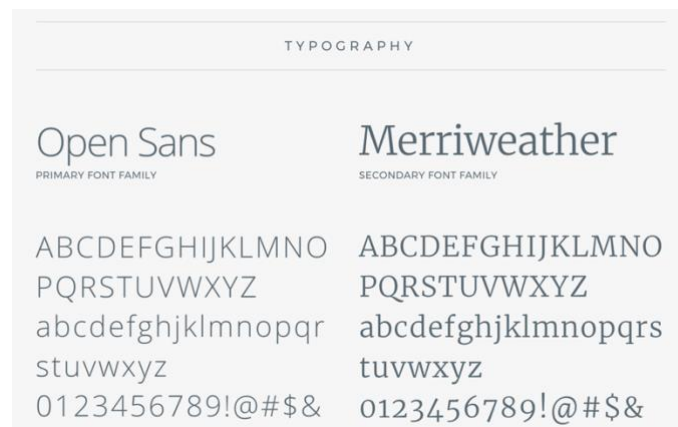


"Dolphin" by Sergio Tudela Romero. CC3.0

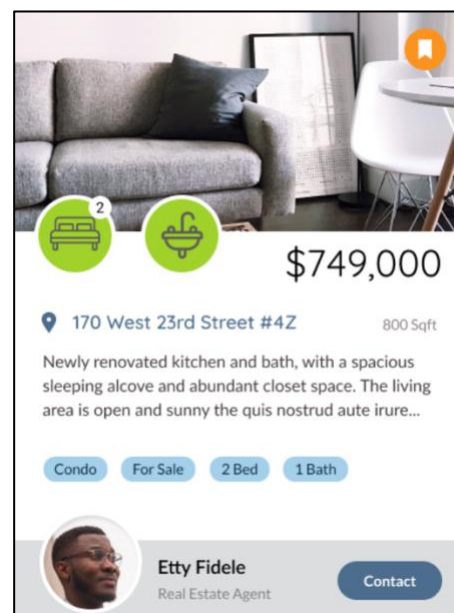
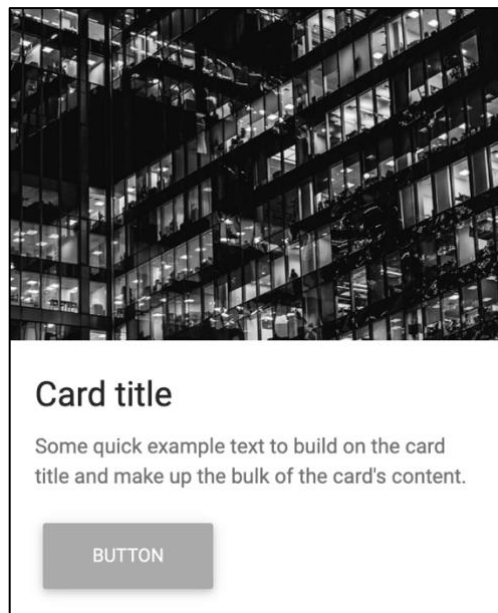
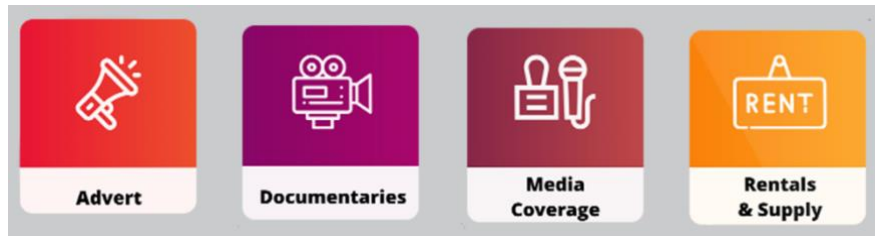
With your project descriptions, you can include a Source heading with a list of image attributions.

## Preparing a Case Study

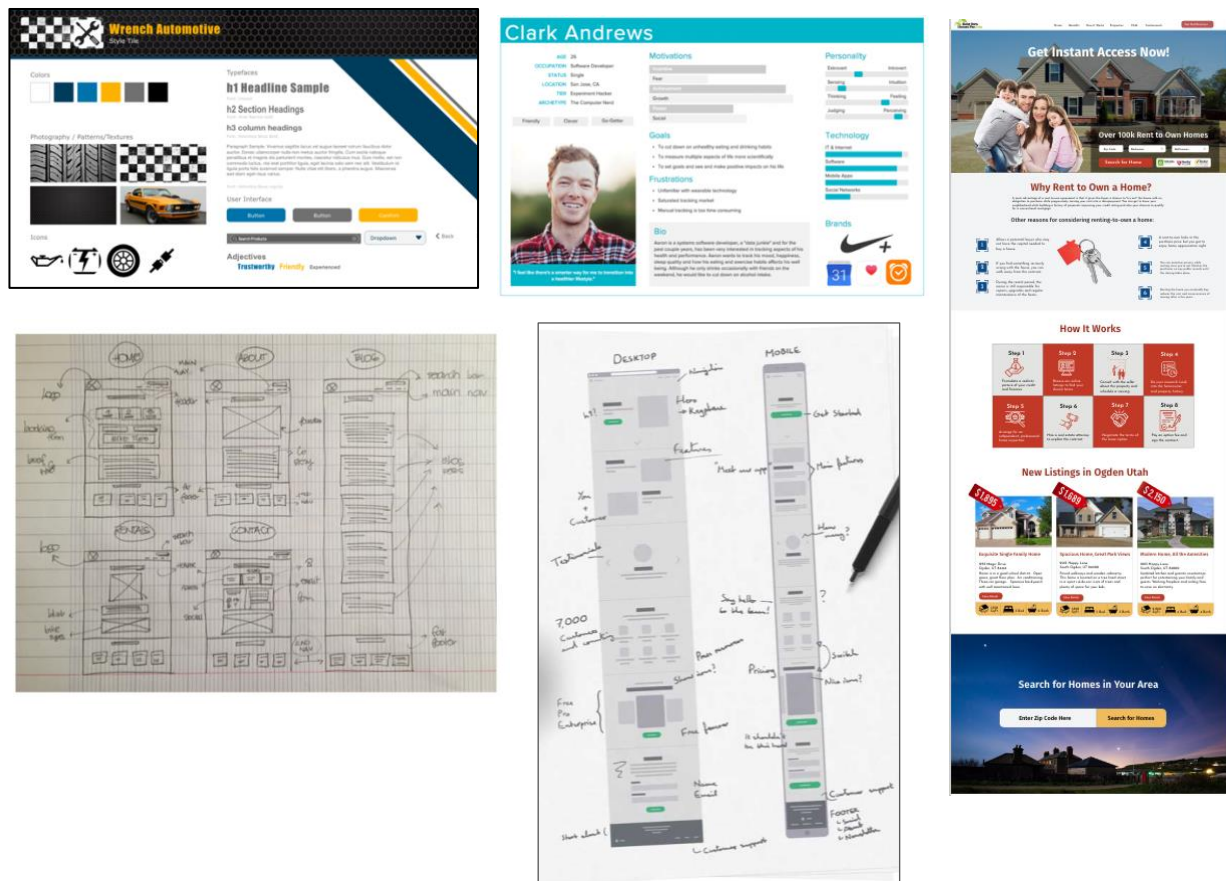
You will prepare a case study for your strongest project. A case study is a more extensive description of a web project. It provides a deeper explanation of decisions and outcomes and includes images to support the most important points. To prepare a case study for a project, be sure to give information about the client and the expectations of the project. Then give some of the key design decisions. This is often done by showing color swatches and the font sets as shown below:



Also, some of the UI elements are often featured in the case study, especially those that you custom designed. Below are examples of a custom icon set, Bootstrap card, and Bootstrap carousel. Along with the illustrations, you should include a written explanation. Compare the basic UI elements with your customized UI elements. You might mention the UX benefits and best practices followed with your custom designs.



A project case study can also describe the planning process for the project. You can include pictures of the UX tools that were helpful in completing the project such as a persona, moodboard, style tiles, rough sketches, a wireframe, and then more detailed mockup. Take it a step further, though, and explain the color, font, and layout decisions. Also, point out the main discoveries from doing a competitive analysis or interviewing users and creating user personas.



The remainder of the case study can feature special knowledge/skills beyond the basics that were needed to build the website. What program components and software features were incorporated?

You can focus on special sections of the website. Point out improvements that were made and include before and after shots.

Also, feature new components that were added to the website. That might include a FAQ page with a search feature, a carousel with testimonials, a shopping cart so that purchases can be made from the site, or customer online appointment scheduling.

It's also good to point out struggles that you had to overcome relating to designing and coding the web project. Be careful, though, about how you write this content. The tone of your writing should remain positive. I don't recommend that you draw attention to requirements of the project that you were unable to fulfill for one reason or another. Put the focus on struggles that you were able to overcome and go into more depth on the solution.

Last, as you present the case study, don't go overboard with the images. There should be a good balance between written content and illustrations. The illustrations and screenshots should support and provide visual clarity to the paragraph text. Don't just include images to make the description page look pretty.