

# WEB DESIGN

Ali Gray

*Web Designer @ Portland Community College*

[www.iamalidesign.com](http://www.iamalidesign.com)

# STUDENT

Personal portfolio website

- Basic HTML/CSS
- Began compiling work

# WORK STUDY

Web designer for student-employed web team

- Beginning/Intermediate HTML/CSS
- Basic client interactions
- Graphic & web design foundation
- Intro to CMS platforms

- 1 team/office manager
- 1 project manager
- 2 designers
- 2 developers

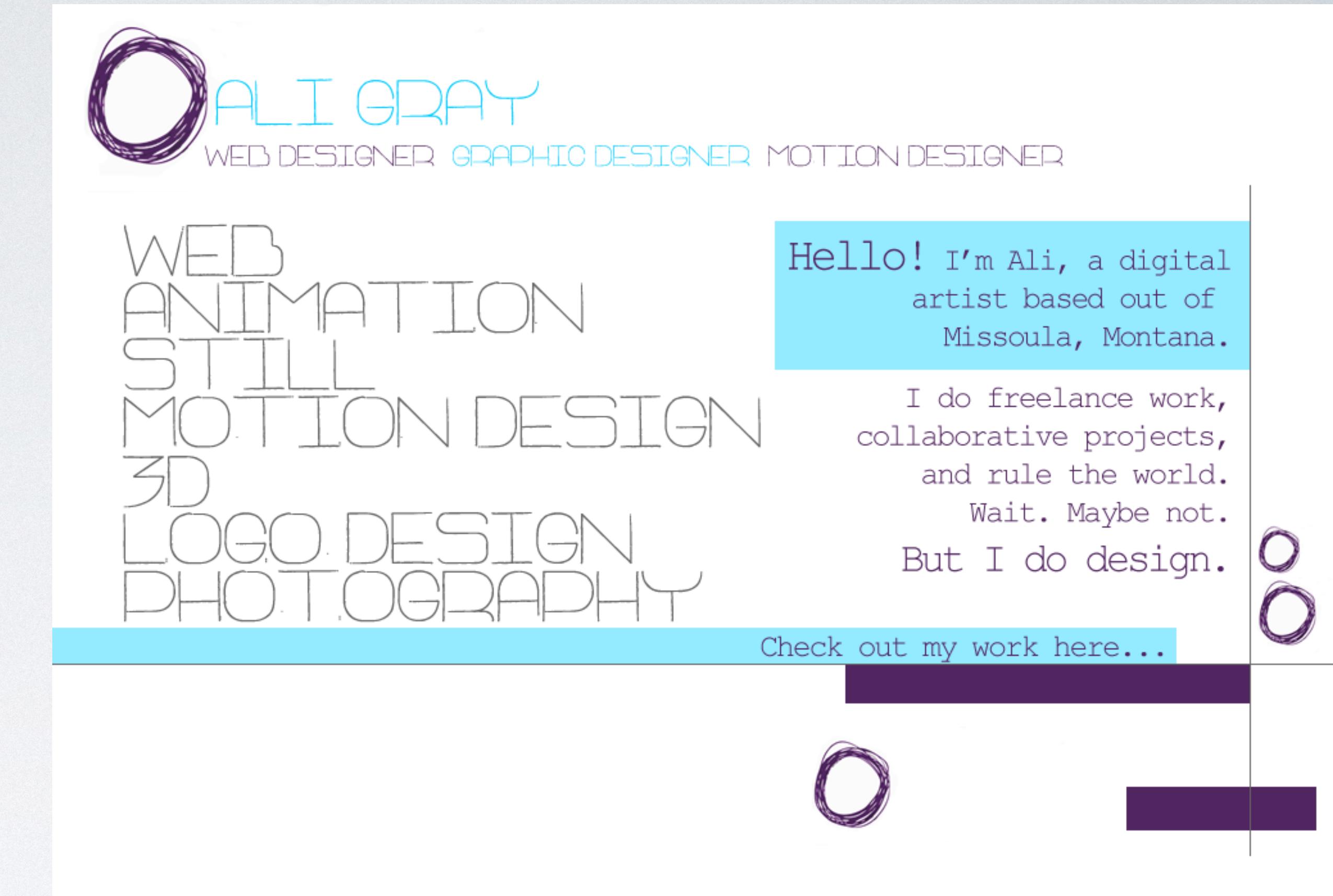
Web content manager for UM Arts & Media Arts

**STUDENT**WORK

UM Media Arts | work study student



2009



2010

# EARLY PORTFOLIO WEBSITES

kinda funny

The screenshot shows a white, textured background. At the top left is the "i am ali" logo with "design" underneath. A green circular button is positioned to the right of the logo. Below the logo is a horizontal navigation bar with links: home, about, work, services, resume, and contact. A large, rounded rectangular container contains the main content. Inside this container, the text "I am Ali, and I do design." is displayed prominently. Below this, a smaller text block states: "I'm currently working as a freelance designer out of Missoula, Montana. I design and build beautiful, accessible websites, design and create crisp, modern branding, and design and bring your story to life." At the bottom of this section is a call-to-action: "Need someone to answer any of your design needs? I'd love to. [Contact me.](#)" To the left of this container is a "Featured Projects" section with a green circle icon. It shows five thumbnail images of different design projects. To the right is a "Follow, Friend, or Fan" section with a green circle icon, listing social media links for Facebook, Twitter, YouTube, Vimeo, CargoCollective, and LinkedIn. To the far right is a "New and upcoming" section with a green circle icon, featuring a thumbnail for an animation titled "Lumiere de l'Amour".

2011

The screenshot shows a white background with a dark grey horizontal bar at the top containing the "i am ali" logo and navigation links: HOME, ABOUT, WORK, RESUME, and CONTACT. To the right of the navigation is a "PROJECT LIST" section. Under "Graphic Design", it lists "Wine By Moonlight" (Poster) and "Brew & View" (Poster). Under "Web Design", it lists "Johanna B. Photography", "UM Environmental Studies", "UM Geosciences", "UM CBSD", and "UM Irish Studies". Under "Photography", it lists "Drip Drip Drip", "Teeth", "Oxidized", "Foot Friends", and "Wedding Reflection". The main content area features a large green circle icon at the top left. Below it is a text block: "I AM ALI, a graphic and web designer working in Jackson, Wyoming." A call-to-action follows: "Need someone to answer any of your design needs? I'd love to. [Contact me.](#)". To the right of this is a "FEATURED WORK" section with a large image of a black and white illustration of a landscape with a bridge and a lamp post. Below this is the year "2012".

2012

# EARLY PORTFOLIO WEBSITES

a little less funny



Homestead Magazine [www.homesteadmag.com](http://www.homesteadmag.com)

Environmental Studies

Home About Graduate Undergraduate Courses People What's New Alumni Contact

Welcome

The University of Montana Environmental Studies program is a diverse, interdisciplinary program that focuses on the concepts of social change and important environmental topics and issues.

EVST Students Win National Awards

Every year, Clinton Global Initiative University picks ten environmental projects to receive Outstanding Commitment Awards, and two of them have come from within UM's Environmental Studies program. View EVST undergrad Zach Brown's [interview](#).

Master of Science in THE UNIVERSITY OF MONTANA MISSOURI

The University of Montana [About](#) [Courses](#) [The O'Meara](#) [Faculty](#) [News](#) [Resources](#) [Contact](#)

Irish Studies

Failte Welcome

The University of Montana currently offers an interdisciplinary 18 credit minor in Irish Studies that draws on the course offering of distinguished faculty in Modern Languages, History, Liberal Studies, Drama, Literature, Music, Film Studies, and Theatre. A programmatic focus on the central role of the Irish language in Ireland's history and culture and on the role of the Irish American diaspora in the western settlement of North America makes the minor a unique contribution to the study of Irish Studies in America. Moreover, the Irish Studies Minor provides University of Montana students with the opportunity of studying the rich, diverse, and globally influential traditions of Irish culture, literature, theatre, dance, and music.

While the Irish Studies Minor itself is relatively new, it draws on the pioneering work done by Professor David Emmons in the field of Irish Studies. The author of the seminal text *The Celtic Irish: Class and Ethnicity in an American Mining Town, 1875-1925* (1990), Emmons makes clear the place of the Irish not only in the construction of Butte, Montana, but in the generation of categories of ethnic identification, and in the building of a contemporary Americas. The Irish Studies Minor also builds on and draws energy from the activities - cultural, preservationist, linguistic - of members of the Irish American community in Montana (Butte, Missoula, Helena, Great Falls, Anaconda, and others) who over the years investigated, critiqued, and honored the history of the Irish in Butte, in Montana, and in the West itself.

Contact Us

Tristan O'Hearn, Director  
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EMAIL: [tristan.o'hearn@umt.edu](mailto:tristan.o'hearn@umt.edu)  
ROOM: LA 105

Subscribe to our Mailing List

Bienvenue

Donate

The Gathering

Collected Oral Histories of the Irish in Montana

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The University of Montana | Missoula, MT | Contact UM Switchboard | Accessibility

CAS

# STUDENT WORK

UM work study student

Junior designer under Art Director

- Advanced HTML/CSS
- Client interactions
- Graphic & web design experience
- CMS platforms
- Introduction to:
  - Responsive design
  - Information architecture
  - UX design
  - Frameworks
  - Git version control
  - Print design

- 1 president/CEO/client schmoozer
- 1 business administrator
- 1 finance manager
- 2 project managers
- 2 designers
- 3 developers

# PROFESSIONAL WORK

Circ | boutique design agency



**JACKSON HOLE specials**

**SHOP FOR SPECIALS**

TODAY'S SEASONAL CLOTHING FOOD GEAR ACTIVITIES ART TICKETS

**WELCOME PEARL STREET BAGELS**

**CREATE A SPECIAL**

1 BASIC INFORMATION 2 CATEGORY & TAGS 3 DESCRIPTION 4 CONFIRM 5 FINISH

**BASIC INFORMATION:**

PHOTO: EDIT

\$ ENTER SPECIAL PRICE \$ ENTER RETAIL PRICE

★ CHOOSE TYPE

ENTER ITEM NAME

ENTER CONDITION (OPTIONAL)

START DATE END DATE

PREVIEW: \$ 'PRICE' 'TYPE' 'ITEM NAME' 'CONDITION'

SAVE FOR LATER CONTINUE

**JACKSON HOLE specials**

TODAY'S SPECIALS

**\$6 FOR 1 DOZEN BAGELS**

**PEARL STREET BAGELS**

ADD FAVORITE END DATE

today only

**VIEW SPECIAL**

**20% OFF SKI BOOTS WITH PURCHASE OF SKIS**

**SKINNY SKIS**

ADD FAVORITE END DATE

today only

**VIEW SPECIAL**

**BUY 1 GET 1 25% OFF ALL SPRING DRESSES**

**TERRA**

ADD FAVORITE END DATE

today only

**VIEW SPECIAL**

**\$5 OFF 1 TICKET WITH PURCHASE OF TICKET**

CELEBRATE JACKSON HOLE'S CULTURAL DIVERSITY

THE LATINO RESOURCE CENTER PRESENTS CINCO DE MAYO

May 3rd 7:00pm

CENTER FOR THE ARTS

ADD FAVORITE END DATE

today only

**VIEW SPECIAL**

# PROFESSIONAL WORK

Circ | boutique design agency

Designer as part of web services team

- Advanced HTML/CSS
  - Basic JavaScript, jQuery
  - Client interactions
  - Graphic & web design experience
  - Some WordPress
  - Bring new ideas/insight into previously established styles and setups
- 1 manager
  - 3 programmers/analysts
  - 1 designer
  - 2 content specialists
  - 1 or 2 work study students

# PROFESSIONAL WORK

Portland Community College

**Career Builders**

A \$100,000 grant from JP Morgan Chase will expand opportunities for low-income students and youth of color.

[Read the story >](#)

**Earn Your Degree or Certificate** to kick-start your career or four-year degree – apply now!

**Develop Your Business or Career** at the CLIMB Center for Advancement.

**Get Job Ready** in a year or less.

**Enrich Your Life** through non-credit Community Education classes.

**Prepare for College** with high school completion, GED, and English skill courses.

**Study in the USA** with intensive English classes and over 100 areas of study.

**College news and events**

- Office closures: Many PCC offices will be closed on Monday 9/19 and Tuesday 9/20 due to staff meetings.
- Register to vote! Election Day is November 8. Oregonians have until October 18 to register to vote.
- Meyer Named OMIC Director Sep 14
- PCC Remembers 9/11 Sep 13
- Southeast Scholarship Sep 12
- New Library Impresses Students Sep 7
- College Advances Familiar Faces Aug 30

**Spotlights**

**Be on the lookout for IN-SERVICE**

**FOLLOW US!**

**@PORTLANDCC**

**@PORTLANDCOMMCOLLEGE**

[more news...](#)

**Art**

Cascade: 971-722-5430 | Rock Creek: 971-722-7464 | Sylvania: 971-722-4279

PCC / Academic Programs /

Art courses are offered at all of PCC's four comprehensive campuses: [Cascade](#), [Rock Creek](#), [Southeast](#) and [Sylvania](#). [academic advisor](#) regarding what classes fulfill your degree requirements specifically.

**Transferable Credits**

Although PCC does not offer a degree in art, art courses are lower division collegiate courses that transfer to a four-year college or university. Art courses may transfer as:

- elective credits
- program requirement credits
- and/or graduation requirements for the receiving institution

Students are always encouraged to check with the receiving institution, your [PCC academic advisor](#) and the [University Transfer](#) website for the most accurate and timely transfer requirement information.

**What's Next?**

- Apply for [admission to PCC](#).
- Talk with an [academic advisor](#).
- [Register](#) for classes.

**Related Pages**

[Galleries](#), [Graphic Design](#), [Multimedia](#), [Music](#), [Professional Music](#), [Theatre Arts](#), [Theatre Productions](#)

**Get started at PCC**

PCC / Enroll /

Ready to take classes at PCC? Get started by choosing the type of classes you'd like to take below.

**Coursework**

- Overview
- Catalog
- Class schedule
- Disciplines
- Student work

**Planning ahead**

- University transfer guides

**Art at PCC**

- Galleries
- Portland Women In Art Lecture Series

**Sylvania Campus**

- Sylvania Art Department
- Open Studio Hours
- Faculty

**Earn a degree or certificate**

PCC offers degrees and certificates in over 100 majors. Or, transfer to a four-year university.

**Want to learn more?**

- [Explore your options](#)
- [Submit an information request](#)

**Enrich your life**

Choose from hundreds of non-credit Community Education classes in your neighborhood or online.

**What's happening now?**

- [View the class schedule](#)
- [Learn more about Community Ed](#)

**Develop your business or career**

CLIMB's professional training and business development can help take your career the next step up.

**Why should you CLIMB?**

- [Visit the CLIMB Center](#)
- [Learn more about CLIMB](#)

[Apply to PCC >](#)

[Sign up for a class >](#)

[Register with CLIMB >](#)

**Student essentials**

[Get started: Admissions](#)

[Paying for college](#)

[Academic calendar](#)

[Library](#)

**On campus**

[Locations and maps](#)

[Bookstore](#)

[Transportation](#)

[Distance Education](#)

**Connect**

[Jobs at PCC](#)

[Panther athletics](#)

[Güfa en español](#)

[Panther Pride](#)

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# PROFESSIONAL WORK

Portland Community College

**Portland Community College**

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Get Started Academics Schedule About Give

SEMANA Raya 2014 Nominated! SIGN UP FOR FLASH ALERTS HERE

01 Apr	Consectetur adipiscing elit pelle...	30 Mar	Consectetur adipiscing elit pelle...
27 Mar	Porta, lectus nec rutrum placerat...	26 Mar	Porta, lectus nec rutrum placerat...
22 Mar	Augue odio feugiat mauris...	22 Mar	Augue odio feugiat mauris...

More News >

**Get Started at PCC**

- [Earn a Degree or Certificate](#)
- [Enrich Your Life](#)
- [Develop your Business or Career](#)
- [Prepare for College](#)
- [Study from Abroad](#)
- [Start College in High School](#)

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Slogan lorem ipsum dolor sit amet.

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**Portland Community College**

search contacts quick links mypcc

About PCC Academic Programs Calendars Class Schedule Resources

Earn Your Degree or Certificate to kick-start your career or four-year degree — apply now!

Get Job Ready in a year or less.

Enrich Your Life through non-credit Community Education classes.

Develop Your Business or Career at the CLIMB Center for Advancement.

Prepare for College with high school completion, GED, and English skill courses.

Make Opportunity Happen by supporting the PCC Foundation.

**New Kiln Yard Delights**

Sylvania christens new ceramics space with pizza, pottery and a dazzling raku firing »

College News Announcements Spotlights

Cascade to host peace activist Jan 13 | category

Gallery exhibit to 'transform' Jan 12 | category

New Cascade buildings on display Jan 9 | category

PCC In the News more news...

Network maintenance Sunday Online services not available 6-8am with disruptions until 6pm

Seasonal Information Find out where alerts are posted in the event of a campus closure

Bond Program Building our future

#thinkPCCfirst My eyes are on the future.

PCC DAY AT THE CAPITOL March 12, 2015

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Welcome Thisismyreally Reallyreally-longname

MyPCC Home My Courses Paying For College PCC Life Faculty Employee Help

Announcements

Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud ullamco laboris nisi aliquip.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.

Quick Links

MyPCC Resources My Profile My Records

PCC Sites Desire2Learn Login Library Bookstore Shuttles/Parking Info Public Safety

Don't Wait in Line! Transcripts Transfer Credit Evaluation Get Proof of Enrollment Consent to Release Parking: Appeal Citation Parking: Pay Citation

News & Events

Today's Events

10am Vivint Company Recruiting  
10am Veteran's Appreciation Week @ ...  
1pm Scholarships for Veteran's Wor...  
1pm SY - Hold Your Horses, Cite Yo...  
1:30pm Q-Club  
2pm "Seconds to Win it" games @ RC  
2:30pm Outdoor Pink Floyd Yoga  
2pm PCC Theatre Club @ Rock Creek  
4pm Bring in your reusable/sustain...

News

Fire Protection students clean up PCC, Intel team up for STEM camp Southeast Center to become a campus Panther signs with Montana school Diesel Day powers up

Opportunities

Ursula Le Guin coming to PCC

More events & opportunities >

Staff Directory

Enter name

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# PROFESSIONAL WORK

## Portland Community College

PCC Foundation  
Where Opportunity Happens

[Who We Are](#) • [What We Do](#) • [Ways To Give](#)

Foundation | What We Do | Future Connect

**FUTURE CONNECT CHANGES LIVES**

FUTURE CONNECT launched in Fall 2011 with a group of 150 Multnomah County students. Since then, the program has enrolled over 600 students. In Fall 2013, the program expanded to include recent high school graduates from Beaverton and Hillsboro. Students enroll in a cohort each fall and stay in the program from two to four years, depending on their goals and needs.

Future Connect students are making significant progress toward their educational and career goals. They have interned with the legislature, local government, non-profits, and businesses. Many have received scholarships to attend college and are currently attending universities. Future Connect graduates are continuing their studies at Portland State, Pacific University, Lewis and Clark College, Oregon State University, Brigham Young University, among others. They are on track for careers in psychology, education, medicine, business, engineering, computer science and more!



For the first time, Oregon's younger generation is less educated than its older one. PCC's Future Connect program is changing that by giving young people the opportunity to succeed in college and career.

**GIVE NOW**

1. Give online
2. Call the PCC Foundation at 971-722-4382
3. Mail a check payable to the "PCC Foundation":  
PCC Foundation  
c/o PCC Foundation  
P.O. Box #10000  
Portland, OR 97260

**FUTURE CONNECT**

When you make a gift to the PCC Foundation for Future Connect students, the Cities of Beaverton, Hillsboro and Portland will double your gift as part of a generous matching challenge, up to \$500,000 each year.

Your contribution is essential to helping the next generation of students achieve success. For an investment of just \$2,000, you get a student through a year of college in this innovative, results-oriented program. For \$4,000 you play an integral part in their achieving an associate's degree. That's real ROI.

**WE HAVE A PROBLEM**  
Only one-third of Multnomah County high school students will go on to college. Only half of them will finish.



Only half of Washington County high school students will go to college.



Only 40% of Washington County high school graduates with low income will.

At the same time, Georgetown University's Center on Education and the Workforce projects by 2020, 70% of jobs in Oregon will require postsecondary education.



According to Cities, if the Portland-metro area could increase its college degree attainment rate just one percent, the region would produce an additional \$1.8 billion in per capita income.

**PCC HAS A SOLUTION THAT WORKS**

Future Connect targets low-income, first-generation college students who aspire to attend college but face barriers to success. By providing them with scholarships based on financial need, Future Connect allows these students to have a shot at college.

**Scholarships + Student Support**

**Success**

Future Connect also provides students with a guided path through college, whether that's completion of a certificate or degree at PCC or transfer to a four-year college.

College success coaches help students overcome obstacles and stay in school, mentoring students throughout their college careers and beyond.

It's the one-on-one support students receive at PCC that makes the program stand out.

Future Connect helps students go to college and complete college.

**FROM SOME OF OUR FUNDERS**

"Meyer Memorial Trust is a steadfast funder of PCC's Future Connect program because it helps youth from diverse racial, cultural and socioeconomic backgrounds succeed in college and receive an education, making our community better for all, a high priority for our foundation." Meyer Memorial Trust, Doug Stamm

We are steadfast supporters of the college and have seen firsthand the power and impact of Future Connect to change students' lives. There is no greater investment we can make in these young people flourish." Max & Carol Lyons, Hillsboro Aviation

PGE Foundation is committed to Future Connect because our desire to give first-generation, low-income college students the support and skills they need to succeed in college and find good jobs available at companies like Portland General Electric." Carole Morse, PGE Foundation

**GIVE NOW**

Download a PDF of the Future Connect brochure [\[PDF\]](#)

Are you a student interested in applying for the Future Connect program? Visit the student Future Connect page.

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25TH CASCADE FESTIVAL OF AFRICAN FILMS

Celebrating 25 years of bringing African Cinema to Portland



Scroll Down ↴

We are very pleased to present a variety of feature and documentary films from the African continent. The majority of films were made by African directors. The films celebrate Africa's achievements, expose Africa's failures, and reveal the possibilities for change and a more just future. They show pictures of Africa that is packaged primarily for western viewers. The film representations of Africa concern us political, historical, and social issues. The festival will avoid films that reinforce stereotypes including some of the aspirations, dreams, and hopes of African men, women, and children; the effects of environmental degradation and climate change on the lives of Malian fishermen; the challenges and intricacies of cross-cultural relationships and where tradition and modernity collide; religion in politics and its role in the oppression of gays in Uganda; the immigrant experience; xenophobia in South Africa; the struggle for freedom and the promise of democracy; and women's ongoing quest for independence and equality.

The 25th Cascade Festival of African Films is dedicated to the memory of NELSON ROLIHLAHLA MANDELA (July 18, 1918-December 5, 2013), the world's last great liberator of the 20th century and South Africa's first black democratically elected president from 1994 to 1999.

**Films**

**OPENING NIGHT**  
ZARAFIA  
Belgium, France  
Jan 31, 6:30pm & 9:00pm

**INSIDE STORY**  
South Africa  
Feb 1, 6:30pm & 9:00pm

**STOCKTOWN X: SOUTH AFRICA**  
Ethiopia, South Africa, Sweden  
Feb 1, 7:00pm & 9:00pm

**Visiting Filmmakers**

PENDA DIAKITE  
Director of Tant and the Neighborhood Kids  
White Mountain

ELIASCHI KIMARO  
Director of A Lot Like  
Louvain

PHILIPPE NIANG  
Director of Toussaint  
Louvain

ZARAFIA  
Belgium, France  
Jan 31, 6:30pm & 9:00pm

INSIDE STORY  
South Africa  
Feb 1, 6:30pm & 9:00pm

STOCKTOWN X: SOUTH AFRICA  
Ethiopia, South Africa, Sweden  
Feb 1, 7:00pm & 9:00pm

**Film Schedule**

[VIEW SCHEDULE](#)

Join our Mailing List

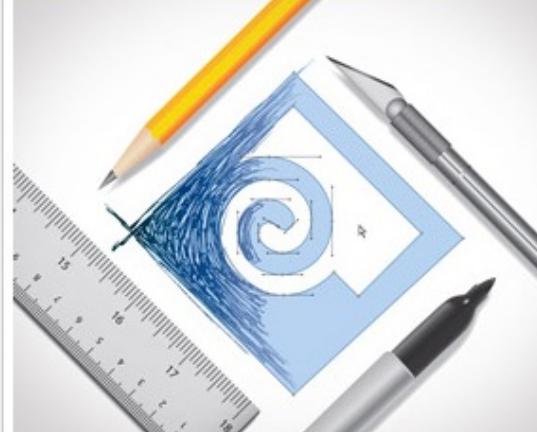
[SUBSCRIBE](#)

Stay Connected

[Facebook](#) [Twitter](#) [DONATE](#)

**Portland Community College** **PCC Foundation** **ASPCC** **PROVIDENCE**  
**KBOO** **EWB** **eCAI** **Portland State University** **Hillsboro High School**  
**WILLAMETTE** **BUOY UNITED** **Linfield College** **Portland Community College Foundation**

**My Major**



**GRAPHIC DESIGN**

**Associate of Applied Science Degree**

Graphic Design

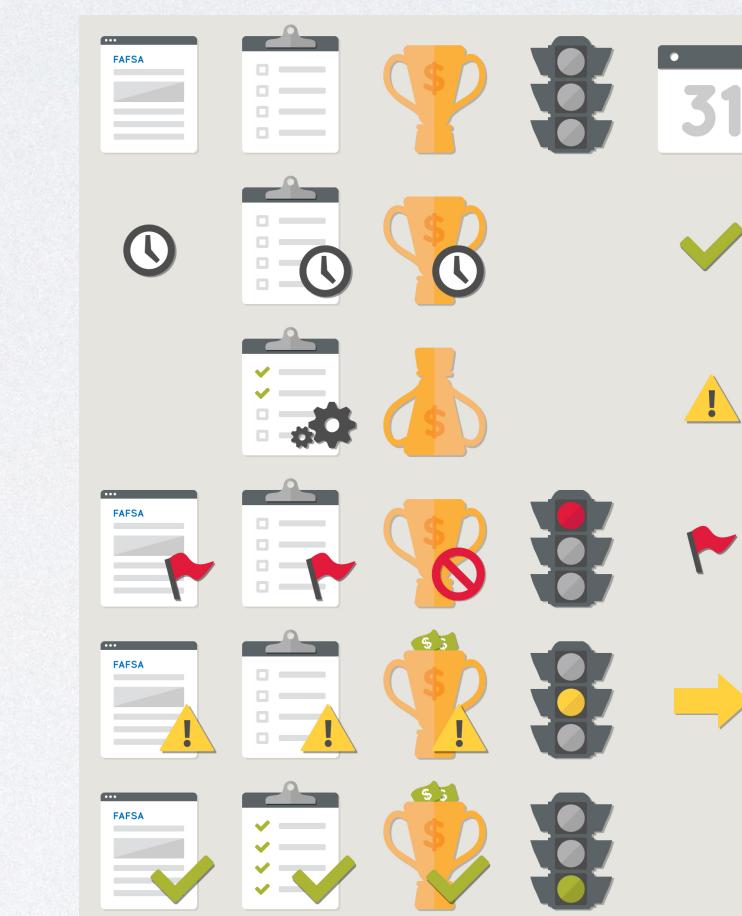
change major  check progress



**STUDENT EMPATHIZER**



**SPACES INVADER**



**How much will I have to pay?**

Use this tool to get a quick estimate of how much your tuition will be and what payment plans we offer.

**How many credits per term?**  
Choose...

**Your residency?**  
Choose...

**Need a parking permit?**  
Choose...

**How much financial aid are you expecting?**

**CALCULATE**

# PROFESSIONAL WORK

## Portland Community College

- Juggling multiple projects at once—variety is good, though
- Meetings—lots of them
- Time-tracking
  - Time proposals and scope
- Feast or famine project schedules
- Unexpected or last-minute requests
  - You need a family Christmas card, boss? Yeah, sure...
- Training opportunities and conferences are a plus
- Things I recommend:
  - Standing desk, Wacom tablet, a big whiteboard, coffee, good headphones

## LIFE AT THE OFFICE

or local coffee shop

## problem solving

*“Design is a plan for arranging elements in such a way as best to accomplish a particular purpose.” —Charles Eames*

*“Design is not just what it looks like and feels like. Design is how it works.” —Steve Jobs*

*“Design is thinking made visual.” —Saul Bass*

*“Think more, design less.” —Ellen Lupton*

*“A design isn’t finished until somebody is using it.” —Brenda Laurel*

[YouTube video: Apple design](#)

# WHAT IS DESIGN?

design ≠ art

More than making pretty pictures in Photoshop! As a web designer, you'll also:

- Ask “why?”... a lot
- Front-end development
  - HTML, CSS, JavaScript, jQuery....
- Architecture
- UX design/interaction design
- Write content
- Graphic design
- Present/give pitches
- Interact with clients
- Teamwork
- And...it changes constantly. Who knows what web design will look like in 20 years? 5 years?

# WHAT IS WEB DESIGN?

it's pretty awesome

- Curiosity

*“I am always doing that which I cannot do, in order that I may learn how to do it.” —Pablo Picasso*

- Dedication

*“Genius is 1% inspiration, 99% perspiration.” —Thomas Edison*

- Passion

*“Stay hungry, stay foolish.” —Steve Jobs*

*“The more effort you put in, the more you will see results. The more passion you put in, the more you will grow as a professional.” —Nick Finck*

- Creativity

*“When nothing goes right, go left.” —Unknown*

- *The Game of Design: 10 Things Creatives Have in Common*

<http://designmodo.com/about-creatives/>



# WHAT MAKES A GOOD DESIGNER?

we're all different, but...

WE WANT A  
WEBSITE!

WHY?

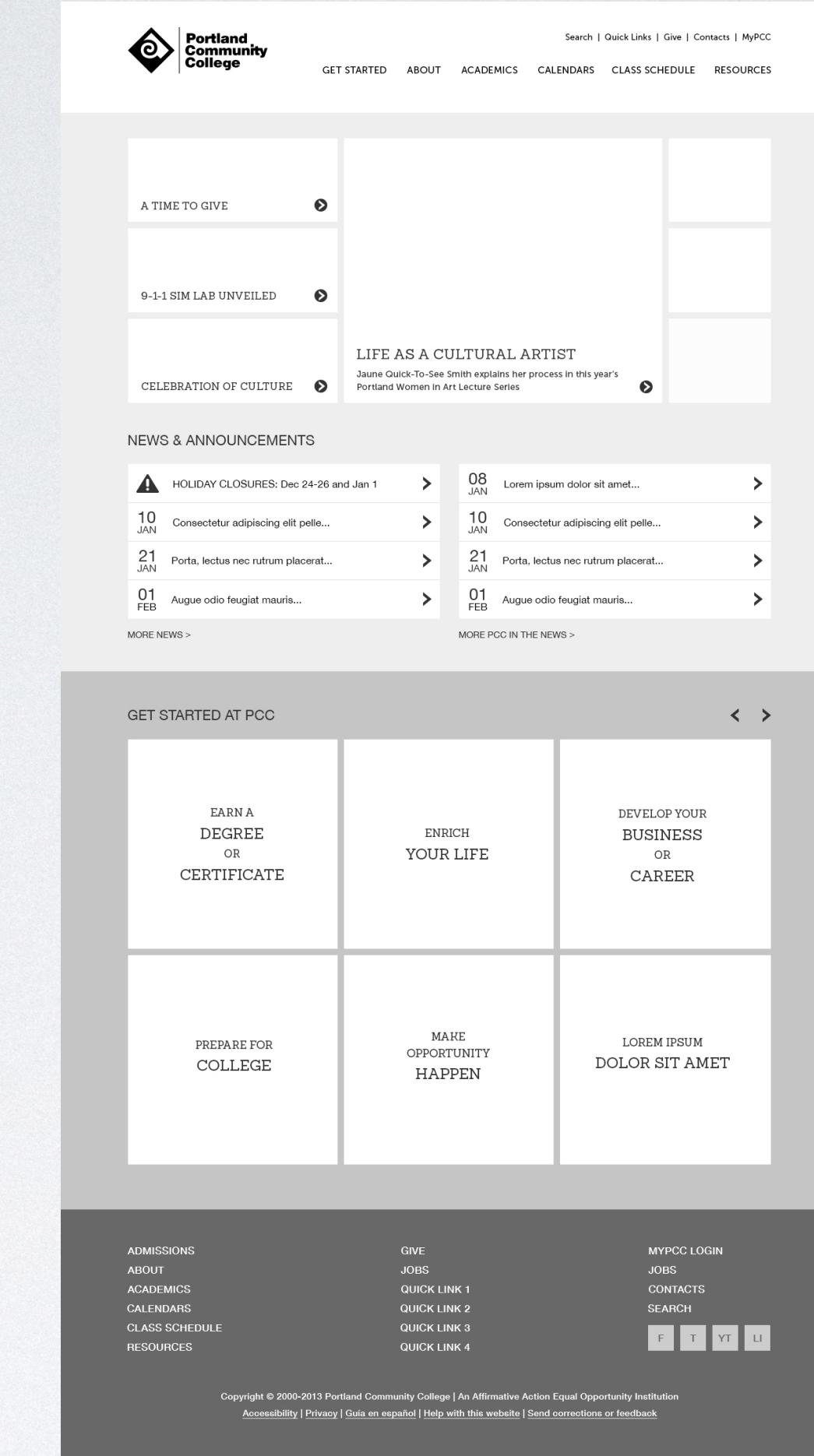
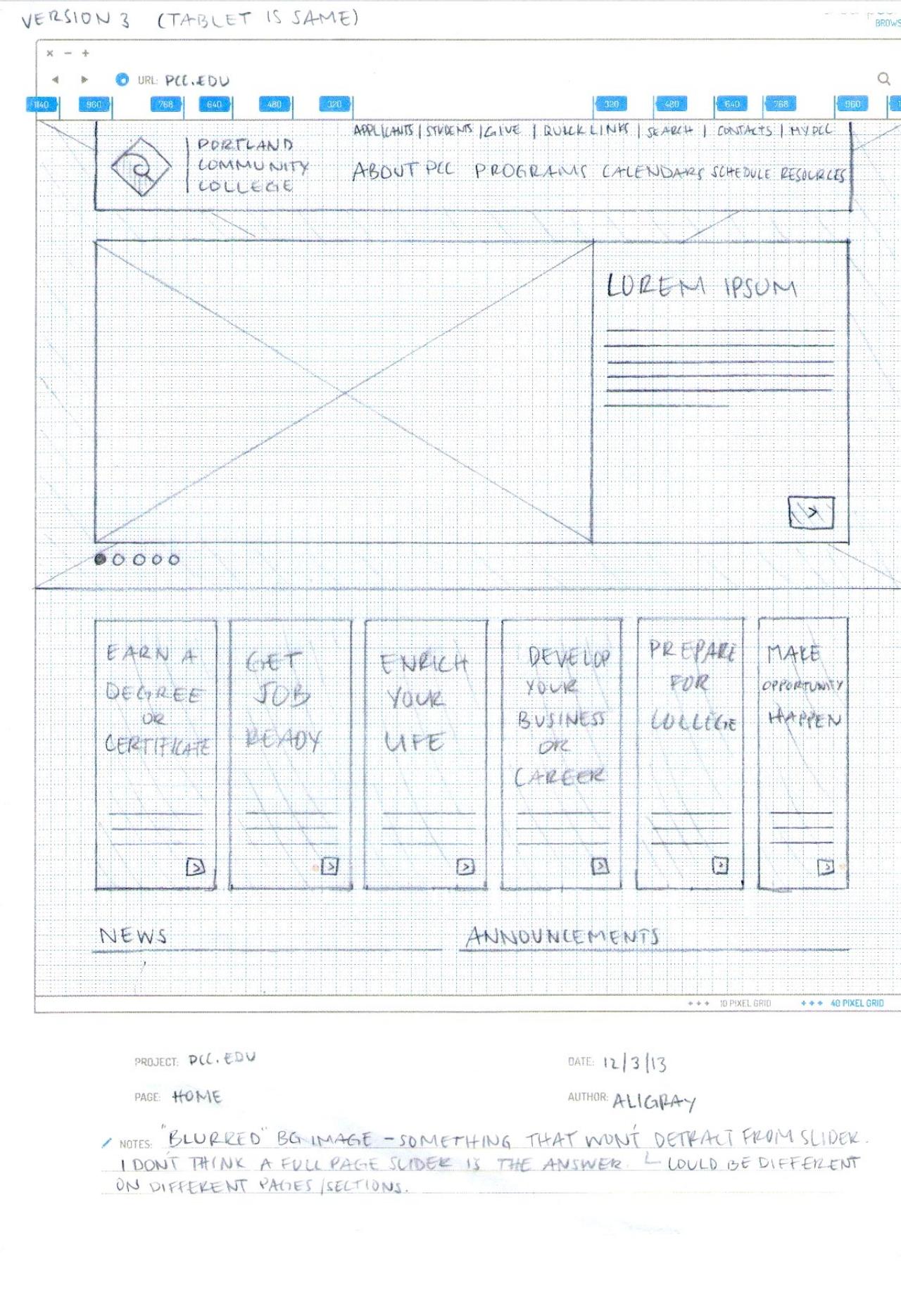
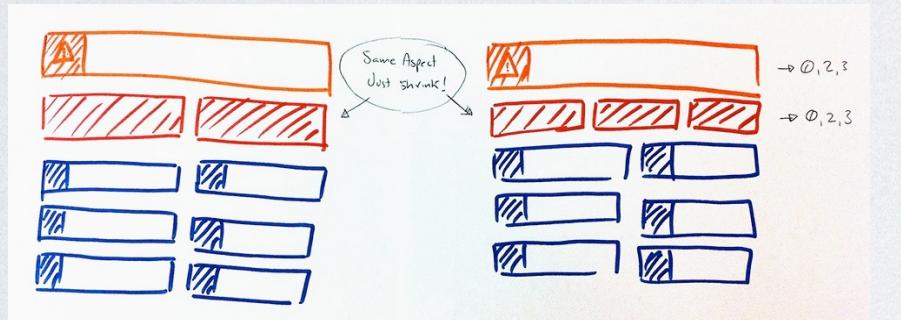
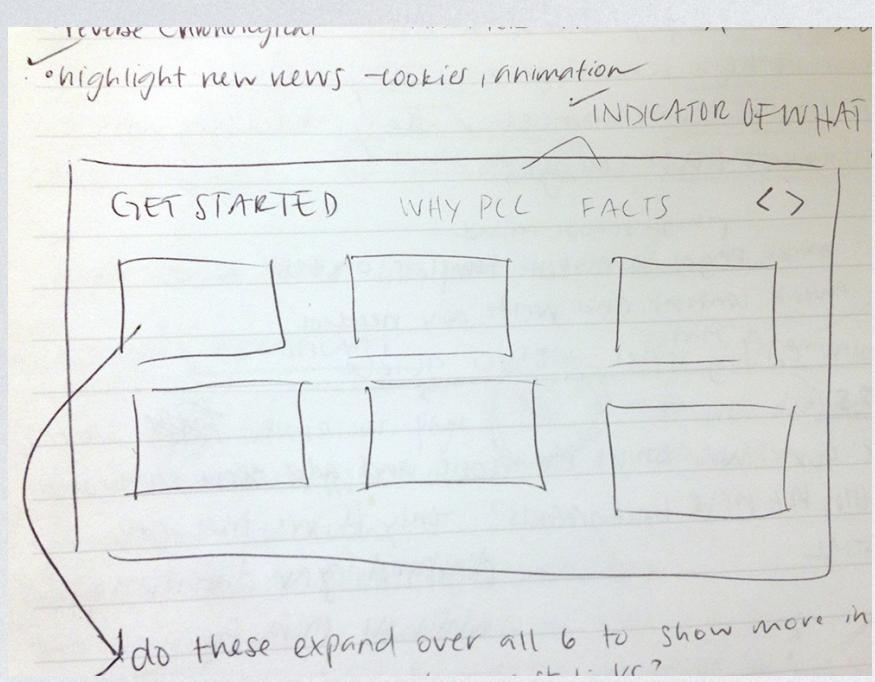
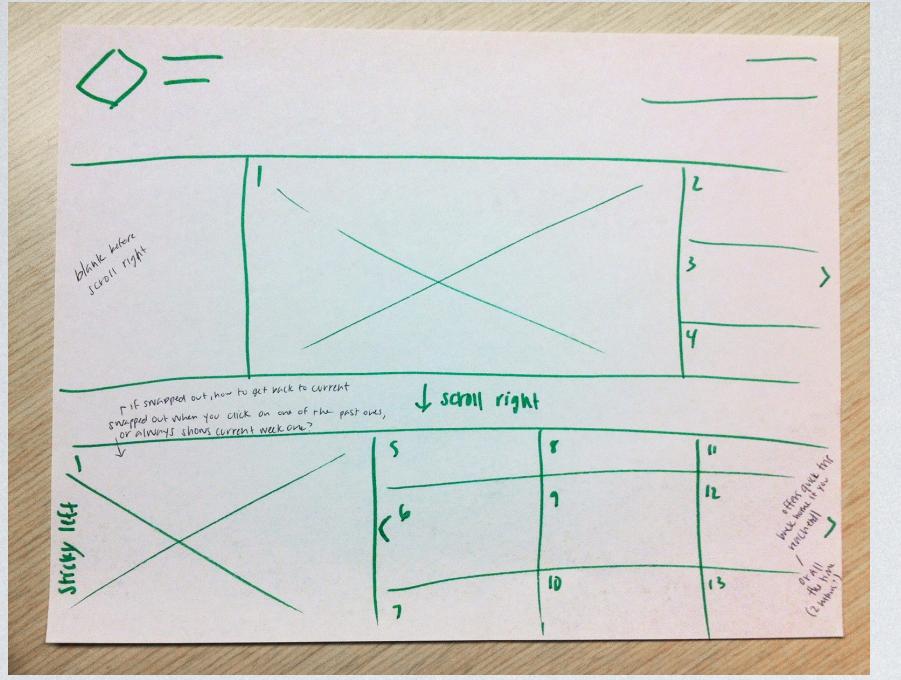
scope  
&  
proposal

HOW TO REPLACE A PHYSICAL  
HOME HEALTHCARE DEVICE FOR  
THE ELDERLY WITH A WEBSITE?

NO RESULTS FOUND

# DESIGN PROCESS

the life of a project



The wireframe to prototype/website step is getting fuzzy.

Traditionally:

- Photoshop mockups

More and more:

- Rough prototypes
- Design and code simultaneously
- In-browser design

# DESIGN PROCESS

the life of a project

The Portland Community College website homepage features a prominent banner at the top showing three students smiling. Below the banner is a news section with several cards, each containing a date, a thumbnail, and a short description. At the bottom of the page is a footer with links to various college services and social media icons.

```

        &:hover {color:$orange !important;
      }

    }
  }

  #close {
  @include callout-right-img;
}

/*----- announcement -----*/
#content .announcement {
  @include callout($fff); //argument mandatory - color
  height:60px;
  padding:0;

  &:hover > .color {
    width:15%;
    @include transition(width 0.5s ease); //animation - hover on, mixin
  }

  img {
    border:none;
    margin:0;
    @include center-vertical;
  }

.color {
  @include callout($orange); //argument mandatory - color
  float:left;
  height:60px;
  margin:0;
  padding:0;
  @include transition(width 0.3s ease); //animation - hover off, mixin
  width:10%;

  .alert-icon {
    display:block;
    margin:0 auto;
    max-width:29px;
  }
}

p {
  font-size:13px;
  @include callout-p($dark-gray, 65%); // arguments mandatory - color
  @include center-vertical;
}

.arrow-icon {
  @include callout-right-img;
  margin:0 20px 0 0;
}
}

```

- Front-end development
- Work with developers
- Test test test
- SEO
- Train clients & asset handoffs
- ...

# DESIGN PROCESS

the life of a project

- School! Good job.
- Freelance
  - Difficult to make a living at first—more of a way to supplement your income, gain valuable skills and build your portfolio
  - Can start while in school
- Internship/work study
  - Usually unpaid or low pay, but valuable for gaining skills, building your portfolio, or getting your foot in the door
  - Can start while in school
- Start a blog, comment on other blogs/forums—get involved in the design community
- Just...design stuff. Put in on Dribbble or Behance. Get your name out there.

# WEB DESIGN CAREERS

getting started

- UI design job
  - Resources and connections you'll make will be valuable for the rest of your career
  - Learn from senior designers
    - Build those skills!
  - Learn from other members of your team
    - Do you know about project management? Business? Finding clients? No? They do.
  - Salaries are good
    - \$45,000 starting salary is common (in the right areas)
  - You can still freelance!
    - Your job's niche isn't in your interest zone? Find clients who are.

# WEB DESIGN CAREERS

so, you landed a job

- Most people don't work for one company forever anymore (but it's ok if you do)
  - You'll probably have many professional design jobs
    - Work your way up the ladder
  - Or take those skills you've learned and start something new!
    - Partner with a developer and business professional and create:
      - A company
      - A product to sell/manage independently
      - A product to sell to a much larger company

# WEB DESIGN CAREERS

entrepreneurial opportunities

Portfolio website

- WordPress, Concrete 5, Drupal, Joomla, Cargo Collective

Tools

- Pocket (save articles/websites for later, cloud)
- Evernote (note taking, cloud)
- Dropbox (file sharing, cloud)
- Suitcase Fusion (font manager)
- GitHub (code repository)

# WEB DESIGN RESOURCES

great stuff

## Inspiration

- Dribbble, Behance – classics
- *siteinspire.com, thebestdesigns.com, admiretheweb.com*, etc.
- Email newsletters (eWebDesign, DesignModo, CreativeMarket, etc.)
- Blogs (A List Apart, Smashing Magazine, Teehan + Lax, etc.)
- Find and follow designers you like

## Photoshop

- Plugins & actions
- Character/paragraph styles
- Layer comps
- Organization!

# WEB DESIGN RESOURCES

great stuff

## Coding

- IDE – Coda, Brackets, Notepad++, Sublime, TextWrangler...
- MAMP / localhost (local dev environment)
- Frameworks (Foundation, Bootstrap, Skeleton, etc.)
- Sass / Less (because plain CSS is painful)
- Browser plugins / add-ons
  - Firebug
  - Web Developer Tools
  - Color picker
  - Ruler
  - Window Resizer

# WEB DESIGN RESOURCES

great stuff

## Training

- Code Oregon ([teamtreehouse.com](http://teamtreehouse.com))
- codeschool.com
- code.com
- lynda.com
- Web Visions – conference in Portland every year (May)
- Meetup groups in Portland

# WEB DESIGN RESOURCES

great stuff

QUESTIONS?