

Module 7

I learned quite a bit from my test group in terms of design. One thing both of my reviewers pointed out was the P in CRAP – proximity. They both agreed that my original designs were very cramped in the left corner. I decided this would be the biggest thing I fixed in my design revisions. I decided to lose the sidebar menu in favor of adding a homepage button on the drop-down bar menu on the top of the page. In addition, I centered my heading designs so it didn't look as awkward and related more to my design inspiration of a Tiffany & Co. box.

Another thing that my users noticed was the lack of variation on my pages. To fix this, I decided to change up the set up on different pages. Some pages had the text centered and the links centered below that (see Journalism page), while others had links to my work on one side with a link to the company's site on the other side (see Public Relations page). I also am trying to incorporate logos of companies I did work for in the design, but I need to figure out what work I'm putting into the portfolio first before I start to do this. This was in response to the critique that my designs needed more pictures to make it more creative. Finally, I edited some of my text pieces so that the portfolio can last me for a long time, and it can be updated as I progress in my work.

I really appreciated the critiques, and they helped me determine how to not only make a portfolio for this class (and my college career), but for the rest of my future. The other works I saw inspired me, and I'm thinking of borrowing some ideas from classmates and making them into my own. The other designs I saw were really creative and I think my classmates did a good job of applying what worked for their designs into their critiques. I

will definitely keep the critiques in mind for the future so that I can make my portfolio something I am proud to show employers.