Module 3

Goals:
> What do portfolios do? What does YOURS do?
> What choices did Kristin make when building hers?
> What did she learn building it?

Question List:
> Tell me about your portfolio.
> What did you learn [while making it]?
> What do portfolios do in general?
> What are particular choices you made [in your portfolio]?
> What do you consider "essential design process"?

Interview:
> *I interviewed Kristin Phillips, a PW alum who graduated in 2014 and currently works in nonprofit.*
> **Me:** *Tell me about your portfolio.*
> **Kristin:** Well the idea behind it is that I'm a multi-media creator—by having all these different media—and I had to have a portfolio that catered to that. Writing, editing, which is hard to put on your portfolio let me tell you, and design work, which is a bulk of it. It's outdated right now. I've been meaning to update it… someday. I've been waiting until I have two jobs like a normal person instead of three and a half.
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> As for style, while I like the clean [portfolios], I wanted mine to be very visual, like you could touch it. I added seashells because I can, not for any particular reason. The original one, made for class, is erased off the internet. You will not find it. It was terrible. I have two portfolios, one for my pen name and one for my real name, but like I said, I haven't updated them in a while.
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> **M:** *What did you learn?*
> **K:** That I hate CSS. I hate it. Hate. It. Those who didn't take advanced web authoring usually end up using a different platform with some coding already done, and that's what I did. Sites like Wordpress and Tumblr.
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> I think I really learned that web work takes more time than you would think. It's not like artwork, where you have an idea, you sketch the idea, you draw it, and then you do a little editing. It's more akin to writing, with so much editing. You deal with code and all that can go wrong so easily. It's very much like a novel project; you can't do it in one sitting. You have to be very detailed and very careful about it.
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> For you? Get as much done as you can ahead of time. Keep it simple. Undergraduates don't need a complicated portfolio, not at first. Let the content inform you, instead of the aesthetic. This is a practice run. It's a lot easier when you get to your senior portfolio and you have more pieces to pick from. Ask yourself before you start, "How do I present Brittany to the world?" All of that, in addition to that I hate CSS.

M:*What do portfolios do in general?*

K: The purpose of a professional portfolio is to be a really quick idea of what that person's capable of doing. It doesn't need to show everything they've ever done, or even what they *can* do, but for an employer to see what that person DOES. It's a chance to show off the different people they worked for. Previous clients can be used to impress an employer. But the basic idea is to show you are. More than a business card, but not everything ever, because they're not looking for that much depth.

M: *What are particular choices you made?*

K: Darcy the octopus guy is part of my branding, he's my mascot. My eventual goal is to make a freelance team together with [my boyfriend] and have an octopus and lion [which represents him] combination for us, and both animals separate on their individual cards and together for our group card.

Why an octopus? They're creative problem solvers and really cool, come in different colors, flexible, and make ink, which I thought was funny because I work in ink [laughs]. They represent multi-tasking without sacrificing quality. Instead of coming off as someone who does a little bit of everything, I want to be someone who has many skills at their disposable. Part of the hesitation of someone who generalizes is that they don't have a personal style, and their work isn't considered because any single piece of theirs isn't GREAT. I can do all the things I advertise well. I can also make sculptures, but they're crappy, so I don't market that. I CAN, but I don't. I work and create things in different media all the time. I do have a style that I work in, an aesthetic, and that is the difference to me.

M: *What do you consider "essential design process"?*

K: I definitely believe in sketching as an inappropriate step. I pretty much sketch anything, whether or not it's artistic, "or here's how I"m gonna lay out the page, here's the footer," etc. Sketching, then depending on that, there could be several sketches before I like the design or only one and then I'm onto the next thing. It's important to have several ideas and not just pick the first one. After that, I go to mockup and find out if the idea works in the medium. Then the final version. Editing is definitely key. Getting feedback on the visuals, the content, is absolutely necessary before saying you're 100% done. Sketching and feedback are the two important ones to me.

Synthesis:

What I learned from my interview with Kristin was that I shouldn't worry this semester about making a perfect website. That's not what this class is about. Making my first portfolio is supposed to be about understanding a little bit how the internet works, and how I can code things to make it work FOR me. I can always learn how to make my portfolio pretty later.