

**Wright B. Seneres**

*Philadelphia University*

*Kanbar College of Design,  
Engineering, and Commerce*

## **DIGD 206: FOUNDATIONS IN WEB DESIGN AND STRATEGY**

**17SP (2017 Spring)**

### **PROJECT #1: PORTFOLIO SITE**

#### **Introduction:**

In-class activities will be incorporated into a project for each student to create an individual professional portfolio website, including digital documentation of personas, user tasks and flow, mobile-first wireframes, mood boards/UI kit, visual comps/prototypes, responsive HTML/CSS code, and uploading to web hosting. A final presentation/critique will be made by the students during the semester.

More information will be added to this document week-by-week.

#### **Week 1 (Thu Jan 12)**

For the first exercise in this project, you will use the [Aarron Walter template for design personas](#) to start documenting how your portfolio site will take shape. For your grade tonight, you will submit this document in progress (I can come around and take pictures of your work-in-progress or you can email or Slack message me your work-in-progress. The completed version of this is due at the end of the semester.)

#### **Scoring:**

See rubric for more information.

<b>DELIVERABLE</b>	<b>POINTS</b>
Quizzes (on EDPuzzle)	10
Site persona	10
User task flow	10
Sitemap	10
Mood board and UI kit	10
Wireframes	10
Photoshop comps	10
HTML/CSS code	70
Web hosting	10
In-class presentation	25
Slack critique	15
Wordpress exercise	5

CSS framework exercise	5
<b>TOTAL</b>	<b>200</b>