

Upon doing the card sorting exercise I was able to refine the overall scope of my personal website very efficiently. I used a few different card from what I initially turned in last week, and this time, I did a physical sorting with 3x5 cards on the table. Being a very hands on learner, actually picking up and moving the cards from one category to another helped me organize the information in my mind much more thoroughly. After “grouping” the cards, I created labels for each group as a way to refine overall categories I want on my site. The whole time I had the end goal of my site in mind: to promote myself as a creative professional to potential employers. I asked myself what would make me stand out in a pool of other qualified individuals, and also what assets I had to contribute to these general “groups”. This caused me to add additional cards, such as a potential tab for my pottery and fine art work under the “portfolio” page.

When I had my roommates, Mallory and Kelly, sort my cards they also had suggestions to more information I could add onto my site. One of them suggested I add a section to explain my study abroad, a very important experience in my life. It is experiences such as these that I feel will make my personal portfolio site unique to me and my “brand” (which is ultimately what I am trying to sell).

All in all, every sort produced, both utilizing my opinion and two outsider’s options, very similar results. With a few additions and switching and moving, I was able to refine my ideas into clear, concise categories for each part of my site. I feel confident that my site is full of useful information and experience, and is an accurate representation of my creative ability as I transition from student to professional.

For my sit I will have a homepage entailing a short bio about me and what I strive to achieve in my career. A personal profile with a photo of myself will go here. Then, I will link to a series of tabs with more information and past works. The experience tab will display all job history and previous employment, and also relevant class information and internships. Then I will have a portfolio section, with high quality photos of my past artworks, both in fine art (painting), and ceramics. This part of the website will also hold a small portfolio of past works I have done using Illustrator and InDesign. Lastly I will have a contacts page, equip with ways to get in contact with me. My official resume will go here. Each tab contains necessary information to display myself and what I am all about in the quest to find my niche in the professional world.

Below are some photos of different stages during the card sort and what I came up with in the end.

