

Portfolio feedback:

Just to clarify, are you still aiming to apply for Web Designer roles at companies with this portfolio? If so, have you looked at Web Designer job postings to see what skills and requirements they are looking for? That can be an excellent way to evaluate your portfolio site to make sure it's showing off the skills that commonly appear on job postings. For example, doing my own search for Web Designer job postings on LinkedIn revealed that most mention HTML, CSS, and usually JavaScript (sometimes others as well) so "a side of coding" might not be enough to express your skill level. Feel free to share a link to a job posting that stands as a good fit for the type of job you want and we can use that to evaluate your portfolio.

General Portfolio Recommendations

* **Color Contrast**

Have you checked the color contrast of the blue against the gradient gray background to make sure it passes accessibility guidelines? I used a color picker to grab hexcodes and put them into Colors Color Contrast Checker and it needed more contrast.

* **Consider the Content "Above the Fold"**

The content of your site that appears before a user needs to scroll down is considered "above the fold." It's a legacy term from newspaper days when they wanted to entice people to check out the news by what appeared on the top half of the paper (what would show on top when it was folded in half). When I view your site on my laptop, I see your Permafrost log and the 4 navigation links but nothing else. From that alone, I don't know your name or your desired role - both of which are helpful to reassure the hiring manager of whose portfolio they are viewing.

Also, when I click on one of your navigation links, nothing appears to change because all of the page-specific content appears after I scroll down.

Homepage

* Is there a reason you're using the * for your skill lists? I also wonder if using the various logos/icons are the best way to represent your skills.

* What if someone isn't as familiar with the logo and what it represents? Plus there are a few inconsistencies:

* Photoshop and Illustrator aren't using the same style icon even though they are related programs and usually represented with similar styles

* The way that CSS text is above the icon and Bootstrap text is below it makes that spacing seem strange, like the Bootstrap icon is floating in midair.

* The two images on the right (Sharon's Pet Rescue and the Homepage design) have no other information besides the Samples heading so I'm not sure what I'm looking at. A bit of text would allow you to say whether those are examples of design, development, or some combination of the two. I would also make sure that each image fills its device mockup. The tablet and mobile designs aren't extending to the bottom in either example.

* Why have you included the image of the dog made from brackets and

parentheses? It's shown below the skills but it has no context.

* You have a Reviews heading but you don't have any content. You can always add that back in later if you don't have info to include right now.

The Whole Bean Case Study * The Web Design Project heading isn't centered over the image. It looks like it's the image that isn't centered on the page.

* I am having a hard time reading through the case study because there's just too much on the screen at one time. It also seems strange to have 3 columns instead of just 1 or 2. I tried scaling down the site and the 3 columns just got smaller until it switched over to a single column for mobile, which I actually found a bit easier to read because it was easier for my eyes to just go straight down instead of bouncing from column to column. Here's a quick look at how my eye pattern would have to go to follow the 3-column format:

* See how that can get tiring? Plus, when there are images nearby, my eye is naturally drawn to those and I might skip over content (like going from the Goals & Problems Solved section down to the style tile and skipping part of the text about the design process.

Limiting how much is on the screen at one time can help focus your user's attention exactly where you want it, even if it means they might have to scroll through a longer page.

* The size of your icon images is too large, which doesn't show them in the most favorable light (they are getting pixelated).

* There are still typos within the text of your case study. Make sure to correct those so people are paying more attention to your work than they are to any text errors.

* After reading through the text, it's not clear if the branding (logo, icons, colors, and so on) were already established or if you created them. You talk about selecting colors but you don't mention whether these were pulled from an existing brand style guide or were selected to complement elements like the logo design. Here's what I suggest for some next steps:

1. Find some Web Designer job postings and look at the skills and requirements they're looking for. What are some of the ones used most often? How can you make sure to spotlight those skills in your own portfolio.

1. Send us a link to a Web Designer job posting that you feel is an ideal fit so we can see where you can strengthen your portfolio to match up with that type of job.

2. Look at other portfolios and case studies for inspiration. Here are some links to start:

1. Heather Smanski
2. Ashley Fife
3. Milton Timms
4. Emily McCarthy

5. You can also look at landing page examples for inspiration like this page from Landingfolio.

With all of these examples, pay particular attention to the use of space and columns of content. What works really well and what might work best for your

portfolio?

Let us know if you have questions about the feedback as you continue improving your portfolio to get ready for the job search!

I took another look, specifically trying to review the text for typos since you're working on other updates. Here are a few things that I think could improve the flow of your case studies:

House of Light

- * Make sure your voice comes through the text and don't feel that you have to force terminology if it doesn't feel appropriate. For example, the following sentence from the Type & Scope section feels awkward to me:

"Scope of deliverables was a redesigned website of twelve pages."

First, there's a singular deliverable (one website consisting of multiple pages) so the second half doesn't match the first half. I also feel like it undersells the scope of the project. If you were talking about this with a friend, how would you describe the work?

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- * Instead of Step one, Step two, Step three, I would encourage you to use more descriptive subheadings to make it easier to scan through your content. You can talk about Wireframes, Color Palette, Typography, etc. and that will help people get a better sense of your process, even if they don't read all of the text below it. I would update this for all of your case studies.

- * Pairing relevant images with those sections of text will also be helpful. Currently, it seems like the images don't always line up with what is talked about in the text near them.

- * Step four could benefit from a re-read to make sure the flow of the text is how you wanted it.

Sit Conmigo

- * In Step one of the design process it says, "A grid is activited" instead of "activated."

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- * Challenges & Takeaways has "agains" instead of "against" Neither the Sit Conmigo nor The Whole Bean include full views of the final web designs (only what is shown in the mockups). To best show off your work, you'll want to include

the full final design so people can see all of the sections.

The Whole Bean

- * Step two's last sentence needs a re-read for clarity and flow.
- * Both Step three and Step five have the exact same text.

A few other things to also keep in mind:

- * The blue link text is too close to your background color and doesn't pass accessibility guidelines. There are lots of tools to check color contrast but a great one to use to review your live site is the one mentioned in your checklist, WAVE.
- * External links (things that don't have navigation directly back to your website) should open in a new tab or window so that it's easy to get back to your portfolio site. The House of Light website and the two links to your GitHub repos all open in the same tab, replacing your portfolio and the only way for me to get back is to use the browser's Back button (repeatedly if I look around on either of those sites).

Writing up case studies is quite the process but it is a fantastic way to showcase your skills and display that you could apply those same skills to a future project. Just be mindful of your audience and try to use text formatting methods that can make it easier to skim through to pick up on key details if they don't have the time to read through all of the text. That includes:

- * descriptive headings and subheadings
- * bulleted lists
- * a bolded sentence or phrase that might be the key point of a paragraph
- * callout quotes or testimonials (like you might see in a magazine article)
- * Next, consider the first impression you make when someone navigates to a case study page. When I first arrive, I mostly see the Project title (which looks like a clickable button even though it doesn't function like a button) and a lot of space. I see a bit of the Type & Scope section on The Whole Bean page, the top of the large logo of Sit Conmigo, and the top of the House of Light logo (also very large). There isn't a subtitle for additional context for the project (is it a web design, branding project, responsive design, web app, or something else?). It would also be nice to have a featured image to give a glimpse of the final design right from the start. Then, you can provide details about the project and your process through text and images.
- * For the large image issue, it doesn't seem like you've set a max-width for your images to limit how big they can get based on the available space. If you want the logo to be its own block, you can adjust the width of that specific HTML block to ensure that it fills all of the available space. If you haven't seen the recent updates in the Coding Responsive Websites class, there are some great resources for working more with flexbox. Start with the Big Bad Guide to the Flexbox Model at the top of this lesson.
- * Next, I would encourage more visuals so that even if I don't read all of the text, I can see your design process through the images. It's also important to showcase the full final design in a way where we can see the design choices you made. You have full-page designs for House of Light but they're too small for me to see the

detail or understand the context. There isn't a full-page version of any of your Sit Conmigo designs, only cropped mock-ups. The Whole Bean Landing Page is shown fully but there isn't a way to enlarge it. Here's a link from w3schools on creating an image modal. Perhaps you can use that to help find a balance between the size of the image within your case study and still showing the detail.

* To come back to how to best display your work for the House of Light project, is there a reason you didn't include the link to the live site within the case study page? I noticed you had it on the Portfolio page but it would be great to also include it with a note saying to check out the live site from within the case study. Since this was a collaborative project with another designer as well as with developers, I would grab some closer screenshots to point out some specific design choices you made based on the goals of the project. Is there a certain page or two that you're particularly proud of how it turned out? What specific things helped to convey the message of House of Light? Did you base the layout on another site that inspired either you or the client? When we look at the entire page, it's hard to see some of those specific details unless you zoom in and point them out. Bonus points if you use an arrow to further direct the reader's attention to something of note within the design. See how this example points out specific aspects of the design?

A few other general design tips for the portfolio:

* Check the centering of your content. The House of Light logo at the top of the case study page isn't quite centered.

* Be consistent with your font sizing. I noticed a few sections with the case studies that seemed to be using a smaller size font and I wasn't sure why.

* The recommended line length for reading is typically between 45-75 characters (which includes all letters, spaces, and punctuation marks). Some of your lines of text that go across the screen are between 110-145 characters in length. Consider setting a max-width on those text blocks to make the text easier to read through.

Case study feedback: These are my initial thoughts: Under type and scope, I think fully listing out that this was for an organization that provides services for visually impaired and blind students and workers is more explanatory of the project. I would use the word "corporate" to illustrate what she was looking more to convey, bc a school/education based company can be professional as well. We actually weren't told not to change the colors, and we did! You found a lighter gold in order to create more contrast with foreground text, which is super relevant. Choosing the new fonts was more of a matter of finding fonts that were freely available for publishing use for our client, who was hiring us on a volunteer basis and looking to minimize costs I think the conclusions are great, just need to be a little more polished and less casual in tone. Like "I grew a lot from working in a team and getting real time feedback from my members as well as the client pushed me to hone my designs" or something like that