**Portfolio website**

In Stage 1 you will be building a high quality portfolio website (but not include projects yet). The portfolio will be a key tool to help you gain employment as a software developer.  It is like an online CV, in which you give potential employers information about yourself, your skills and your education and work experience.

**Objective**

To produce a high quality, unique and professionally presented portfolio to encourage employers to invite you for interviews.

**Timeframes**

It typically takes 10-20 hours of time to produce a high quality portfolio. This includes the planning, design, gathering of content, programming and hosting.

Your portfolio should be ready (excluding projects) before attending Career Support Day 1.

You will add projects to your portfolio in Stage 2.

**Portfolio quality**

Your portfolio should appeal to potential employers (it's not just a technical exercise).  It is very important to make it neat, visually pleasing and informative.  It should also be easy for employers to find the most important information quickly.

It is very important to demonstrate your **specialisation** and tell your story on your portfolio in a **simple and clear manner.**

Your portfolio needs to be presented to a very **high quality** and tell a good story.

Your portfolio needs to display **technical projects effectively** to demonstrate you have technical expertise in your chosen area of specialisation.

Your portfolio is about  **telling a story** **about you and your pathway into web development**

* Keep your story clear and simple
* Make the story worth reading
* Ensure the story shows you are technically in a good place (achieved through the projects)
* Make sure the portfolio feels right for you and it is high quality

Set a **high expectation** of yourself with the **quality of the content**you will put in your portfolio.

* Find people to help you if needed to proofread your writing
* Use high quality images
* Check all links are working
* Ensure you have an appropriate domain name
* Choose a good web hosting company to host your portfolio

**Avoid simple mistakes**

* **Don't**link to Facebook or Twitter - these are not professional websites and you are not in control of the content.  An inappropriate comment by a friend could cost you a job

**Presentation is key in order to communicate the important messages and tell your story effectively.**

**Content**

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| --- | --- |
| Homepage | Key page for initial impact. Ensure your name and technical specialisation are very clear. An attractive background image that conveys a positive message is helpful.  (But, please, no more photos of Big Ben or the London Eye!) |
| About | You need a well-written summary paragraph about yourself and your technical specialisation. Including a professional-looking picture of yourself is helpful. |
| Skills | List your technical skills and specialisms, indicating in a clear way experience and strengths you have in each of them.  Do not list skills that you don’t have.  If you can, find a qualitative way to show the relative strength of your skills.  (Using numbers to rate your skills doesn't really make sense.) |
| Work experience | Include all work experience and the skills learnt and used. Even non-technical jobs should be listed, and any aspects relevant to IT mentioned, e.g. organising your work well, meeting deadlines, co-operating with colleagues.  Where possible include website links, images and detailed descriptions of the work. Work can be technical or non-technical and should be in reverse chronological order. |
| Education | Previous education is listed here in reverse chronological order.  Include the DPP Programme in this section. |
| Projects | Include 3 projects, with a description of the project and **skills** you used to deliver the project.  (The project description could be on a modal.)  There should be a link to the deployed project and the source code (on GitHub or a similar repository). |
| Contact details | Include contact page with your name,  mobile number and email address.  A contact form is optional. |
| Online presence | Include links to your LinkedIn profile and GitHub (or similar sites) in the footer. It should be a minor impact on the site.  Please don't link to Facebook, Twitter or any other non-professional sites where you are not in control of the content. |
| Images | The use of some images are encouraged to improve the look and feel of your site. |

**Presentation**

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| --- | --- |
| Colours and fonts | Use clean lighter corporate colours and font combinations that are consistent across the site. (Your target audience is corporate employers). Ideally no more than 2 colours and 2 fonts is recommended. |
| Responsiveness and compatibility | Design for responsiveness (mobile-first can be a good approach) and check your site is responsive on various devices and compatible in all leading internet browsers. |
| Engaging | Your portfolio needs to be engaging to the user and have a modern feel. The sample websites are great examples of this |
| Spacing | Make sure the content can “breathe” and has appropriate spacing so it is easy to read |
| Images | Ensure images are high quality resolution and look professional for maximum impact. Any personal photos should reflect how you present yourself at a formal interview |
| Links | Check that all links are active and work correctly |
| Style | Front end developers need a portfolio that reflects UI/UX skills and creativity |