

Portfolio Week

Personal Portfolio Development

This assignment is worth 15% across all classes.

Overview

In **Week 6** of this term (October 10th - 15th), normal lecture classes will not be held; this week will focus on the design and development of your individual web portfolio.

While there will be no lectures, students are required to attend their individual feedback meeting scheduled during this week, and to submit the deliverables (specified below) at the end of portfolio week (**October 15th by 5 PM, FOL Dropbox**).

This project will be a collaborative effort between all of your IDP classes and professors, with the overall intention of ensuring that each student has a professional, focused and live portfolio of their work.

Part One: Industry Presentation

In Week 3 of the Fall term, A **presentation** by industry professional(s) on best practices in portfolio design, valuable content, what hiring managers need and want to see, etc. **All students are required to attend this session (Day, Time & Location TBA in class)**. Notes taken by each student during the session will be submitted to a dropbox on FOL for evaluation (Value 5%) and to register their attendance at the session.

Part Two: Portfolio Week

Tuesday - Wednesday: Each student will sign up for an **individual meeting** with all level 3 professors to review and discuss your portfolio plan, design directions, and planned content. (This will be one scheduled meeting with all of your profs and not separate meetings per class.) During this meeting, your professors will review each student's portfolio planning and research, provide feedback on the direction, and specify the deliverables that each student must submit at the end of the week.

The remainder of the week will be given for students to work on the defined deliverables. Regularly scheduled class times later in the week will be **open labs** for students to work on their portfolio and receive assistance/feedback.

Sunday: The specified deliverables will be due by **5 PM**.

Portfolio Requirements

Research & Preparation for the Week (Value 5%):

Prior to the scheduled meeting with your professors in Week 6:

A short, professional biography.

Describe the professional specialization you want to represent in your portfolio (front end developer, motion graphics specialist, etc.). Based on your career emphasis, what are the most important Services/Tools/Capabilities/Skills that you will feature?

Compile a **design document** relating to colour, typography, branding ideas, animations, functional elements, etc., gathered from other portfolio sites you have researched and used to inform your portfolio. **Links** to these sites must also be provided.

Create an **XD file** that contains both a document outline/flowchart, as well as a high fidelity design of your plans for page layout, content sections, basic navigation and all other structural features you have defined for your site. This should include both mobile and desktop layouts.

A Github repo must be set up to review. Your repo should be set up with a Readme file (doesn't have to be the finished version, but at least a start with some of the basics). There should be multiple branches / commits.

You should begin breaking down your project into modules - you can start with main.scss, a _vars file, maybe some colour and font choices defined, etc.

A Design Doc should be set up and available for sharing on google docs. Please also export design doc as pdf. The document must include the following information:

Design Elements:

- Inspirational portfolio branding examples
 - Preliminary logo designs
 - Colour schemes
- Typography options for header text and body copy
- Inspirational examples of existing portfolio websites
- 1 High fidelity example of mobile and desktop layouts of your portfolio website created in Adobe XD
- Inspirational examples of demo reels
- 1 example of a project case study.
- 8 styleframes of the animated name intro of your demo reel rendered at 1920 pixels wide x 1080 pixels high

A Developer Doc should be set up and available for sharing on google docs. The document must include the following information:

- How many pages will you have or will you contain everything to one page? You may choose to have a single page scroller or include some other separate pages such as contact, about, etc.
- What type of GreenSock enhancements do you plan on implementing e.g. Smooth Scrolling links, Scroll based Animations, Animated logo or icons, Animated Hero image, etc.
- How will your gallery function to show your work e.g. Will it open a lightbox, launch in another page?
- What other types of interactivity are you planning on including? If the interactivity is not covered in class, how do you plan on executing it? Provide links and research.

An example of a completed or in-progress **work piece** (individual or team-based) you plan to feature as a case study on your portfolio. Here are some examples:

- Logo:
https://www.behance.net/gallery/172915869/Bioagric-Logo-Agro-Farm-Case-Study-Brand-Identity?tracking_source=search_projects|logo+case+study

- Web:
https://www.behance.net/gallery/176796787/Netflix-UX-UI-Case-Study-Redesign?tracking_source=search_projects|web+design+case+study
- Branding and Motion:
https://www.behance.net/gallery/103071855/Circle-TV-branding?tracking_source=search_projects|troika
- Application Development:
https://www.behance.net/gallery/140876177/Travel-App-UX-UI-Case-Study?tracking_source=search_projects|app+development+case+study

Any and all other documents, images or Web files you have explored to date this term, logo options, more specific colour palettes, and any other relevant items.

These elements will be reviewed during your meeting so they need to be completed beforehand! Please remember that your portfolio site is also the final integrated project for this term, so you should not wait until week 6 to start working on your site. Bring all planning and work files created to date to your meeting.

Final Deliverables (Value 10%):

Examples of a specific branding direction, based on professor feedback: Specific logo treatments, defined fonts/typography, applied within the main XD file for your site.

A completed flowchart for all pages/sections of your site.

An updated XD file detailed wireframes identifying all of the main content sections, layout and navigation. This XD file should contain specific dimensions for mobile and desktop versions, and annotations/notes for all main site elements.

An XD wireframe showing the specifics of the layout and content for the project case study, with examples of relevant graphics and text from your or a similar project.

Storyboard(s) for your promotional video, an inspiration folder, and any motion graphic elements you plan to create for your site.

The **HTML/CSS home page** must be boxed out/prototyped and **responsive** from mobile to desktop.

You should be starting to experiment with populating your page with data - rough page layout, some functions, etc. This DOES NOT have to be fully functional - just think about how the user is going to consume your content, and provide some basic strategy.

Similarly, get a start on strategizing how your gallery will work. You can create some shell functions on placeholder thumbnails, sketch in the functionality based on the Marvel build from Level 2. You don't need to have anything finished, but you should be starting on most functionality.

Changes and tweaks are of course expected to occur as you build out your site, but the primary plan for content, design and layout should be largely determined at the end of this week.

Final Submission Requirements

MMED-3039 (Authoring 3)

Include a repository on GitHub including a detailed Readme file. Put the appropriate information in the Readme file. Push the finished files to your repo, CONTINUOUSLY merge everything to master as you go, and submit the repo link to the FOL dropbox.

Remember that **only** the master branch will be graded, so merge everything to that branch before the project deadline.

Use best practices as outlined in your first-year classes: semantic tagging, mobile-first design, document outline, a detailed Readme, build files, etc

The assignment (repo link) must be submitted to the FOL dropbox.

All late submissions will incur a 30% reduction from the final awarded grade.

Repo name:

LastName_FirstName_Portfolio

Please follow best practices for project structure (folder names and contents)

- There is a mark attributed to the use of proper naming conventions.

Submission Deadlines

- Portfolio week Speaker series - Week 3 Day, Time & Location TBA (5% for note submission)
- Portfolio individual meetings at your designated time slot to view student's portfolio plan and research to provide verbal feedback (5%) - Tuesday, October 10th- Wednesday, October 11th.
- All assignment material for each class must be submitted on Sunday, October 15th by 5:00 p.m. (10%)

Grade Value for this assignment:

Total = 15%

Your grade for this assignment will be based on how closely you follow the requirements listed in this document. Please read each section carefully. Do not hesitate to ask questions.

Late submissions will have 30% deducted from the final grade.