

Personal Portfolio Website Report

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Abstract—The goal of this project was to design a web portfolio for a graduating design student and to report on the process. The project is based on the existing personal visual identity of the student. This paper is created as an instruction for the reader describing the process of personal online portfolio design simply by defining and explaining the main terms and methods used for web design and development

Index Terms—

I. INTRODUCTION

This work aims to report the process of designing and developing a web portfolio for a graduating bachelor design student specializing in web design and development. It will define what a portfolio website is, it will also explain the basic theory and elements of an online portfolio design process. Further this work presents different ways and channels through which a design student can create and develop a personal online portfolio. By covering aspects such as: how to integrate personal visual identity and what is required to build an effective portfolio. In order to carry out this process, it is essential to understand various strategies and techniques that are used to today, while acquiring skill full understanding of modern tools and trends. In the following section, a description of existing web development methods, platforms and reviews of the most popular web design styles have been included. (Adham Dannavay, 2013) During five years of studies, the writer of this paper, has created a large number of works, which has to be included into a professional design portfolio. The portfolio should be well structured and is to be launched in December 2015. The design of the portfolio will be based on the already existing personal visual identity of the author of this work. The main goal of this project is to create a well-designed portfolio, which will allow a young designer to position himself on a currently competitive market and will assist new designers in finding their ideal work placement. For the writer of this work, the ideal work placement would be a position as a web designer and front-end developer. Additionally the project will result in a infographic poster, with tips and guidelines for young designers, on how to create an outstanding personal portfolio

II. LITERATURE REVIEW

This section provides several studies and their results from 2002 to date. Various studies have been completed in Turkey at various institutions to demonstrate the advantages and disadvantages of portfolios in the classroom during this timeframe. Intended for use in an academic literacy course, Sanalan (2002) conducted a study with a web-based assessment system at a university in the United States. The research group took certain TOEFL level test scores from different countries for 14 undergraduate students from various departments admitted to a university.. After a 14-week training period, nine- and three-day study summaries were collected from these students. Microsoft Access database software for the e-portfolio software environment and a webpage creation feature from this software were used. Researchers put forth an e-portfolio design, usage, features, and results of students' evaluation. The results about the use of e-portfolio in the classroom, and its advantages and disadvantages were argued. Baki and Birgin (2004) used a math lesson as an alternative assessment tool, which was a computer-assisted personal development file (BDBGD) and its applicability within the education system. This study took place during the 2002–2003 academic year in Trabzon, by two teachers who worked in two different schools in their classes. Using e-portfolio software developed by the researcher and his team, the individual development files were determined more efficient than conventional methods in terms of student's performance evaluations. Additionally, students were offered the opportunity to evaluate their performances. Moreover BDBGD improved the communications among students, parents, and teachers, which allowed parents to actively participate in the evaluation process. A sample of some significant studies in the field follows. Saaty et al. (1980) propose to construct a portfolio using the analytic hierarchy process methodology. Lee and Chesser (1980) present a GP model to construct a portfolio. RiosGarcia and Rios-Insua (1983) construct a portfolio using multiattribute utility theory and multi-objective linear programming. Evrard and Zisswiler (1982) use multi-attribute utility theory to perform a valuation of some stocks. Nakayama et al. (1983) propose a graphics

interactive methodology to construct a portfolio using multiple criteria. Martel et al. (1988) perform a portfolio selection using the outranking methods ELECTRE I and ELECTRE II. Colson and De Bruyn (1989) propose a system that performs a stock valuation and allows the construction of a portfolio. Szala (1990) performs stock evaluation in collaboration with a French investment company. Khoury et al. (1993) use the outranking methods ELECTRE IS and ELECTRE III to select international index portfolios. The purpose of Colson and Zeleny (1979) is to construct an efficient frontier in concordance with the principles of stochastic dominance. Hurson and Zopounidis (1993) propose to manage the portfolio selection by using the MINORA system that will be presented in the following section. Zopounidis et al. (1998) propose the use of the ADELAIS system to construct a portfolio using some diversification constraints, some constraints representing the investor's personal preferences and multiple stock-market criteria .

III. PROPOSED METHODOLOGY

The methodology you work, explain here with code and other items.

A. Requirements

Language : HTML, CSS, JS
Software: Visual Studio Code, Xampp

B. Feature

- 1.Menu
- 2.About
- 3.Download CV
- 4.Skills
- 5.Experience
- 6.Blog
- 7.Blog
- 8.Send Message
- 9.Contact Form

C. Project presentation material

Renders/sitemaps/graphics Client prefers to use professional templates for better and clear presentations of the projects. Some of the projects writer is planning to present require more visualization

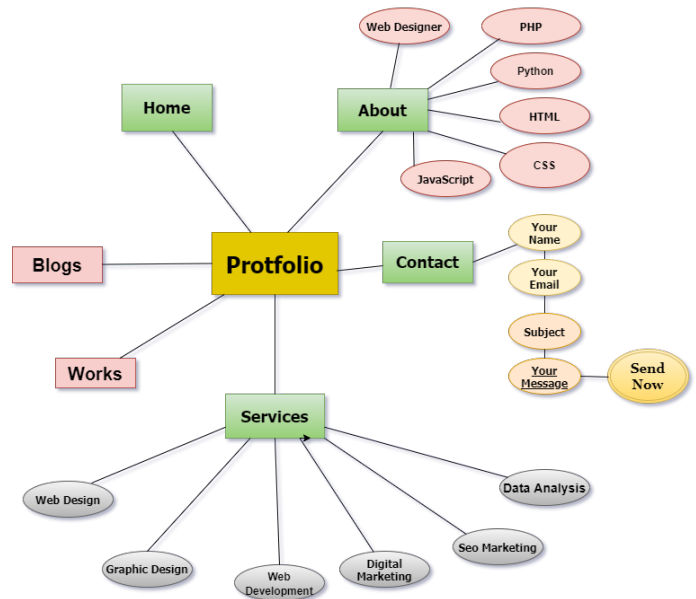
D. Overall style/look

Present a personal visual identity which will affect on the design style or any other visual or written inspirations. It can be presented in mood board, mind map, keywords format or as a plane text. Different samples of websites also can be enclosed. A clear explanation what client likes about certain things from samples creates detailed guidelines for a designer

E. Sitemap

Site map is a list of pages of a web site accessible to crawlers or users. There are two main usability guidelines for site maps are: 1. Call it "Site Map" and use this label to consistently link to the site map throughout the site. 2. Use a static design. Don't offer users interactive site map widgets. The site map should give users a quick visualization without requiring further interaction All websites consist of three main sections: header/top, body and footer. The header/top content box usually includes a logo and a menu of the website. The menu is one of the most important parts of the website. It enables the user to navigate from one page or one section to another

F. ER Diagram



G. The Importance of having a portfolio website.

With the sea of applicants, you are able to stand out if you have the appropriate and professional portfolio that clients are able to see. In the creative industry including photographers, designers, or artists having a stunning portfolio is a must. This will help in self-promotion. These are the reasons why having online portfolio websites are important. online portfolio websites

1. PREVENTS CLIENT REJECTION: Creating a great architecture portfolio website will prevent client rejections. What we mean is that clients will expect that you are to have the work done appropriately as to how you did with your samples in the site. They will hire you if your portfolio is significant to them. architecture portfolio website

2. PROFESSIONAL: Building a portfolio website is a professional way to showcase your works, experiences or brand. portfolio website In this tool you are able to display your previous and current works that searchers or clients are able to have a glimpse of. Giving the client a chance to observe your work at their spare time, allows them to

discover about you in a comfortable setting.

3. **BUILDS GREAT FIRST IMPRESSION:** If a hiring personnel sees a link in your resume, they will most likely click or check it out. And building an online portfolio website will give the employer an good impression of you. Because you paid attention in providing them a website where you feature your works, recommendations and more. online portfolio website

4. **INCREASES VISIBILITY:** Having an online art portfolio website will make it easier for clients or employers to view your works when they look for you in any SEO (Search Engine Optimization). This can be your edge among all other candidates. art portfolio website

5. **SHOWS YOU ARE MORE THAN RESUME:** By choosing your own design or by your customization of your art portfolio sites, you are able to show who you are. How creative and fun you can be. And this might give you an advantage from the long line of applicants. art portfolio sites

6. **FLEXIBILITY:** With just a few clicks you are able to change your artist portfolio website you have created. You are able to continually create new contents of your website that can showcase your learning is continuous. artist portfolio website

7. **ACCOUNTABILITY:** One important gesture in maintaining online presence is to make sure that you are able to update your photographer portfolio website. photographer portfolio website You would want an updated profile that is organized, succinct and jump-packed with necessary information about yourself.

8. **BUILDS TRUST:** After viewing your photographer portfolio websites, by clients. It gives them the opportunity to trust you and your works. It will ease their doubts if you are able to do what they intended you to do. They will be confident you are able to accomplish efficiently. photographer portfolio websites

H. WHAT TO INCLUDE?

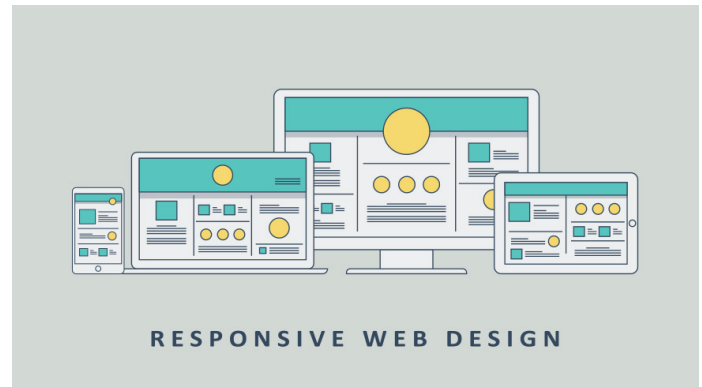
Resume. It is still best to include this even you have submitted a copy of it. OTR (official Transcript of Records) A fact sheet that displays your skills, certifications, proficiencies and goals. This will allow the hiring manager to have an easy access to these significant documents while looking at your developer portfolio website. developer portfolio website

I. Presentation of work

The most important part of the portfolio is the portfolio showcase. It is the core or the website and the reason why users are coming to your portfolio page. It is critical to let the works speak for themselves without overloading the page with unnecessary text. To accomplish that, the designer needs to choose the right layout for the work presentation. All the visuals presented on the website – photography, illustrations, graphics, icons, etc., should not be random, it should provide the same aesthetics. The potential clients or employers should

get a clear explanation about a project, not only visuals. It should not be a ten page report but it should describe the brief of the project and also the process how you achieved goals and objectives. There are many ways how to present this information. The most common one is the gallery layout, which has many variations.

J. Responsive Web design



Responsive design is the approach that suggests that website design and development automatically respond to the user's preferences such as screen size, platform and orientation. It is the system of flexible grids, layouts and images. (Kayla Knight, 2011) With modern mobile technology, is often more convenient for people to access the internet pages via their smartphones or tablets. As a result, mobile versions of web sites are often becoming more used than desktop versions. From different surveys we can see that users are disappointed if they don't get the mobile version a responsive website. There are two ways how to create a website for devices with a smaller resolution than the average desktop. The first option is to create a separate website which will identify the device before loading the page. In case of smartphones and tablets it will redirect the user to a special version of the website. Another way is to use the responsive design which will be a universal solution for all screen resolutions. Responsive web design (RWD) is an approach to web design aimed at crafting sites to provide an optimal viewing and interaction experience — across a wide range of devices (from desktop computer monitors to mobile phones). (Kayla Knight, 2011) This is achieved by ensuring easy scrolling, easy reading, fast and simple navigation, with the minimum amount of resizing and panning. Working with responsive design layouts the designer need to plan how the same elements of the website will look on different devices

K. Target audience

Defining the target market or target audience is one of the most important tasks which will affect on how successful your portfolio will be in the future and who will be interested in checking it out. It is helpful if the designer can specify the target and collect critical data about it, but in some cases it can be hard to define it specifically especially for a multifunctional

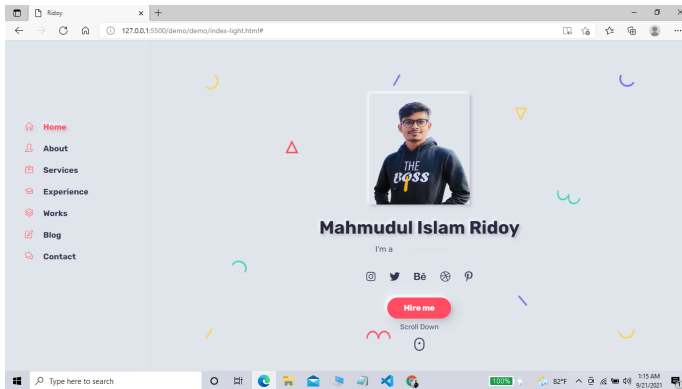
portfolio (multi-objective). But even in this case some overall demographic information needs to be collected.

L. Advantages

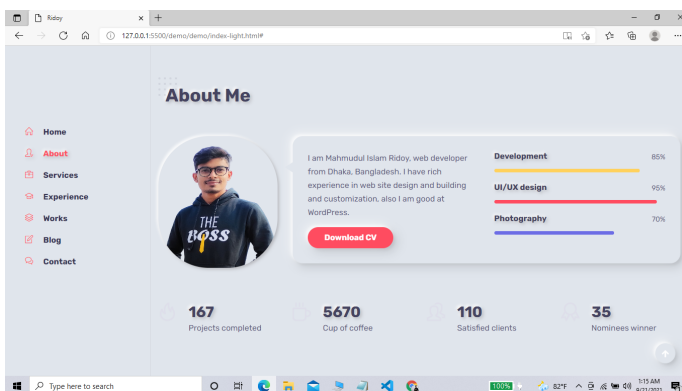
The Benefits of a Portfolio

1. Provides a platform to showcase your work. .
2. Amplifies your online presence
3. Establishes your personal brand.
4. Improves Chances Of Gaining Customers

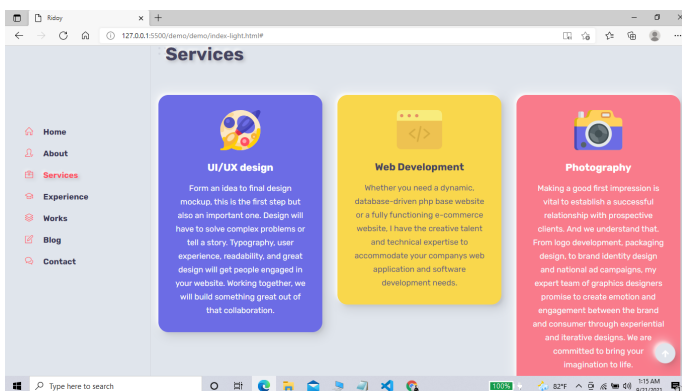
IV. PROJECT DEMO



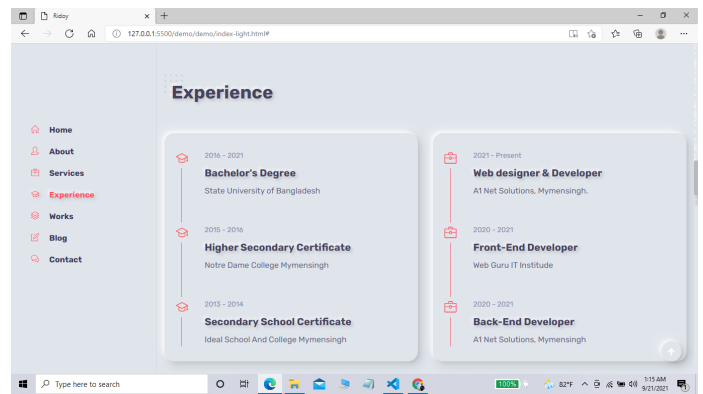
Home Page



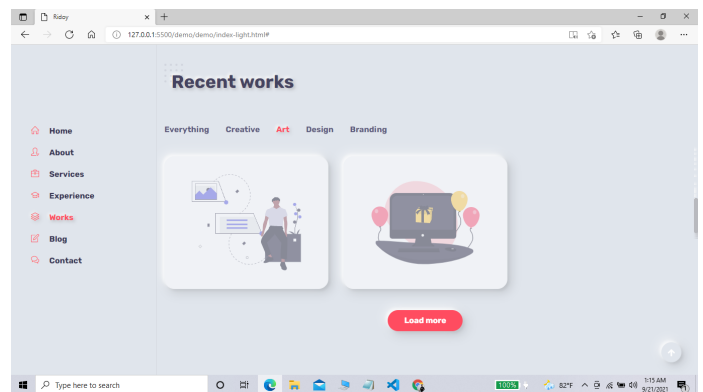
About Page



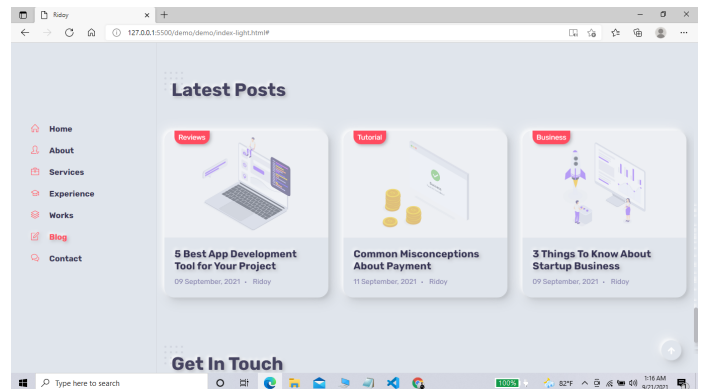
Service Page



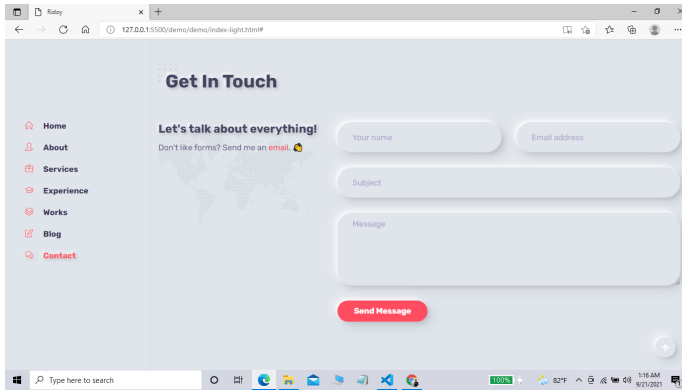
Experience Page



Recent Work Page



Blog Page



Contact Page

V. CONCLUSION AND FUTURE WORK

Overall, the personalised design solution had been developed according to all client's requirements including all needed content, and the client was satisfied with the result of this project. The process workflow was clearly described and documented. It will be presented in a printed brochure format at the thesis presentation day. The reported process included research work, content development, visual design concept, personal visual identity integration, and technical specifications including applying grid system and wireframe development. The future development stage was overviewed providing short explanation of main coding languages and other terms, including examples. During the project, designer has got new critical, theoretical and practical knowledge which can be used in the future projects. Since he also had a role of a client in portfolio design process he achieved better understanding of a project and a design management, improved his design skills and decision making ability. Summarizing the results of the project he created list of hints for the young designers who are planning to create a portfolio

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- [4] Peñalvo, Francisco José García, et al. "TRAILER project overview: Tagging, recognition and acknowledgment of informal learning experiences." 2012 International Symposium on Computers in Education (SIIE). IEEE, 2012.