Assignment Name: Portfolio 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**

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Index Terms—**The word mostly used in your report.**

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

Portfolio selection models are at the heart of the portfolio construction phase. Since the pioneering work of Markowitz (1952, 1959) in the theory of portfolio analysis, based on the mean-variance formulation, several portfolio selection models have been proposed. According to this formulation, an investor regards expected return as desirable and variation of return (variance) as undesirable. In the basis of the Markowitz (1952, 1959) mean-variance formulation, many researchers developed miscellaneous new methodologies. Elton et al. (2007) provide an overview as far as these methodologies is concerned. Apart from the mean-variance model, they cite the single index models, the multi-index models, the average correlation models, the mixed models, the utility models in which the preference function of the investor plays a key role in the construction of an optimum risky portfolio and the models which employ different criteria such as the geometric mean return, safety first, stochastic dominance and skewness. Pardalos et al. (1994), also, provide a review and some computational results of the use of optimisation models for portfolio selection. The portfolio construction problem can be realised in two phases (Hurson and Zopounidis, 1995, 1997): 1 evaluation of the available securities to select the ones that best meet the investor's preferences 2 specification of the amount of capital to be invested in each of the securities selected initially

III. PROPOSED METHODOLOGY

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

A. Feature

1.Menu 2.About 3.Service 4.Skill 5.Team 6.Contact

B. Requirements

Language : HTML, CSS, JS Browser: Microsoft edge

C. Project presentation materials

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.
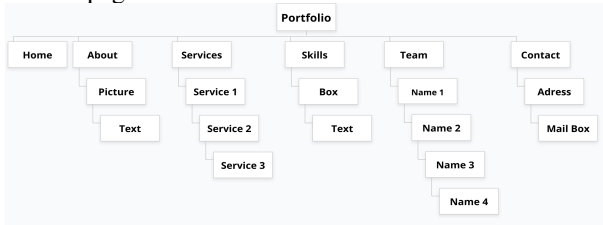
D. Overall style/look

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
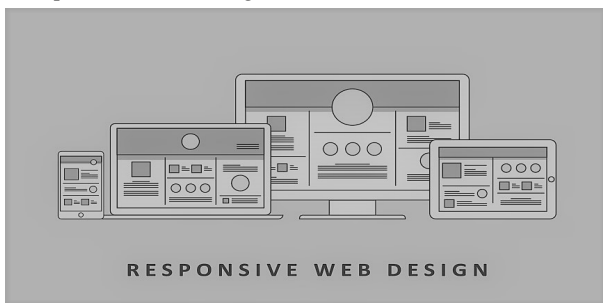
All websites consist of three main sections: header/top, body and footer. The header/top content box usually includes a logo and a menu of the website. The menu is one of the most important parts of the website. It enables the user to navigate from one page or one section to another.

F. 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.

G. 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 websites 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 devises 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

IV. 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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