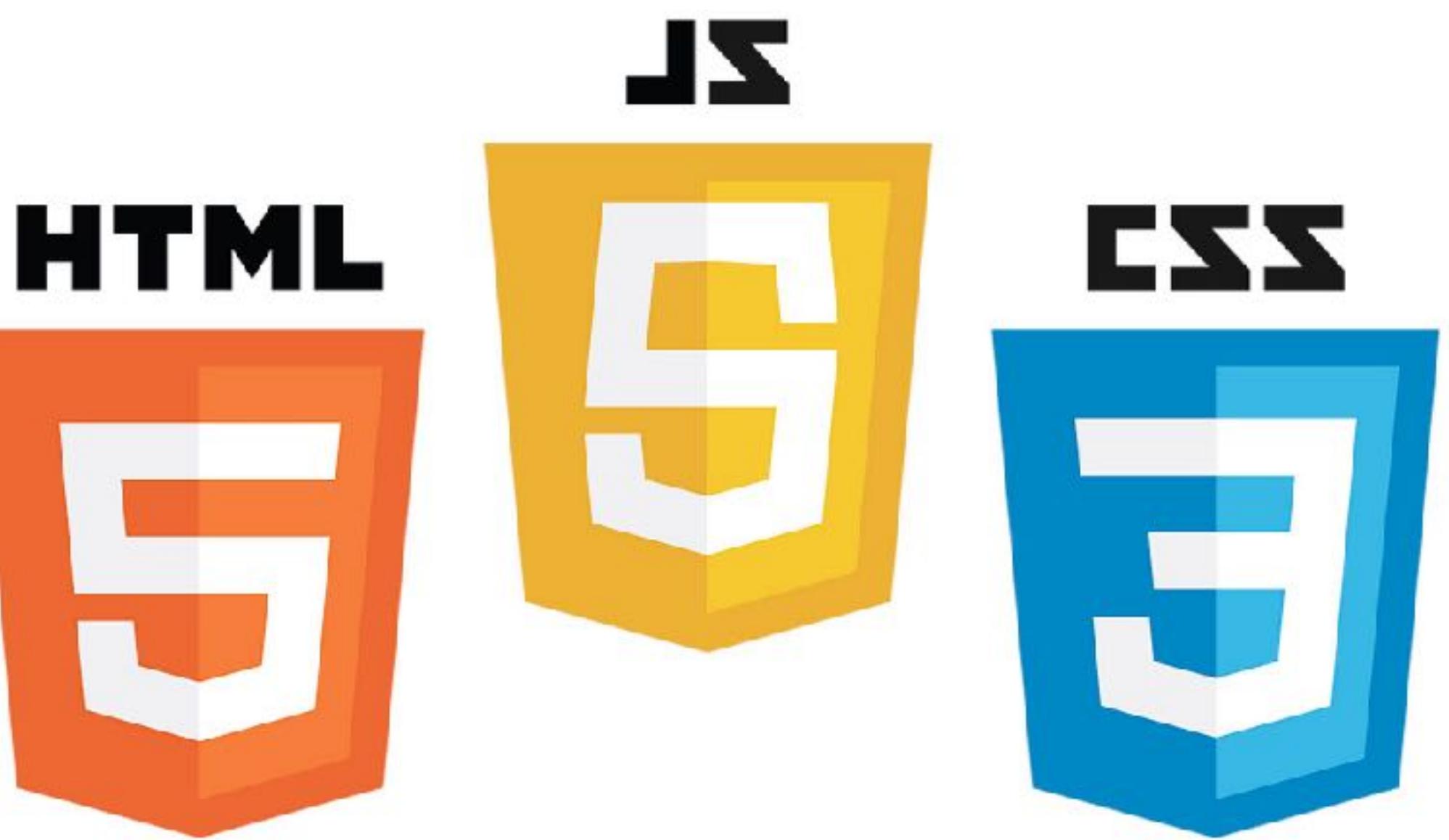


# building a portfolio

Building a Website 2018

# *the final project*

so far this class, we  
have been learning  
and experimenting  
with the **standard**  
**web stack**



today we are starting the  
**final project** for this course

building a **portfolio**

joyce rice

design et al.

work

about

blog

contact



## Hi, I'm Joyce!

I'm an experience designer with a focus in journalism and education. I make comics, games, and other digital products to help folks tell better stories.

I cofounded [Symbolia](#), was a [Fellow at American University](#), and I [speak internationally about media innovation](#).

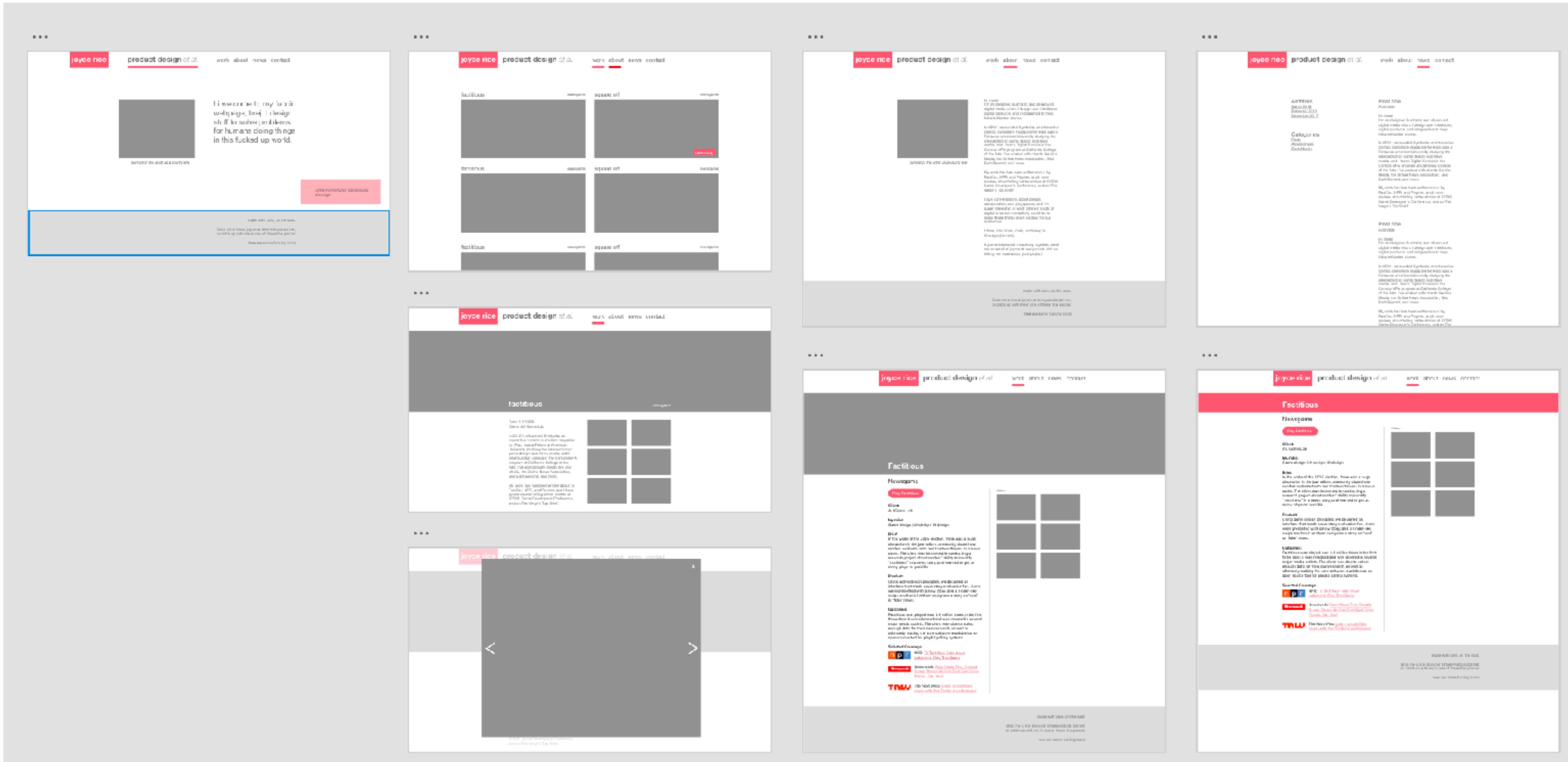
If you'd like to work together, talk about tabletop games, or make jam comics, [holler at me on twitter](#) or [drop me a line](#).

Thanks for visiting!

*steps for this project will be:*

- wireframes
- rough site
- final site

# wireframes



# wireframes

The image displays three wireframe mockups of a website for Joyce Rice, showing the layout and design elements across different devices: a desktop browser, an iPad, and an iPhone 5/SE.

**Desktop View (teenyrobots.net):**

- Header:** "joyce rice" (highlighted in red), "design et al.", "work", "about", "blog", "contact".
- Illustration:** A black and white illustration of Joyce Rice, an elderly woman with glasses and a purple bandana, sitting at a desk and working on a laptop. She has several mobile device prototypes and a speech bubble with a hand icon on her desk.
- Text:** "Hi, I'm Joyce!"  
I'm an experience designer with a focus in journalism and education. I make comics, games, and other digital products to help folks tell better stories.  
I cofounded [Symbolia](#), was a [Fellow at American University](#), and I [speak internationally about media innovation](#).  
If you'd like to work together, talk about tabletop games, or make jam comics, [holler at me on twitter](#) or [drop me a line](#).
- Footer:** "Thanks for visiting!"

**iPad View:**

- Header:** "joyce rice" (highlighted in red), "design et al.", "work", "about", "blog", "contact".
- Illustration:** The same illustration of Joyce Rice at her desk.
- Text:** "Hi, I'm Joyce!"  
I'm an experience designer with a focus in journalism and education. I make comics, games, and other digital products to help folks tell better stories.  
I cofounded [Symbolia](#), was a [Fellow at American University](#), and I [speak internationally about media innovation](#).  
If you'd like to work together, talk about tabletop games, or make jam comics, [holler at me on twitter](#) or [drop me a line](#).
- Footer:** "Thanks for visiting!"

**iPhone 5/SE View:**

- Header:** "joyce rice" (highlighted in red), "design et al.", "work", "about", "blog", "contact".
- Illustration:** The same illustration of Joyce Rice at her desk.
- Text:** (Same content as the iPad view)
- Footer:** (Same content as the iPad view)

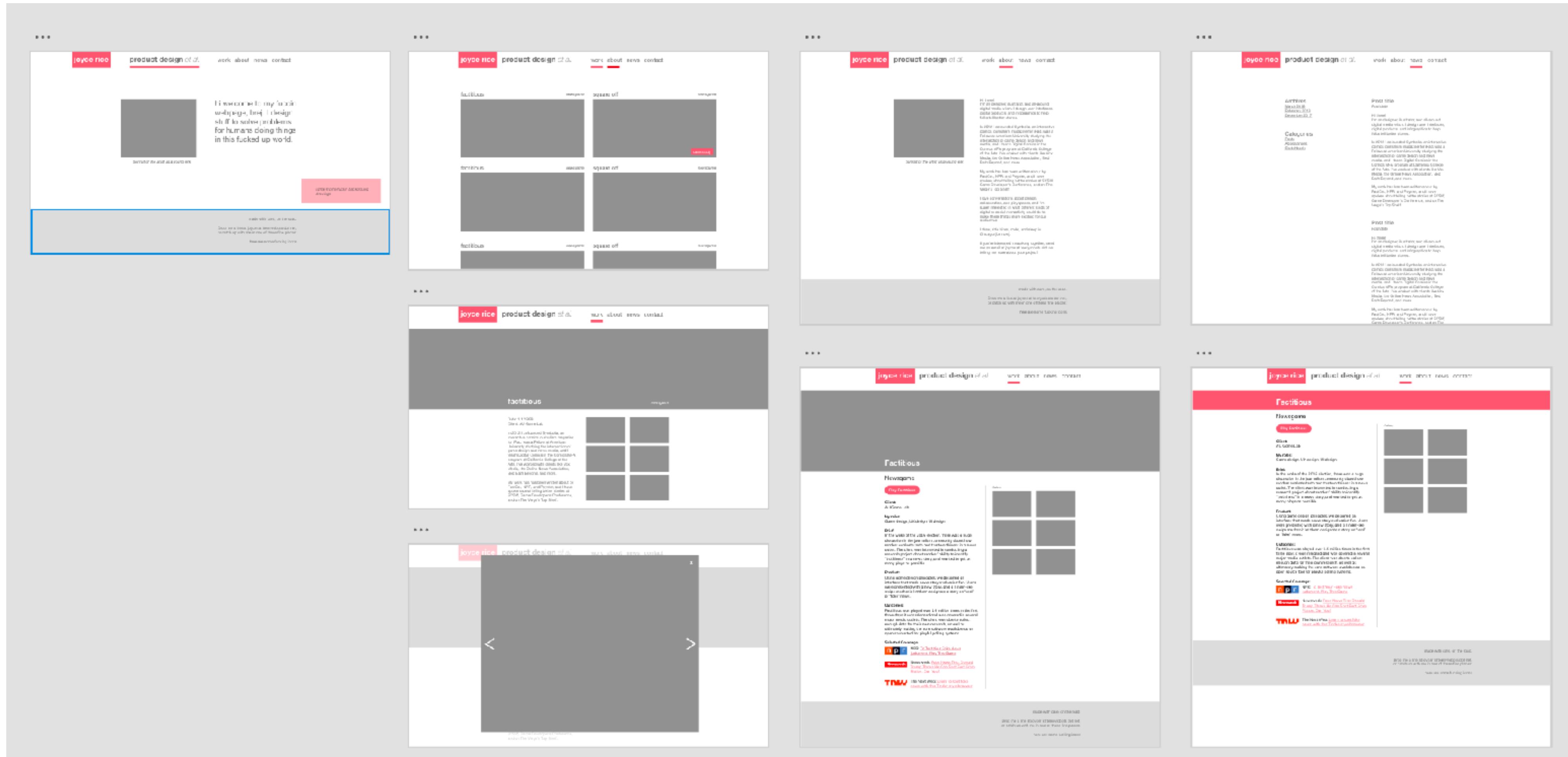
# wireframes

**do not overcomplicate  
your wireframes**

# wireframes

(remember, we have to build this)

# wireframes



# wireframes

we will **create and critique**  
**wireframes** this week

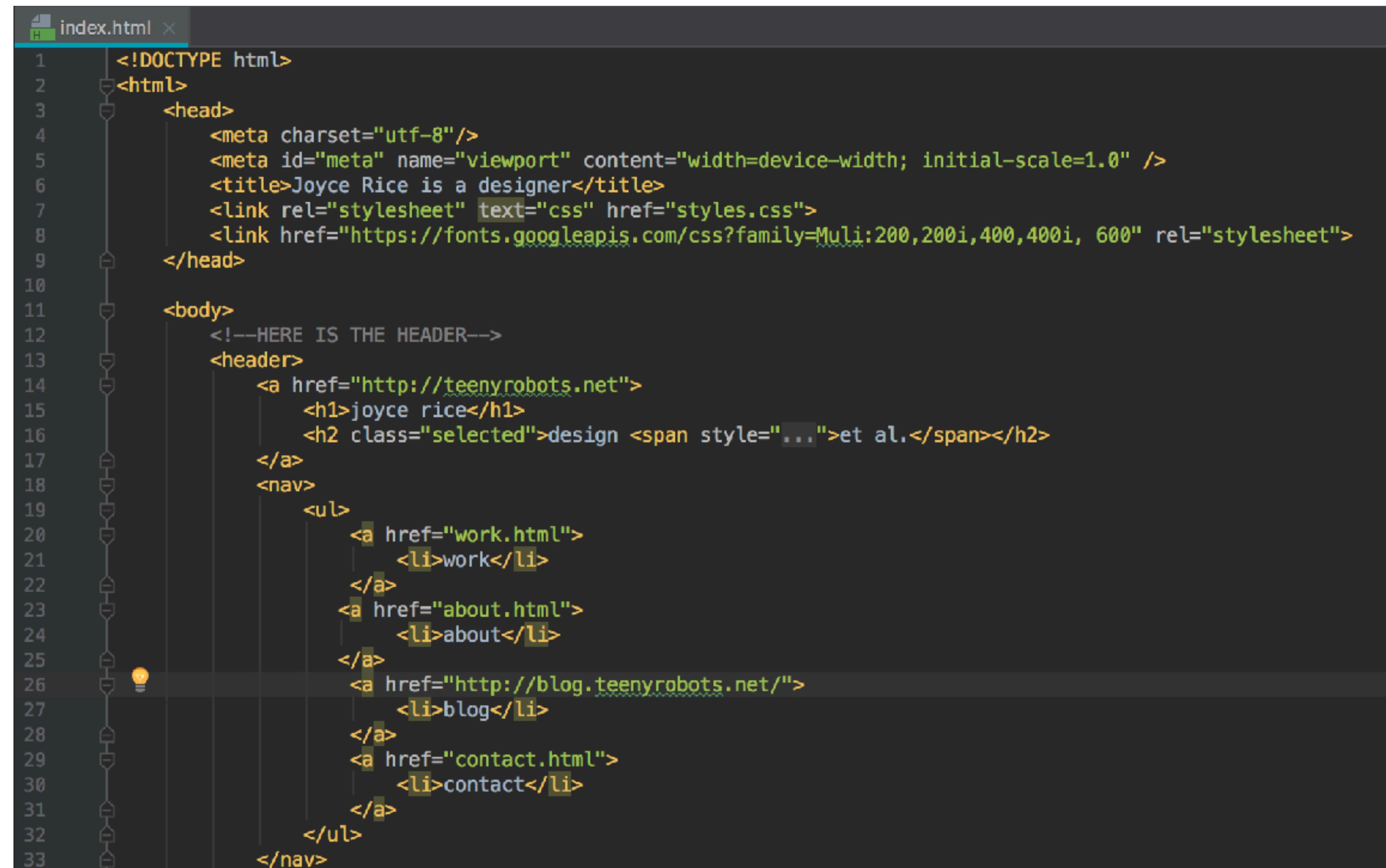
# wireframes

we will **revise wireframes**  
based on feedback in crit

# rough site

your final project will be built in **HTML**

# rough site



The screenshot shows a code editor window with the file "index.html" open. The code is a rough draft of a website, structured as follows:

```
<!DOCTYPE html>
<html>
  <head>
    <meta charset="utf-8"/>
    <meta id="meta" name="viewport" content="width=device-width; initial-scale=1.0" />
    <title>Joyce Rice is a designer</title>
    <link rel="stylesheet" type="css" href="styles.css">
    <link href="https://fonts.googleapis.com/css?family=Muli:200,200i,400,400i, 600" rel="stylesheet">
  </head>

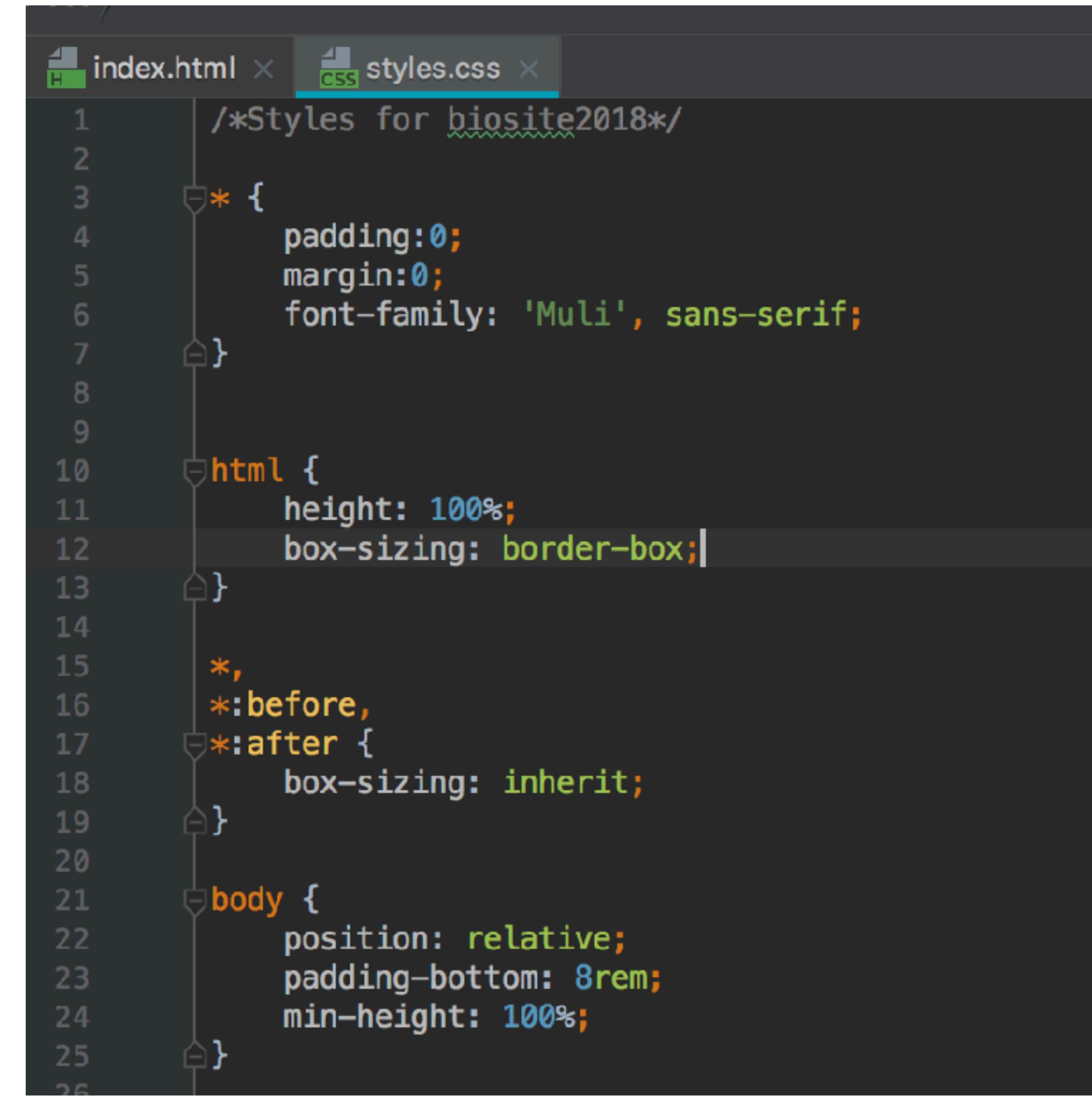
  <body>
    <!--HERE IS THE HEADER-->
    <header>
      <a href="http://teenyrobots.net">
        <h1>joyce rice</h1>
        <h2 class="selected">design <span style="...">et al.</span></h2>
      </a>
      <nav>
        <ul>
          <a href="work.html">
            <li>work</li>
          </a>
          <a href="about.html">
            <li>about</li>
          </a>
          <a href="http://blog.teenyrobots.net/">
            <li>blog</li>
          </a>
          <a href="contact.html">
            <li>contact</li>
          </a>
        </ul>
      </nav>
    </header>
  </body>

```

The code includes basic HTML structure like DOCTYPE, head, body, header, and nav. It also includes meta tags for charset and viewport, a title, and links to a stylesheet and Google Fonts. The header section contains a link to a homepage with an H1 and H2, and a navigation menu with four items: work, about, blog, and contact. The blog item in the navigation menu has a yellow lightbulb icon next to it, indicating a potential issue or note.

# rough site

it will be styled  
in **CSS**



The image shows a code editor interface with two tabs: "index.html" and "styles.css". The "index.html" tab is visible at the top left, while the "styles.css" tab is active and highlighted in blue. The "index.html" file contains a single line of placeholder text: "Placeholder content for the homepage". The "styles.css" file contains the following CSS code:

```
/* Styles for biosite2018*/
* {
    padding: 0;
    margin: 0;
    font-family: 'Muli', sans-serif;
}
html {
    height: 100%;
    box-sizing: border-box;
}
*, *:before,
*:after {
    box-sizing: inherit;
}
body {
    position: relative;
    padding-bottom: 8rem;
    min-height: 100%;
}
```

# rough site

interactivity will be written in **JavaScript**



## Simple lightbox

SimpleLightbox is lightweight and responsive lightbox library with no dependencies. Display images, galleries, videos or custom content and control your lightbox with easy to use api. It weighs less than 3KB.

# rough site

we will **critique** rough sites in class,  
and **respond** to feedback by **revising**  
the site for final presentation

# final presentation

your site will be **deployed** to your webspace **before 2pm** on the final day of class (Wednesday, August 15th)

# final presentation

*you will present your web presence during  
the final crit, including:*

- your website (deployed to your webspace)
- a final report on your social media goals
- an overview of your blog and 4 posts

*your work will be evaluated on  
three points:*

- cohesive brand
- goal-oriented, usable design
- clean, responsive code

we will be covering more web presence  
**production** and **management**  
concepts while working on this project

Q's?

# *the conceptual*

a **good portfolio** follows  
three simple rules

# rules of portfolio design

---

goal-oriented

easy to navigate

complements your brand

# goal-oriented

# goal-oriented

The collage consists of four distinct sections:

- Top Left:** A colorful, abstract illustration featuring a woman in a striped swimsuit walking through a tropical setting with palm trees and geometric shapes. Overlaid on the top right are navigation links: WORK, SHOP, INSTA, and ABOUT. A red lip graphic is positioned above the INSTA link.
- Top Right:** A screenshot of a website for "Becky Simpson". The header features the name "BECKY SIMPSON" in a large, blue, hand-drawn style font. Below the header is a navigation bar with links: Portfolio (underlined), About, Books, Shop, Speaking, Blog, and Contact. To the right of the navigation is a sidebar with social media icons and links to ARTWORK – ORIGINAL, ARTWORK – COMMISSIONED, ARTWORK – ROUGH, ANIMATION, ABOUT, and PRINTS & MERCHANDISE.
- Bottom Left:** A photograph of a person wearing a white t-shirt with a graphic of a woman's face and the word "NOPE" printed on it. The person is holding a pencil and looking at it.
- Bottom Right:** A close-up photograph of a woman with dark hair and glasses, resting her head on her hand in a contemplative pose. The background is blurred.

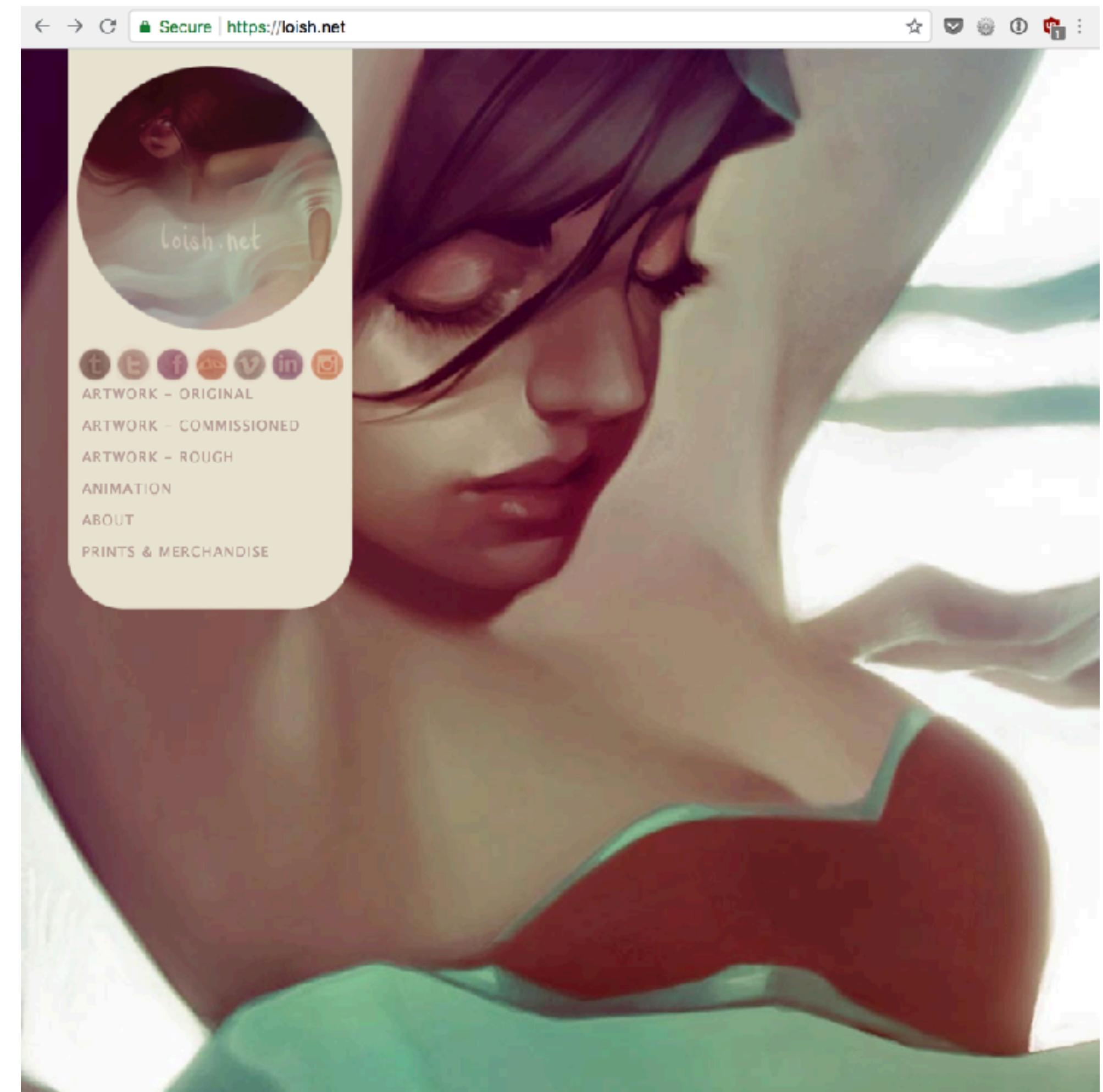
# goal-oriented

they share a **general goal**:

# goal-oriented

to get **work** doing what  
they're **good at**

# goal-oriented



# goal-oriented

as you're designing, your goal should  
be at the **front of your mind**

# goal-oriented



# goal-oriented

- **Specific:** Your goals should be clear, simple and defined.
- **Measurable:** This is where analytics come in. You want a goal that has one or more metrics.
- **Achievable:** Is it achievable or is it not possible within your resources?
- **Realistic:** With your current resources of time and money, is it possible to achieve your goals?
- **Time sensitive:** Every goal needs a time frame, whether it's one year or several months.

# goal-oriented

sell **5** interactive graphics and nonfiction  
comics to **new clients** in the **next year**

# goal-oriented

make a goal for after graduation

# easy to navigate

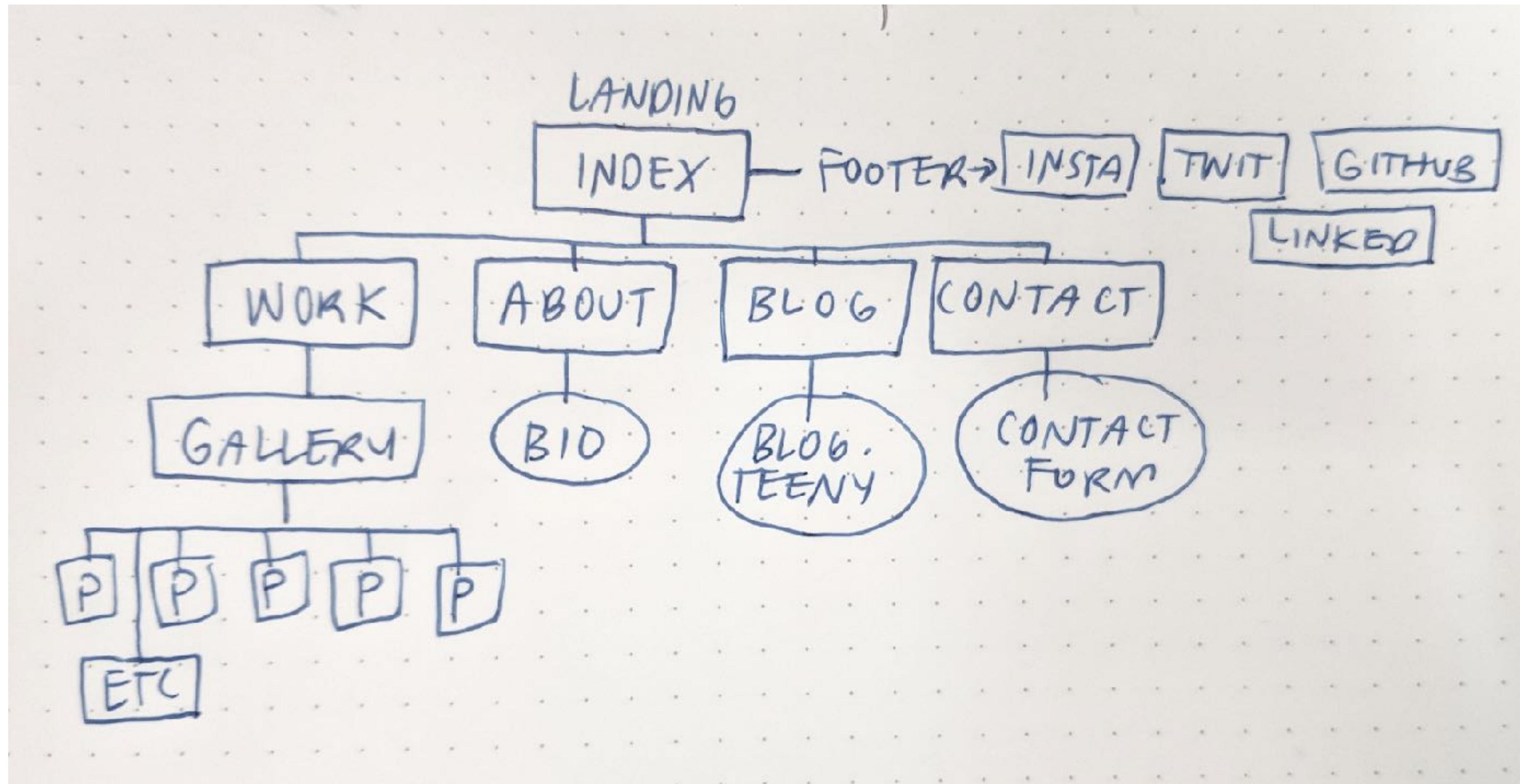
# easy to navigate

how many **pages** are there?

# easy to navigate

how do visitors **move** from  
page to page?

# easy to navigate



# easy to navigate



# easy to navigate

everyone **must** include:

- index.html
- about (your bio)
- gallery of your work
- portfolio projects

complements your brand

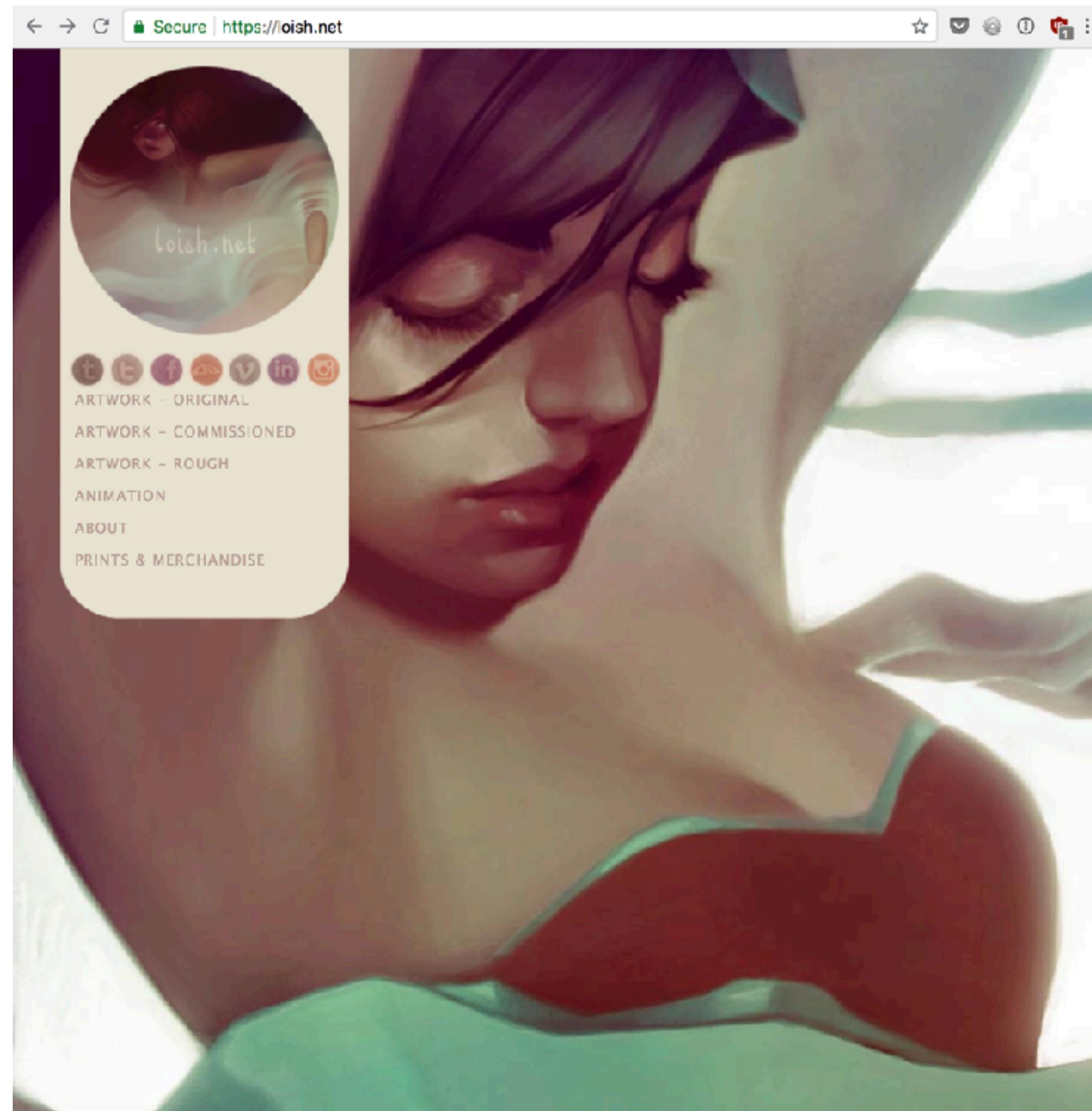
# complements your brand

the style of your **website** should **match**  
the style of your **portfolio projects**

# complements your brand

your **portfolio itself**  
is a **portfolio project**

# complements your brand



# complements your brand



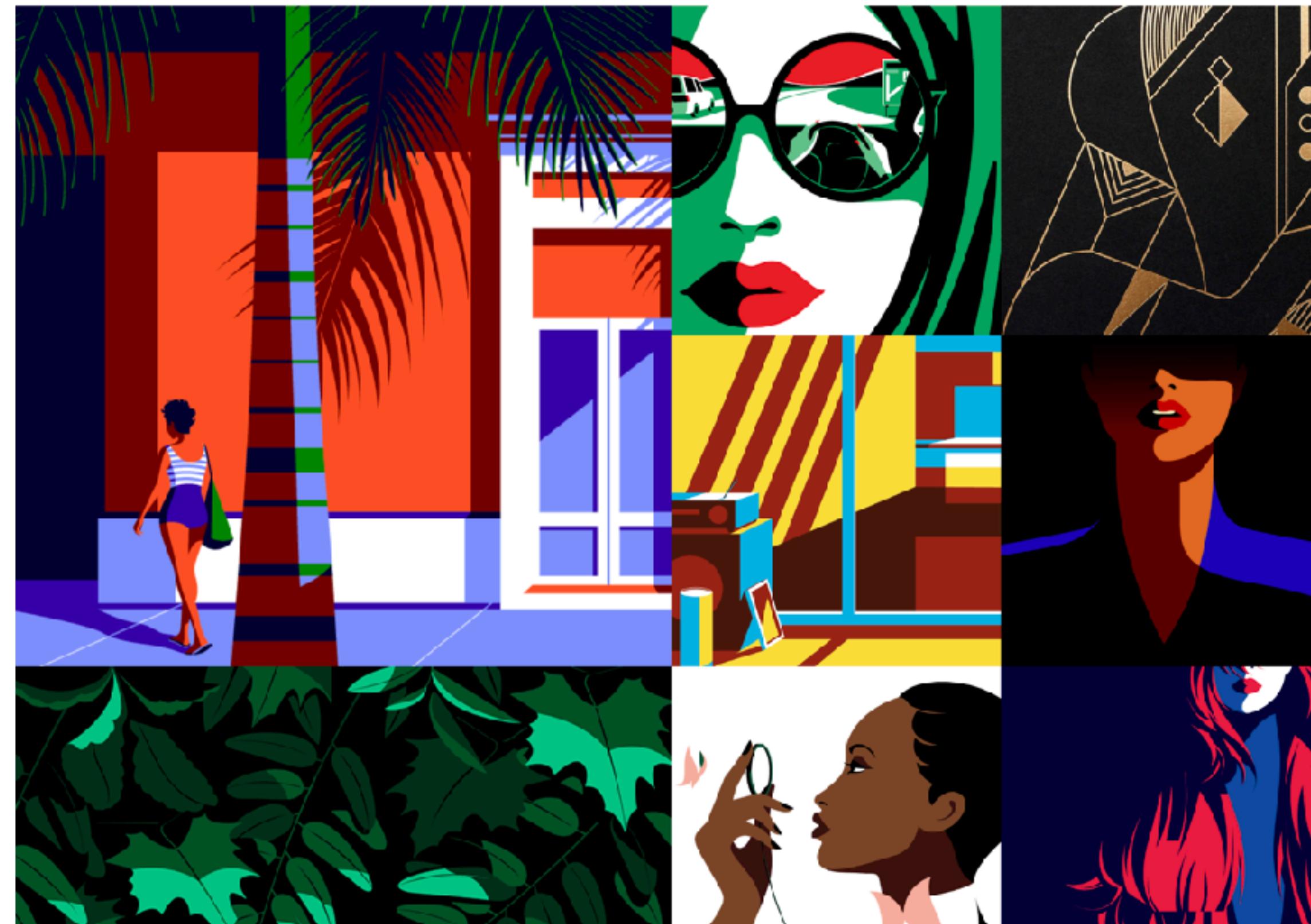
# complements your brand

WORK

SHOP

INSTA

ABOUT



# complements your brand

how can portfolio design make  
my work **look better?**

# complements your brand

colors, typography, layout

# complements your brand

Google Fonts

DIRECTORY

FEATURED

ARTICLES

ABOUT



>

Viewing 878 of 878 font families

Roboto  
Christian Robertson (12 styles)



Hanalei Fill  
Astigmatic (1 style)



Preahvihear  
Danh Hong (1 style)



Open Sans  
Steve Matteson (10 styles)



All their equipment and instruments are alive.

A RED FLARE  
SILHOUETTED THE  
JAGGED EDGE OF A  
WING.

ខំបានមើលព្យេរ  
ដែលមានភាពត្រូវបៀវត្ស  
ស្ថិតិយាល័យ បុន្ញែង  
ច្បាប់

I watched the storm, so beautiful yet terrific.

Lato  
Łukasz Dziedzic (10 styles)



Montserrat  
Julieta Ulanovsky, Sol Matas, Juan Pablo del



Kirang Haerang  
Woowahan Brothers (1 style)

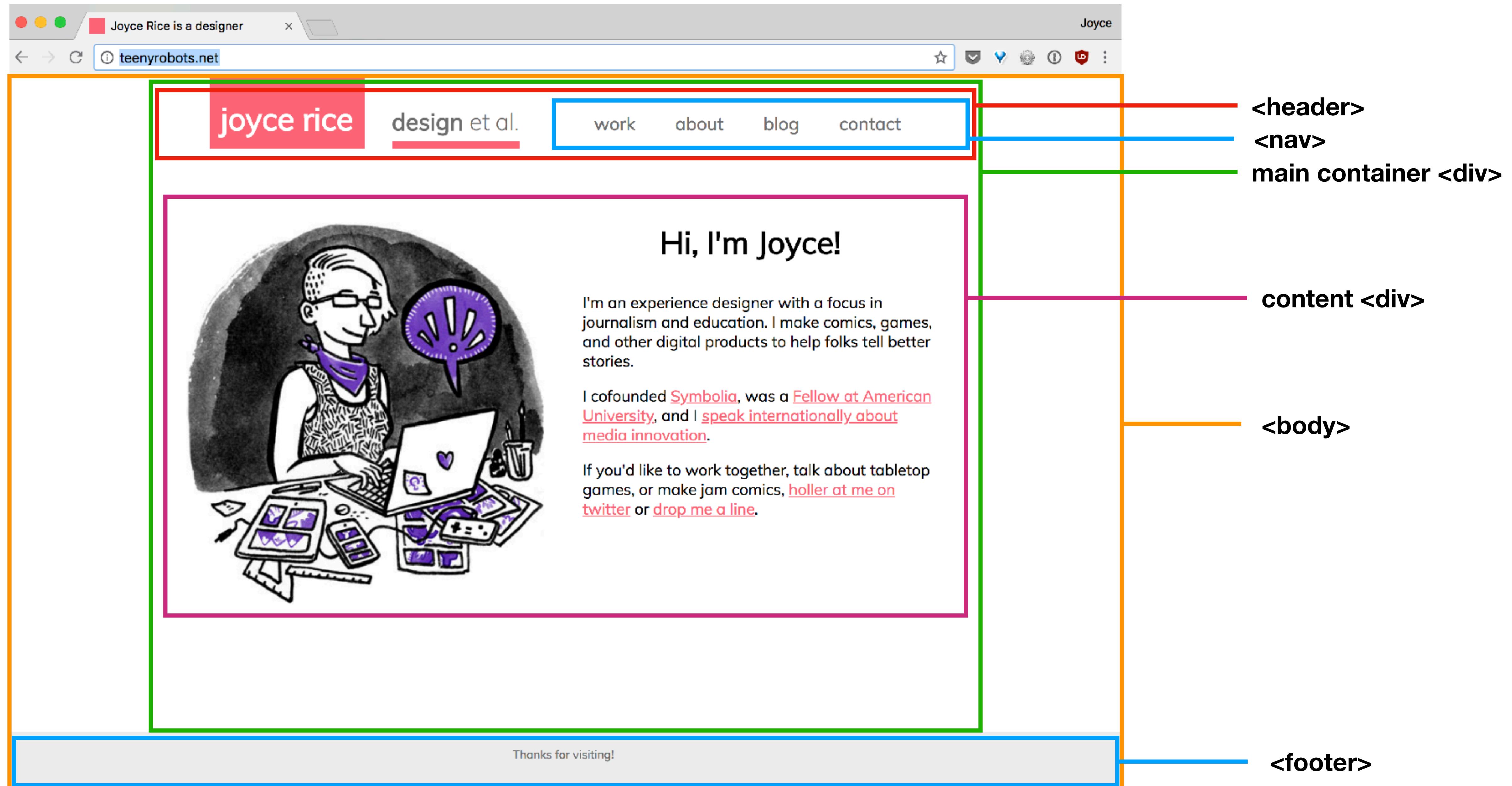


Roboto Condensed  
Christian Robertson (6 styles)



**buildable and scalable**

keep it simple, and consider how you  
will **break up the design** in code



Q's?

everyone has a goal and a site map,  
time to **start wireframing!**

# homework

Create a sitemap and wireframes for your final project,  
including:

- **index.html, about, gallery of work, project page template**
  - wireframes for every page
- every page at 1920px, tablet, and iPhone 5

*Due at 2pm on Wednesday for crit*