

DIGITAL PORTFOLIO

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DIGITAL DESIGNER

AGENDA

- Problem statement
- Project overview
- End users
- Tools and technologies
- Portfolio design and layout
- Features and functionality
- Result and screenshot
- Conclusion
- Github link



PROBLEM STATEMENT

- A problem statement for a digital designer is a concise, user-centered description of a challenge or pain point a user faces, which the designer aims to solve through their work

PROJECT OVERVIEW

- A project overview for a digital designer summarizes a project's purpose, scope, goals, timeline, deliverables, and target audience, acting as the foundation for a design brief or project plan.

END USERS

In the context of digital design, "end users" are the individuals who will directly use the final digital product, system, or service, rather than the designers or developers who create it.



TOOLS AND TECHNOLOGIES

- Digital designers use software such as the Adobe Creative Cloud suite (Photoshop, Illustrator, InDesign) and alternatives like Figma, Affinity Designer, and Procreate, alongside physical tools like computers, drawing tablets, and pen displays.



PORTFOLIO DESIGN AND LAYOUT

A strong digital portfolio showcases a designer's skills, experience, and problem-solving process through a curated collection of high-quality project samples. For a compelling design, focus on a cohesive layout, clear navigation, and a mobile-friendly, professional website.



FEATURES AND FUNCTIONALITY

Digital designers' key features and functionality include visual and interactive content creation for digital platforms like websites and apps, using tools like Adobe Creative Suite and Figma to craft user-centric experiences.



RESULTS AND SCREENSHOTS

- In digital design, the terms "results" and "screenshot" refer to different stages of the design process, where a screenshot captures a static image of a digital interface, and results are the outcomes or deliverables produced after editing, developing, or presenting the design, which can include polished mockups, functional prototypes, or code.



CONCLUSION

A conclusion in the context of a digital designer emphasizes that the field requires a blend of strategic thinking, technical skill, and continuous learning to create effective, user-centric digital experiences.

