

# Portfolio Website

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Your online portfolio is the most important factor when it comes to getting interviews for jobs. It is the first thing potential employers and clients look at when considering you for a job.

For this class, your portfolio website will be worth 30% of your final grade. 70% of your grade will come from the development and quality of the work within the portfolio (which I will grade by viewing your site). Also, your website portfolio links may be shared with the college through the department blog or website. Think of this as the equivalent to a Senior exhibition—no one would hang only parts of their work in the gallery or submit work after the opening.

## Options:

You may use any host, CMS, or theme for your website (or you can code your own).

My top recommendations:

- **SquareSpace**
- **WordPress Theme (Premium/Paid)**
- **Wix**
- **Adobe Portfolio**

## Requirements:

- The portfolio must look professional and be well-designed.
- All 6 of your design projects must be displayed. All images must be final and uploaded live by the due date.
- All images must be of high quality. Edit in Photoshop to improve overall levels & color balance, as needed.
- Each portfolio piece must have captions that follow the directions in this handout. All captions must be finished & proofed by the due date.
- There must be an “About” or “Bio” page describing you professionally. Include a photo of yourself here.
- There must be a “Contact” page with a working contact form or contact info.
- Branding needs to be consistent throughout (colors, and fonts, etc.).
- Your first and last name need to be clearly legible in the site header (not just your initials).
- Your website must be live, fully functional, and error-free by the due date.

It is strongly encouraged that you also include thumbs or numbers on the bottom of each portfolio page that lead to the other projects (so that the user doesn’t have to keep going back to your home page.)

## Examples/Ideas:

Browse The Creative Circus portfolios to see the possibilities. As you view, think about what works & what doesn’t.

<https://creativecircus.edu/talent-search/>

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## *What Must be Finished for the Critique for Part 1?*

### **Part 1 includes:**

- Site must be up and functioning.
- Home page must have a large thumbnail for each of the 6 projects, each leading to its own portfolio page.
- Each portfolio page must include its image(s), with those images all edited and optimized.

*The captions, bio page, & contact page will be completed later (by your **final** critique date).*

Having thorough, descriptive, captions is very helpful to potential employers, as they want to know what skills you have. Good captions help the viewer understand not only which skills you have, but what you were trying to achieve, and how good you are at problem-solving.

It's not important what your instructor named the project, but instead, what does the project show that you know how to do? Hopefully, you made design decisions based off of who your audience is and what needed to be communicated; describing this shows that you are not just a technician of software.

### Captions—Include ALL of the following:

- 1. Project Type:** Specifying where possible, *what* it is. (Use phrases such as “Poster Design,” “Signage,” “Identity Series,” “Website,” etc.  
**Examples:** “Identity Series for a Historical Site,” “Tourism Website,” “Event Website Prototype”
- 2. Goal:** Describe what your project had to accomplish, including what it should communicate.
- 3. Responsibilities:** Write which part of the final product you were responsible for. (This is especially needed where you've used someone else's photos, or where you worked on a team or in an internship, and part of the design, i.e. the logo, were already made.)
- 4. Tools used:** i.e. Adobe Illustrator, Adobe Illustrator, Adobe XD, etc., OR HTML and CSS, etc.
- 5. URL, if applicable:** *If the project is a live, interactive site or prototype*, create a link to the website or prototype.

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**Caption Examples:** (Note that there is variety in writing style, but all elements are included.)

#### Identity Series for Makerspace

Creation of logo, business card, and letterhead

**Goal:** Communicate the creative and collaborative nature of the Makerspace—a new campus organization for 3D printing

**Responsible for:** Concept and design

Adobe Illustrator and Adobe InDesign

#### Website for Restaurant

Redesign of a local restaurant's website

Created a small website for a local restaurant. In preparing for the design, I researched the restaurant's clientele, and wrote a persona. I then designed the website to communicate a more upscale, swanky quality that would attract the 30-40 yr-olds in this group.

I first designed the site in Illustrator, recreating the logo in the process. I then built the 4 pages using HTML and CSS.

Responsible for concept, design, and front-end development. *Not responsible for photography.*

[View Live Version](#)

## Background information to help you get started

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**Domain:** The name that is typed in the address bar of the browser. Example: wartytoad.com  
Often the first domain is free with the hosting account purchase.

**Domain Registration:** Typically you buy and register your domain at the same time as you buy a hosting account. If you change hosting accounts, you need to either connect or transfer your domain. Transferring a domain usually takes 1 week, but can be up to 2 weeks. With transferring, you'll usually pay to register the domain with your new host.

**Web Host:** A company that holds your web page files on their servers  
You will purchase a **hosting account** from this host

Popular Hosts:

- BlueHost
- iPage
- DreamHost
- HostGator
- 1&1
- GoDaddy

**Content Management System (CMS):** A web-based tool that usually has an intuitive point-and-click interface so that anyone, regardless of web design knowledge, can create, edit, and publish content in a website.  
Some CMS's are all-in-one type services. In these cases, you cannot directly edit the HTML files

Popular CMS's:

- SquareSpace
- WordPress (WordPress.org)
- Weebly
- Wix
- Adobe Portfolio

## CMS overviews:

	Description	Level of Control over Editing	Cost
wordpress.org (the CMS only; not a host)	Get a host and a domain first Install the Wordpress files (the CMS/ software) through your host, find any wordpress theme (thousands avail.) that you like and install it.	Have high level of control Lots of help available online High quality standards	The hosting is all you usually pay for  Themes can cost extra and are installed separately
wordpress.com (a host)	Wordpress.com is a combination of the CMS and the host as one package	Very little control Cannot download and edit the files individually High quality standards	
SquareSpace (a host)	SquareSpace is a combination of the CMS and the host as one package. You can get your domain from them, or you can connect or transfer a domain you have from another host, such as BlueHost.	Moderate control, Can add CSS rules Cannot download and edit the files individually High quality standards	
Wix (a host)	Another whole package system. You use them as a host (and get your domain through them too) and they use their own proprietary CMS/software	Very little control Cannot download and edit the files individually Don't have as many themes/designs avail. to you Moderate quality standards	