

PORTFOLIO PROJECT

DESIGN FOR THE WEB



Time to go pro :-)

With the end of year approaching fast — it's time for you to focus on your own online presence: your portfolio. This project will seem a lot harder as you are your own client and it will be vital for you to get it right – so make sure to plan out the site and design thoroughly, keeping notes and sketches as you produce them.

For this project you are required to submit all work (see following page for details) – starting from your sketches and research material, including your mock-ups and other working files for the visual assets of your site as well as the final coded and validated site (including all files, ie images, HTML and CSS + any other files used (PHP or Javascript)).

A few thoughts to help you along:

- sketch madness
recommended: go crazy with sketches and make note of anything – literally anything – that you think of in relation to ideas for your site. Don't feel self-conscious – no idea is silly – they all might lead somewhere. The sheer number and mixed nature of your sketches and notes will be the best starting point for your design process.
- be creative – be accessible – be professional
keep in mind that your design as well as the technical aspects of your site will be under scrutiny. Your site will be viewed under a magnifying glass by potential employers or clients – so your professionalism should shine through alongside your originality.
- design for your target audience
you're a designer, advertising your design skills (amongst others) – so focus on your target group, design for them and not yourself :)
- design for yourself
when you present yourself to the online world as a web professional you need to make sure that you are happy with your work and feel it is up to your own professional standard. As you will soon find out – it is hard to keep your own site up to date and up to scratch compared with your client sites. There never seems to be enough time. So make sure you create a portfolio for yourself which you can update easily – both in design and possibly structure in the future. All being well your career as freelance webdesigner will take off and you will be glad your own site is easy to work with.
So plan ahead and keep your structure simple and flexible, stay semantic in your mark up and avoid hacks where you can.

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1 SUBMISSION SITE PLANS

- start date 22/4/09
- **deadline** 12/6/09

TECHNICAL REQUIREMENTS

- sketches and plans (paper) neatly presented in presentation-type folder / sketchbook / pad
- rough and mockups (digital) collected research and development work, any existing file format accepted

2 SUBMISSION PRINTS

- start date 22/4/09
- **deadline** 3/6/09

TECHNICAL REQUIREMENTS

- size A4, landscape
- colour full colour
- resolution min 150 dpi
- formats to be submitted PDF

3 SUBMISSION LIVE WEBSITE

- start date 22/4/09
- **deadline** 10/6/09

TECHNICAL REQUIREMENTS

- status completed and live online (final domain if applicable)
- code (XHTML & CSS) valid (validated via W3C)

be creative & have fun ;)