ADV3550
Instructor: Genevieve Hitchings

Project Overview:
<u>Portfolio Website</u>
Over the next several weeks you will be developing a web portfolio to showcase
some of your strongest design work. We are working within a very tight timeframe, so
it is important to stay on top of deadlines and be organized.

First Steps:
1. Create a statement about yourself. This statement should explain your interest in the graphic arts and describe what are your main qualifications (strengths, skills, areas of expertise)?
2. Begin to collect and organize the projects you would like to showcase. Some of them might need to be revised and fine-tuned. You should aim to showcase 8-12 pieces in your portfolio.
3. Design a logo that represents you and your work. The logo should become part of your identity system, and be visible on your site.

Project Requirements:
The final project must have a minimum of 4 and a maximum of 6 sections. Site
identifier (logo) and navigation must remain consistent throughout the entire site.
(*Project dimensions will be specified as we approach the relevant stage.*)

Section 1: Intro/Welcoming page: The homepage should welcome a user and
explain what the site is about.

Section 2: Biography/ About/ Resume/

Section 3: Portfolio
For each piece you will be showcasing your portfolio (8-12 pieces) you must include:
1. Project Title
2. Client Name/ Class Name
3. Goal of Project/ Assignment
4. Design Solution: Brief description of how the concept met the needs of the client/ assignment
5. Applications used
6. Typefaces used

Section 4: Contact Info

Reference Websites:
www.creativehotlist.com
www.coroflot.com
www.netdiver.net/portfolios