

Print Portfolio Presentation  
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## **Portfolio Website Project. Part 1**

In class today, we went through the design process used to create a website using Photoshop for site design layout. Your task will be to develop a professional looking portfolio site that reflects your marketable skills.

The first part of this task will be broken down into **three basic steps**:

1. First, create a **site map** tree showing the overall structure of your website.
2. Next, design a series of **concept sketches for each page** of your website. Each page of your site should correspond to a SEPARATE SHEET of paper. Draw large so we can see the details of your site.
3. Finally, **create a mock layout of your template page, including the header**. Show at least 3 versions of your site with different color palettes.

**For this assignment, keep the following technical specifications in mind:**

- **The site dimensions should not exceed 1000 pixels wide.** The height can vary depending upon your content.
- Your site should (at minimum) have the following pages:
  - Main page (index)
  - Portfolio Gallery
  - About (artist profile and courses taken)
  - Resume
- When designing your layout, keep the site SIMPLE, CLEAN and EASY TO NAVIGATE, taking into account your viewing audience.

NOTE: See next page for deliverables:

**\*\*\* Deliverables: \*\*\***

1. site map and concept sketches for each page of your site

**Label your files as follows:**

**site\_map.jpg**

**index\_concept.jpg**

**resume\_concept.jpg**

**about\_concept.jpg**

**gallery\_concept.jpg**

**template\_v1.jpg**

**template\_v2.jpg**

**template\_v3.jpg**

Put your work into your **Firstname\_Lastname** folder and place in the drop-off box for next week.

**Grading Rubric on next page:**

	Excellent (4)	Good (3)	Average (2)	Poor
Background 20 points	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the site.
Color Choices 20 points	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content.	Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.
Technical Specs followed 20 points	All technical specifications (file naming convention, project parameters followed)	Minor misspelling or folder organization issues.	Major misspelling or failure to adhere to major technical specifications.	Didn't follow the technical specifications at all.
Site Map 20 points	Site map clearly defines the structure of the site, arrows point to the page links, neat, professional and well organized.	Site map shows the structure of the site with minor issues	Site map has issues in hierarchy and/or is otherwise difficult to read	Site map is incoherent
Concept 20 points	Creative and original, well planned, concept sketches for all pages scanned and neatly organized and presented.	concept sketches for all pages scanned and organized and presented.	Ideas cliché or derivative. Missing two or more pages of concept sketches.	Concept sketches illegible or difficult to read.

**Please note:** Zeros are recorded for projects not turned in.