

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.
- Use rollovers for your navigation menu items, using CSS.
- 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.