

## Website Portfolio Project

**Assignment:** Create a personal website that is professional in nature.

**Instructions:** Find a free Dreamweaver HTML 5 template from the web for use in your project. Edit the template to fit the requirements of the project listed below.

**Purpose:** Professionally showcase your multimedia design projects in a digital format using HTML5 web design standards.

**Point Value:** 100 points

**Due Date:** May 29, 2015 by the end of class (15 class days)

### The Rubric Explained

#### Aesthetics:

- Please follow the general design rules of:
  - Contrast, Repetition, Alignment and Proximity.
- Please follow the general web design rules of:
  - Purpose, communication, typefaces, colors, images, navigation, grid based layouts, "F" pattern design, Load Time, and being Mobile Friendly
- Minimize distractions; this can be anything from colors, layout, and information.

#### Content:

##### Minimum Required Pages:

- index page
- portfolio page
- contact page

##### Content to Include on the pages:

- Resume link to PDF somewhere on your home page (index.html)
- About Me paragraph with professional photo on your home page (index.html)
- Minimum of 10 digital and web design works with detailed descriptions on your portfolio page.
- Minimum of 1 video from Salo's class with detailed description on your portfolio page.
- Minimum of 1 writing sample from Chapman's class (must be electronic and no scanned hand written works) on your portfolio page.
- Contact page must contain a form that will collect data from the user.
- In the footer area of your pages make the copyright information relevant to you

## **Functionality:**

### **Please make sure you do the following:**

- Test your website using the following three browsers: Safari, Firefox and Chrome.
- All hyperlinks should work
- Make all hyperlinks in your template relative to you. This includes social media links, contact info links, navigation, etc.)
- If there is anything (links, content, images, etc.) that will not apply to you please make sure you take the steps to remove that content carefully.
- Images used should be optimized for use on the Web.

## **Structure & Organization:**

### **Use the following file and folder naming conventions:**

- All lower case
- No spaces (you may use an underscore to depict a space)
- Home page must be named index.html

### **Other tips:**

- Give all your pages a title (The title that displays at the top of the webpage)
- Make sure you define a root folder for your website
- Make sure you define your site in Dreamweaver using the root folder you created
- Organize your file types nicely inside of your root folder(i.e.: image folder, css folder)

## **Professionalism:**

### **Presentable to an Employer:**

Overall, I will be looking at how professional your website appeals to employers. Does it show an employer that you are ready to work for their company? While you can implement your personality into your website project please remember to keep it appropriate and that anything you put out there is a representation of you and your work ethic.

### **Spelling/Grammar:**

Please use the spell check feature in Dreamweaver!

### **Time Management:**

Use your time wisely. This is not a project that you can take home and you will not be successful if you wait until the last week to accomplish the task! So, utilizing every moment you have wisely is a must and I will be monitoring how you use your time in class as we move through the next 7 weeks. I will make notes each day relating to how each of you work. I will consult those notes when I grade your project.

Professional Portfolio Web Site Project Rubric - 100 Points				
Category	20 - 18 - Excellent	17 - 16 - Above Average	15 - 14 - Sufficient	13 - 12 - Minimal
<b>Aesthetics</b>	<ul style="list-style-type: none"> <li>•Applies <b>all</b> web design principles</li> <li>•Applies <b>all</b> print/graphic design principles</li> <li>•Design is <b>completely</b> cohesive and consistent in regards to color, layout and purpose</li> <li>•There are <b>no</b> visual distractions</li> </ul>	<ul style="list-style-type: none"> <li>•Applies <b>most</b> web design principles</li> <li>•Applies <b>most</b> print/graphic design principles</li> <li>•Design is <b>mostly</b> cohesive and consistent in regards to color, layout and purpose</li> <li>•There are a <b>few</b> visual distractions</li> </ul>	<ul style="list-style-type: none"> <li>•Applies <b>some</b> web design principles</li> <li>•Applies <b>some</b> print/graphic design principles</li> <li>•Design is <b>somewhat</b> cohesive and consistent in regards to color, layout and purpose</li> <li>•There are <b>some</b> visual distractions</li> </ul>	<ul style="list-style-type: none"> <li>•Applies <b>very few</b> web design principles</li> <li>•Applies <b>very few</b> print/graphic design principles</li> <li>•Design is <b>minimally</b> cohesive and consistent in regards to color, layout and purpose</li> <li>•There are <b>many</b> distractions</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>•Includes <b>all</b> required content</li> <li>•<b>All</b> required content is developed and presented as required.</li> </ul>	<ul style="list-style-type: none"> <li>•Includes <b>most</b> required content</li> <li>•<b>Most</b> required content is developed and presented as required.</li> </ul>	<ul style="list-style-type: none"> <li>•Includes <b>some</b> required content</li> <li>•<b>Some</b> required content is developed and presented as required.</li> </ul>	<ul style="list-style-type: none"> <li>•Includes <b>very few</b> of the required content</li> <li>•<b>Very few</b> of the required content is developed and presented as required.</li> </ul>
<b>Functionality</b>	<ul style="list-style-type: none"> <li>•<b>All</b> hyperlinks work and are <b>relative</b> to your portfolio</li> <li>•<b>All</b> images, graphics, videos and audio pieces have been optimized for the web</li> <li>•<b>All</b> aspects of website function in Safari, Firefox and Chrome</li> </ul>	<ul style="list-style-type: none"> <li>•<b>Most</b> hyperlinks work and are <b>mostly relative</b> to your portfolio</li> <li>•<b>Most</b> images, graphics, videos and audio pieces have been optimized for the web</li> <li>•<b>Most</b> aspects of website function in Safari, Firefox and Chrome</li> </ul>	<ul style="list-style-type: none"> <li>•<b>Some</b> hyperlinks work and are <b>somewhat relative</b> to your portfolio</li> <li>•<b>Some</b> images, graphics, videos and audio pieces have been optimized for the web</li> <li>•<b>Some</b> aspects of website function in Safari, Firefox and Chrome</li> </ul>	<ul style="list-style-type: none"> <li>•<b>Very few</b> hyperlinks work and are <b>often not related</b> to your portfolio</li> <li>•<b>Very few</b> images, graphics, videos and audio pieces have been optimized for the web</li> <li>•<b>Very few</b> aspects of website function in Safari, Firefox and Chrome</li> </ul>
<b>Structure &amp; Organization</b>	<ul style="list-style-type: none"> <li>•<b>All</b> Files and folders are easy to navigate</li> <li>•<b>All</b> Files and folders have proper naming conventions</li> <li>•Site is defined in Dreamweaver</li> </ul>	<ul style="list-style-type: none"> <li>•<b>Most</b> files and folders are easy to navigate</li> <li>•<b>Most</b> files and folders have proper naming conventions</li> <li>•Site is defined in Dreamweaver</li> </ul>	<ul style="list-style-type: none"> <li>•<b>Some</b> files and folders are easy to navigate</li> <li>•<b>Some</b> files and folders have proper naming conventions</li> <li>•Site is defined in Dreamweaver</li> </ul>	<ul style="list-style-type: none"> <li>•<b>Very few</b> files and folders are easy to navigate</li> <li>•<b>Very few</b> files and folders have proper naming conventions</li> <li>•Site is not defined in Dreamweaver</li> </ul>
<b>Professionalism</b>	<ul style="list-style-type: none"> <li>•<b>No</b> spelling/grammar errors</li> <li>•<b>All</b> time was managed wisely in order to finish project.</li> <li>•<b>All</b> parts of website depict a professional portfolio that would be presentable to an employer.</li> </ul>	<ul style="list-style-type: none"> <li>•A <b>few</b> spelling/grammar errors</li> <li>•<b>Most</b> time was managed wisely in order to finish project.</li> <li>•<b>Most</b> parts of website depict a professional portfolio that would be presentable to an employer.</li> </ul>	<ul style="list-style-type: none"> <li>•<b>Some</b> spelling/grammar errors</li> <li>•<b>Some</b> time was managed wisely in order to finish project.</li> <li>•<b>Some</b> parts of website depict a professional portfolio that would be presentable to an employer.</li> </ul>	<ul style="list-style-type: none"> <li>•<b>Many</b> spelling/grammar errors</li> <li>•<b>Very little</b> time was managed wisely in order to finish project.</li> <li>•<b>Few</b> parts of website depict a professional portfolio that would be presentable to an employer.</li> </ul>