

DIGITAL MEDIA WEB PORTFOLIO FINAL PROJECT

Assigned: April 10, 2017

Due: May 18, 2017

Point Value: 100 Points ([see grading rubric](#))

PURPOSE, GOALS, AUDIENCE

1. Utilize web technologies to curate a portfolio that will showcase your best digital media projects.
2. Your focus should be to produce the most professional digital media web portfolio that can be shared with colleges and future/current employers.

HOW TO GET STARTED

3. Choose a Development Tool/Application (Web Technology)

- Web Development Applications: Dreamweaver, Muse (offline)
- Content Management Systems: (Web based products and easy to use) WordPress, Weebly, Wix (online with privacy options)
- Have other options approved by the teacher before using

4. Things to Consider

- If you want online privacy, most of the web options provide you with the ability to stay private and allow you to only share the link with people you trust. If you have specific questions about this please let me know.

5. Gather Content

- Each page has required content (see required pages & content section).
- Take time to gather and organize your content before you start.

REQUIRED SECTIONS

6. Header/Footer/Navigation Areas

- The **Header** content should contain: (at a minimum)
 - a **logo**
 - **main navigation** that is consistent with the theme across all pages in the site.
- The **Footer** section should contain: (at a minimum)
 - any credited work to other authors and a copyright statement.

- Example Copyright Statement: Copyright © 2017 <http://www.sherririckman.com> All Rights Reserved.
- Social media links

REQUIRED PAGES & CONTENT

7. Home/Landing Page

- A page that leads users into your site. This is not the about page.
- Incorporate **at least six elements** from the [“12 Critical Elements Every Website Homepage Must Have”](#) article.
- Two External Links, One Internal Link (social media links in the footer **do not count**)
- Create a Title for every link that you create
- Create a web browser page tab title that is relevant and meets standard Search Engine Optimization conventions.

8. About Page

- Include a profile picture and a written “About Me” statement using at least 200 words.
- Use H1-H6 title headings to increase search engine optimization and help break up your content into readable sections.
- Include a link to download your resume in **PDF format**.
- **SAFETY TIP:** If you use the online method for your personal web portfolio, please take out your address and phone number from your resume. People can contact you via your email and/or the contact form from your contact page.
- Two External Links, One Internal Link (social media links in the footer do not count)
- Create a title for every link that you create
- Create a web browser page tab title that is relevant and meets standard Search Engine Optimization conventions.

9. Portfolio Page

- Include 10 examples of your best works/projects, which can be a mixture of video/graphic/animation/web design pieces.
- Create a description for each project to include:
 - the thought process behind the project
 - the software programs used.
- Two External Links, One Internal Link (social media links in the footer do not count)
- Create a title for every link that you create
- Optimize your images and videos for use on the web
 - **Images:** 500kb or below
 - Make sure images are good quality. (focus on dimensions of image)

- **Videos:** Use Adobe Media Encoder to Optimize Your Videos for Online
- **See How:** [Optimizing Video Files for Use on The Web Using Adobe Media Encoder](#)
- Create a web browser page tab title that is relevant and meets standard Search Engine Optimization conventions.

10. Contact

- Create a fillable contact form that collects information from the visitor
- Persuade your visitors to contact you: explain why they should contact you, and describe how you can help them.
- Include a visible email address that is linked to your email so visitors can use this option to email you in addition to the contact form.
- Link to active social media accounts like Twitter, Facebook, Instagram, and LinkedIn to give visitors a way to engage with you (the footer section social media links on this page **do not count**) The social engagement should be more visible on this page.
- Create a title for every link that you create
- **SAFETY TIP:** If you use the online method for your personal web portfolio, you may consider linking social media to the home page of the social media outlet.
- Two External Links, One Internal Link (excludes social media links simply meant for a follow us component.) (Create a title for every link that you create)
- Create a web browser page tab title that is relevant and meets standard Search Engine Optimization conventions.

OTHER REQUIRED COMPONENTS

11. Images/Videos/Documents/Links

- Optimize for the web; should be no larger than 500kb in file size
- Good quality for the digital output
 - 72 dpi resolution
 - images have varying dimensions depending on how they are being used. Some common sizes are 1920 x 1080, 600 x 800,
- Images/graphics are your own
- Images/graphics that are not your own are free to reuse and are credited properly
- Provide alternate text for images/graphics
- Provide titles to links

12. Navigation

- Incorporate two external links per page (links to other websites). This excludes social media accounts
- Incorporate at least one internal link per page (a link to one of your pages within your site) This excludes the main navigation link.

- Visible email addresses should be linked with the <mailto:username@email.com>
- Create a title for every link that you create

13. Testing Site & Checking for Required Content/Items

- Check your site for broken links, missing images, layout issues
- Use the Project Check List to run through your site and check off required items

14. Search Engine Optimization

- Use basic search engine optimization features such as H1 and H2 title tags
- Apply Appropriate Web Browser Tab Page Titles that align with the topic of the page
- Contain basic metadata such as keywords and description

GRADING RUBRIC

Rubric Category	Criteria to meet to earn 10 points in each category
Design	<ul style="list-style-type: none"> The Web page is visually pleasing, professional, and supports the content presented. The Web page is designed appropriately for its intended target audience. The Web page demonstrates that the student applies proper Web site design principles and guidelines such as consistency, alignment, and symmetry. The Web page is not overcrowded and allows the user to move easily from one element to the next.
Content	<ul style="list-style-type: none"> The student has included all required content and it is presented in a manner that makes it interesting and easy to read for the user. The student has added additional information to enhance the Web site's interest level. The page of the Web site has a title displaying in the top of the Web browser window (Web browser title) Includes H1 – H6 Titles to improve S.E.O.
Images/Graphics/Videos	<ul style="list-style-type: none"> The media is related to the goals and purpose of the Web site. The media is of high quality and enhance reader interest and/or understanding of the content. The student has added additional media content to enhance the visual look and appeal of the content. The look and feel of the media content are consistent throughout the Web site. The media content has alternate text (ALT text) to provide users with further explanation of the content.
Layout	<ul style="list-style-type: none"> The pages in the Web site use an effective, uncluttered layout, which enhances readability. The student has used appropriate page pixel width and length thus avoiding the need for users to scroll to the right or too far down on the individual pages. The Web page has an overall very professional look and usable layout scheme. It is easy to locate all page elements. White space, graphics, and alignment have been used effectively to organize material.
Text	<ul style="list-style-type: none"> The Web site uses appropriate fonts that can be read by users using any Web browser. The text is consistent throughout the site with respect to color, size, typestyles, and alignment. The point sizes of the text are appropriately applied for headings and body copy.
Navigation	<ul style="list-style-type: none"> The Web site is very well organized and easy to navigate. The relationship between individual pages is clear; it is easy for users to move from one page to another. The Web site has a user-friendly appearance. Hyperlinks are clearly labeled and linked using Title Text Any required e-mail hyperlinks are properly linked to the email address Hyperlinks are working properly.
Mechanics	<ul style="list-style-type: none"> All elements on the Web site are working properly. There are no broken links or missing graphic images. All hyperlinks are working properly. All required Web site design software features have been properly applied.
Professionalism	<ul style="list-style-type: none"> The author's name and copyright information appear in the bottom (footer) area of the Web site The pages within the Web site give users an authentic, professional impression. The Web site could be used by a real business.
Spelling, grammar, language style	<ul style="list-style-type: none"> There are no spelling, grammar, or punctuation errors in the entire Web site. The student has demonstrated excellent writing skills The student has added additional non-required text that enhances the interest and readability of the Web site.
Color	<ul style="list-style-type: none"> The student has used a color scheme that coordinates well with the selected theme. The student has used colors with respect to the background, links, graphics, tables, and text that form a pleasing, professional palette on each page of the Web site. Colors are consistent throughout each page of the Web site.

SLIDING POINT SCALE SYSTEM

Point Value	Criteria Description
9 – 10	The student has demonstrated a mastery of all of the skills required to meet the criteria for the given rubric category.
7-8	The student has demonstrated a mastery of most of the skills required to meet the criteria for the given rubric category. However, some minor errors and/or flaws are evident.
5-6	The student has demonstrated a mastery of some of the skills required to meet the criteria for the given rubric category. However, several major errors, omissions, and/or flaws are evident.
3-4	The student has demonstrated only a basic working knowledge of the skills required to meet the criteria for the given rubric category. There are serious errors, omissions, and/or flaws evident.
1-2	The student has not demonstrated a clear working knowledge of the skills required for the given rubric category. There are numerous errors, omissions, and/or flaws evident.
0	The student has not demonstrated any knowledge of the skills required to meet the criteria for the given rubric category.

[BACK TO TOP](#)