

website

Remember to think BIG. Think long-term. At every point in a campaign, everything must look both back to its foundation (brand positioning) but also forward in order to evolve within the consistency of a brand.

objective **You must have an online presence in the world today or you will not be able to find employment.** NEVER be without an online portfolio and contact information. Even if you find that after this class, you cannot afford a website and can only use free sites like Behance because you are financially hindered, you MUST have your work online.

problem The web must be respected for what it is, which is *not* a tangible, linear read like print. The complexity of your site is relative to your skills. In other words, if you claim to be a web designer then your site must be amazing. If designer or art director is your game, then it must still be beautiful but must not look like somebody just stuck their print designs online. A designer must understand that web is an entirely different medium, but that it still lives with consistency under the visual branding. In today's world, the site must also be **responsive**.

A website must be live by the end of the semester (see schedule).

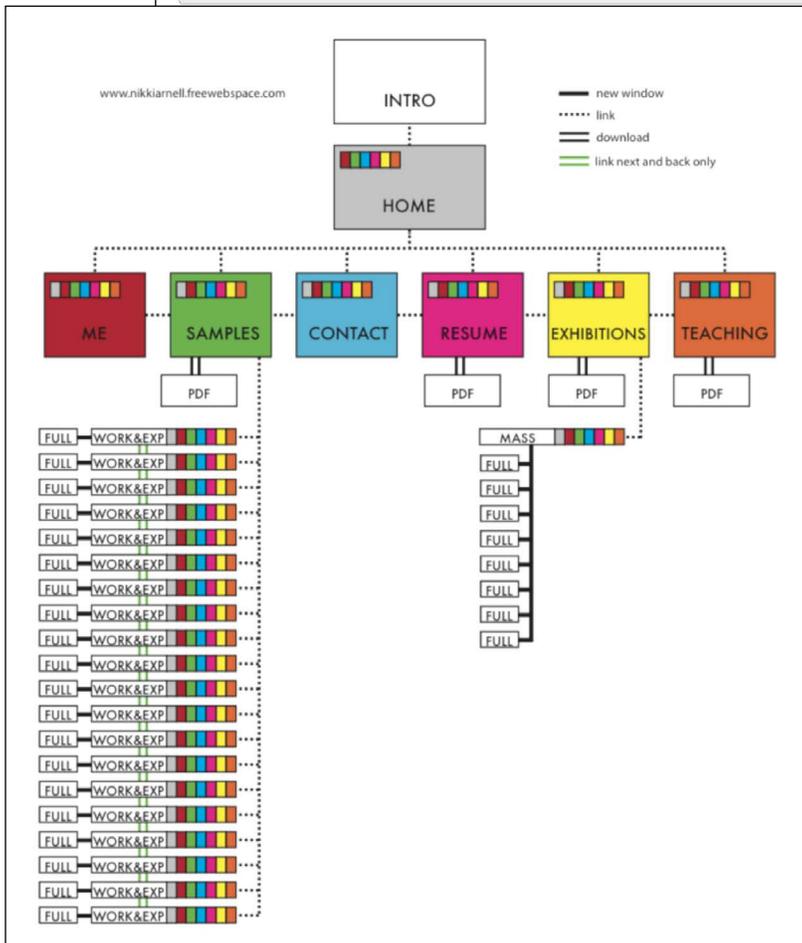
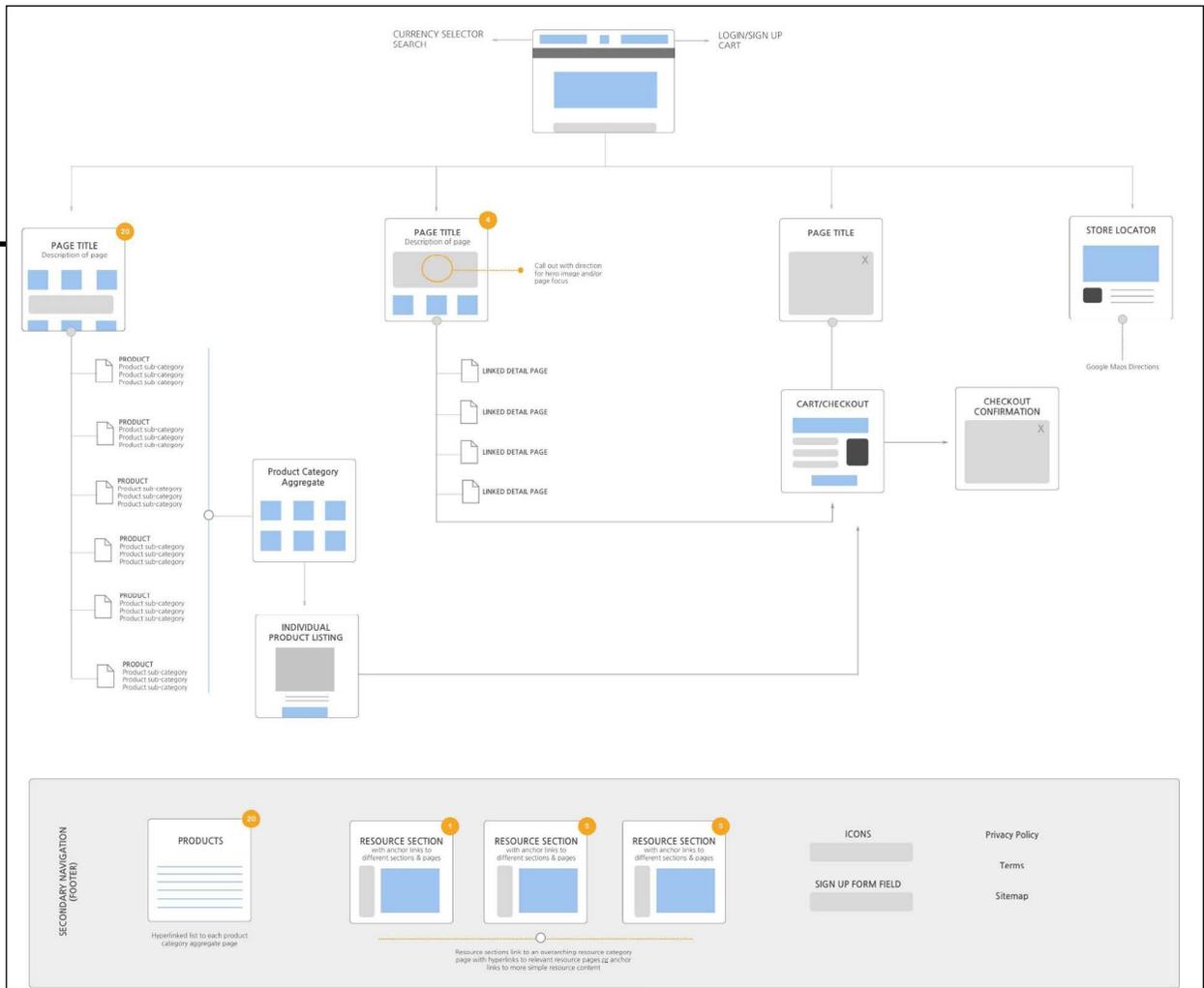
- You may do this via a template like Wix or build your own site. If you use a CMS, you must pay for the site. **No free sites allowed** because these usually are littered with somebody else's ads OR you are forced to supply your information that is sold to solicitors. And these solicitors will bother you so much that you will want to change your phone number (said from experience).
- Behance does not count, though you should have your portfolio on this site also and we will use this with social media.
- Talk to me first if you are using Adobe or AIGA to create your portfolio.
- The site must have the following sections, but the labels do not necessarily need to use these exact words:
About • Résumé (with required downloadable PDF) • **Portfolio • Contact**.
- This site must be live with its purchased domain name by the final due date.

schedule

- 1 **Wed Oct 3rd: Weekly Notes DUE.**
Section 1 DUE - this includes Brand, Logo, Visual Identity, Visual Guidelines, and Budget 1. *Groups review instead of full critiques, as there have been multiple critiques throughout the semester.*
Begin Website, Budget 2, and Brand Board projects.
- 2 Find at least 3 samples of great portfolio websites and 3 samples of horrible portfolio websites. Also type an explanation (at least 4 sentences) of why you believe each site is great or horrible. Comment to my Post on our class Facebook page with webpage links and explanations. Do as shown (replace my name with yours, of course).
DUE Fri, Oct 5th, 8am.



<https://bit.ly/2NBzU8h>



Begin work on SiteMap and Wireframe

(see above). *Even if your site is already live, you must complete this step. It may be designing backward, but it is an important step.*

“A Wireframe and SiteMap can be sometimes confused as they both relate to the layout of a website. However they have one major difference. A Wireframe relates to the visual design of a website whereas a SiteMap shows the process of which pages relate to each content.” - <https://bit.ly/2OQ6qA4>

Follow this sample when completing your combined sitemap/wireframe, but show how links work (see left, noting this is *only* a sitemap).

Include the following:

- Color required unless your brand is black and white.
- All links should have lines between.
- Any color coding or line treatment on the diagram to help explain how links work. For example, does the link open to a new page, does it go to an external PDF (your resumé), or can the link go back to the page it had just been. *(This is not shown on the sample above, but is show in left.)*

see next page

-
- 3 (cont.)
- Be sure to include all social media and/or blog links.
 - All pages should be a wireframe. If yours is a 1-page scrolling site, indicate this on the top of the page in words and treat each section as a page that links via the menu bar on the home (top of) web page.
 - Menu (and your logo) should always be at the top or side of any web page so it is always accessible/visible.
 - Include contact info with link to email. Phone number should be included too. If you feel uncomfortable with this, please see me asap.
 - EXTRA CREDIT: Also create responsive website wireframes.
(If you want to be a web designer, I would consider this required for your own good.)

4 **Fri Oct 12th:** MIDTERM over textbook readings. No notes allowed.

Website wireframe/sitemap (and Budget 2 progress) **DUE**

Build the site.

- Test the site on multiple browsers, especially Explorer. Remember that a site does not need to be live to be tested on a browser.
- **Find a web host and PURCHASE YOUR DOMAIN NAME!** (See Budget 2)
I have great luck with GoDaddy, but students have explained that Prof. Ford has not. There are many options out there.
- If you do not know what should be in your portfolio, go to nikkiarnell.net : Coursework : Portfolio Fall18 : SLIDES_Portfolio_INTRO_FALL18_2.PDF. See Tips toward the end after a lot of other information about the class. It will give you an idea about what to include until you take this class.
- Anytime between now and when it's due, there could be required Progressive Critiques to keep everyone on schedule and engage in proactive problem-solving.

5 **DUE Wed, Oct 24th, 8am: Working file of website DUE.** It does not need to be live yet, though it will be if you are using a CMS. Take screen shots to include in your Brand Book.

6 **Make the site live.** If you are using a system like Wix or Weebly, etc. it will publish easily. If you are building your own site, be sure to find a Web Host, pay for a domain name (like GoDaddy), and upload. Post link to working site on Facebook group when requested.
DUE Wed, Nov 28th, 8am.

7 **Fri Dec 7, 6-8pm:** Show website on laptop or tablet at Branded show.

- t i p s
- Remember to keep things simple. If you're not going to exhibit or sell your studio artwork, then consider not including it. In my experience, just because your friend said you're a great painter, doesn't necessarily mean you're a good enough painter to put your work next to your professional design work. However, if you have some serious skill in photography, illustration, painting, etc. that really complements your design, consider including that as a separate section from your design work. MAYBE. Most of the time, that studio work can be placed into a piece of graphic design that you can then explain you have created.
 - You can be more personable in the website. See what's out there and you decide. For example, sites that are too approachable can be perfect or they can make you feel like a stalker reading it. **Remember all the way back to your Brand Positioning Statement... does the tone of your site line up with the brand?**
 - Remember who you are targeting. Though you may be reaching the creative crowd, you are also selling to a group of rational, business-minded folk. Be aware of this.

see next page

-
- tips (cont.)
- Copyright issues: There is only so much you can do to protect your work. See what is out there and see what others have done, which is often not much. Adding a watermark to your work ruins your work. If you know how to lock your work, it doesn't help because anybody can take a digital capture of it. Adding a line about copyright is a nice addition, but is simply a reminder. If you have done work that has been produced for larger clients, it is often protected through this client. And finally....sorry to sound mean....but is your work really that worth protecting? Is it really that original?Really?
 - Also others' copyright issues >> If you have used somebody else's photograph in a piece you have created for your portfolio work, it must be a stock photo you have paid for or know there are no fees to use. DO NOT use just any photograph you grabbed online that doesn't belong to you. If you used somebody else's photograph who know this, then be sure to credit them on your site.
 - Creating concept work for brands is common. You do not need to credit Coca-Cola (for example) for creating a made-up campaign. Believe me, they will serve with a "cease and desist" if their legal department doesn't like it. If you're unsure, talk to me.
 - Can you build an app? Use Adobe XD! It is easy to use and will supply you with a URL to link to online.
 - How can you get into any databases or any way that your target(s) can FIND YOU. (But don't spend money unnecessarily! Speak to me if you are going to invest money in some site that promises to promote you!)

evaluation You will be graded on the following:

- Directions were followed accurately with absolutely no errors
 - > Domain name purchased, which responds to your brand
 - > **Sitemap/wireframe completed exactly as directed**
 - > Downloadable PDF, proper build and size (no larger than 1Mb)
 - > No ads visible on site (other than those you've created for your own portfolio)
 - > Social media links for (at least) Instagram, LinkedIn, and Twitter.
- Communication skills displayed in order to persuade with brevity
- **Misspelling = F**
- No grammatical errors.
- Materials support brand positioning statement.
- Website easy to navigate.
 - > Menu bar visible at all times
 - > Logo at top of page
 - > Colors and typefaces proper for web medium
- Website live and *easy to load*.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.