

Design Studio Online Portfolio

[SESSION 1]

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Agenda

- About the course
- About us
- Theory [Session 1]
- Hands-on [Session 1]

The Course

- Mondays 9am - 1pm in SUR2995
- Process (*pdf), theory + hands-on
- Expectations
- Outcomes
- Course blog <http://blogs.sfu.ca/courses/summer2013/siat-design-studio>
 - slides, links, comments, etc.
- Design Studio atmosphere

About us Sabrina

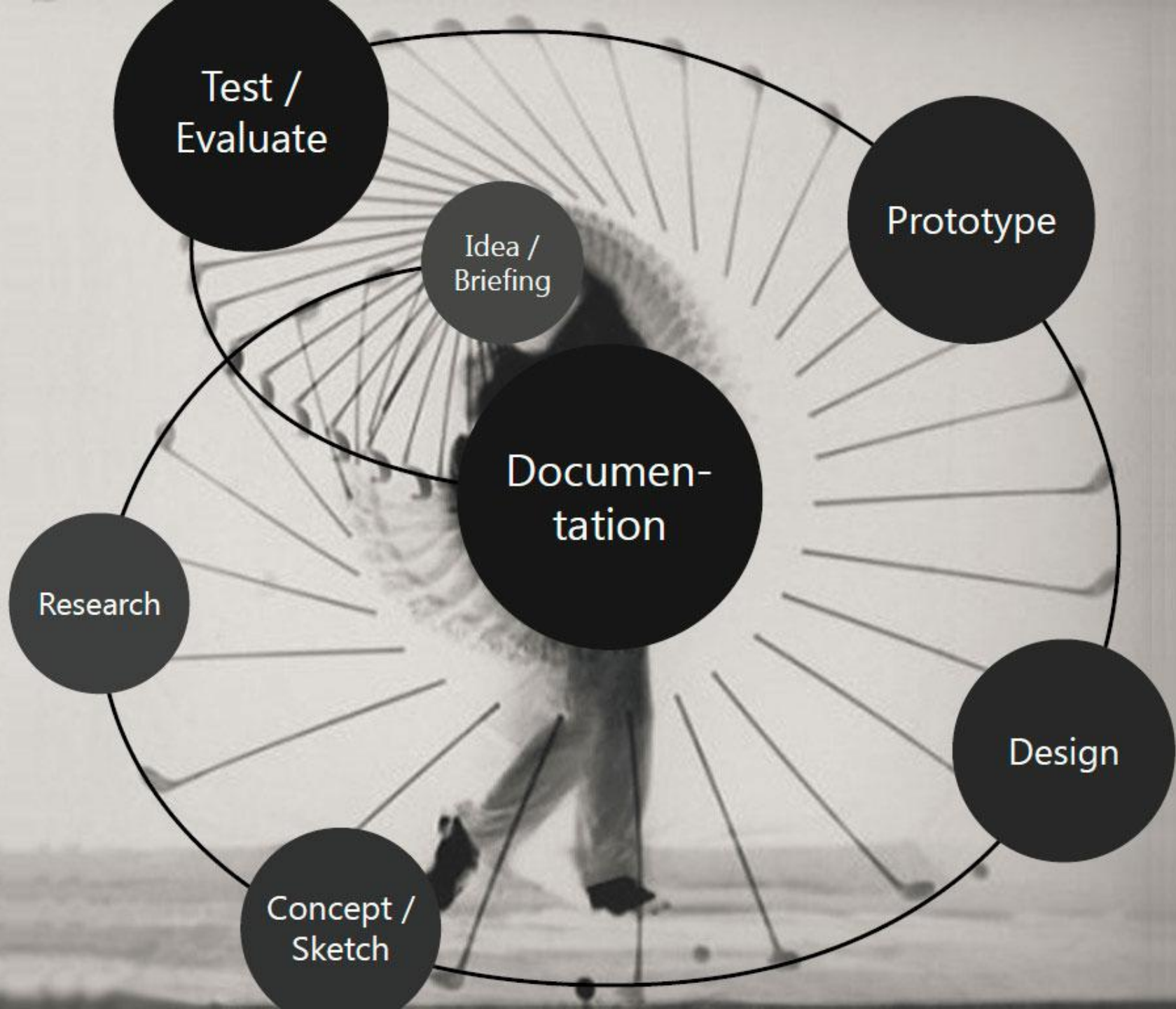
- Germany
- Information Science
- Advertising Agencies, Consulting Companies
- Design MA (Design University Schwäbisch Gmünd)
- Academic Guidance, Interaction Design Dept., lecturer
- PhD SIAT, IxD
- Guide dog team interaction, skateboards as a mobile technology
- Sustainable HCI, SID, research through making/design, DIY, everyday design, practice theory, design fictions, design activism
- dog(s), hiking, camping, cooking, baking, ...

About us Markus

- Germany
- BA Interaction Design (Design University Schwäbisch Gmünd)
- MA SIAT
- Interface Design, Embodied Interaction, Prototyping, SID, DIY
- MESO Digital Interiors, Intuity Media Lab, Research Assistant, Processing Tutor, vvvv Tutor
- Sports, seeing friends, reading books, listening to music, taking pictures and doing even more sports

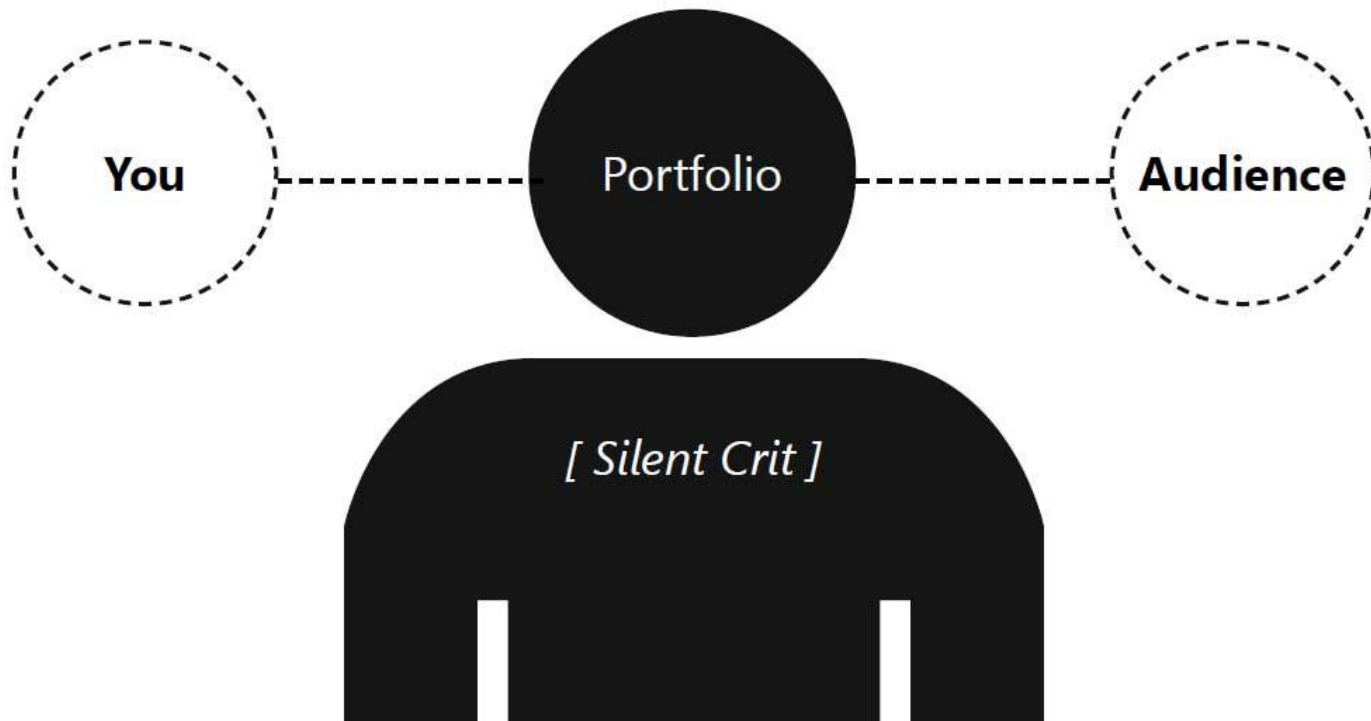
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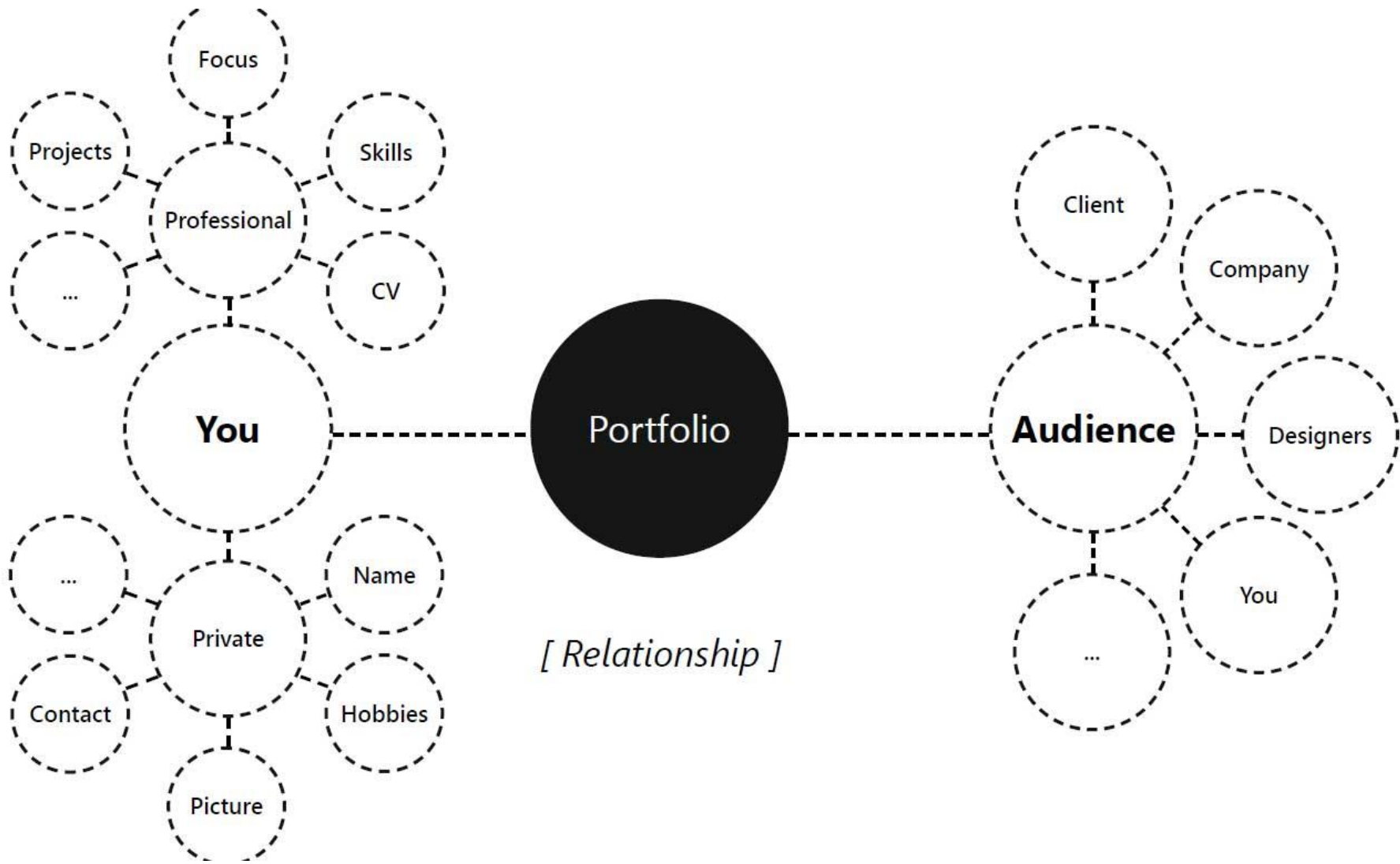
Theory: Basic parameters of portfolios

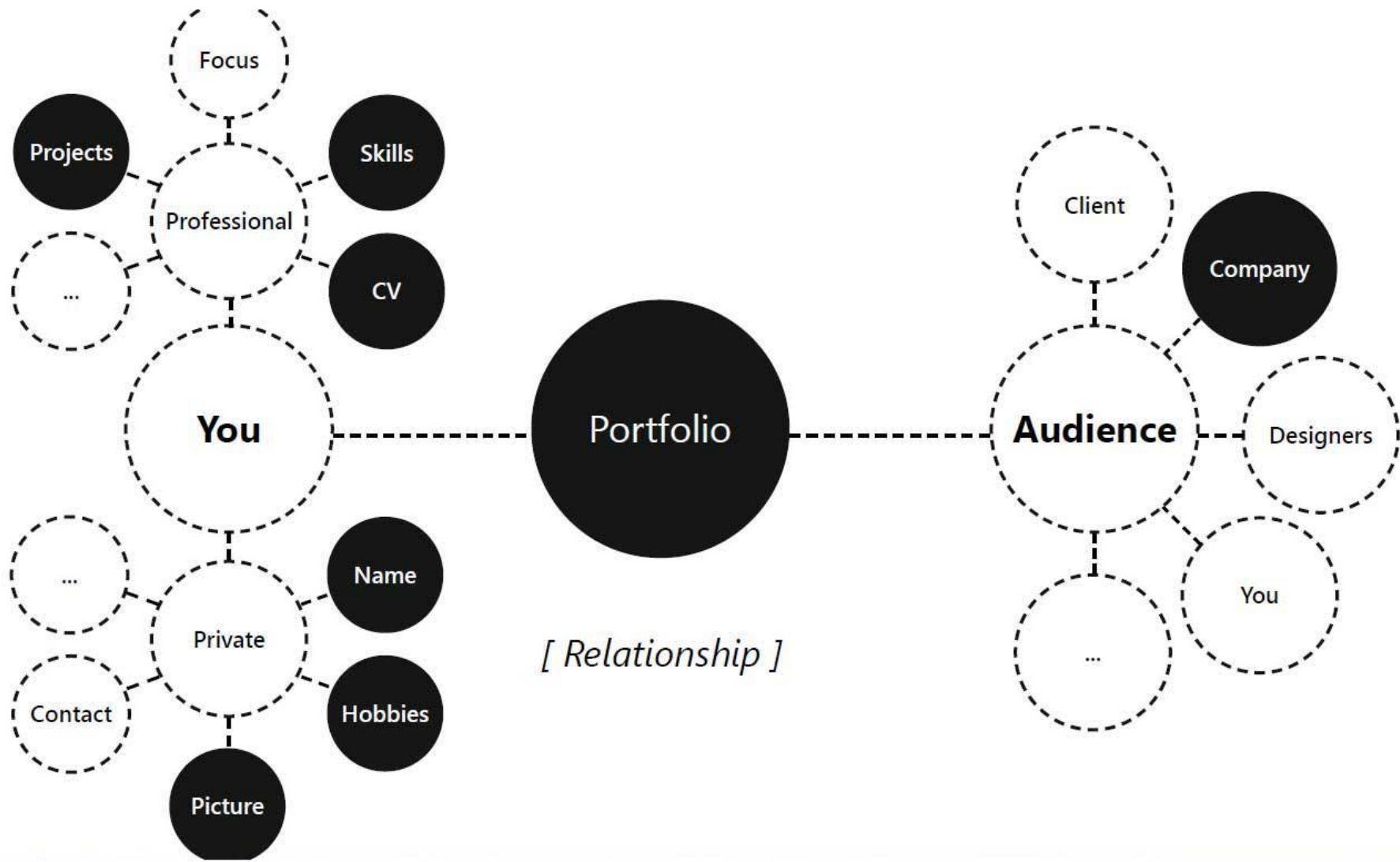


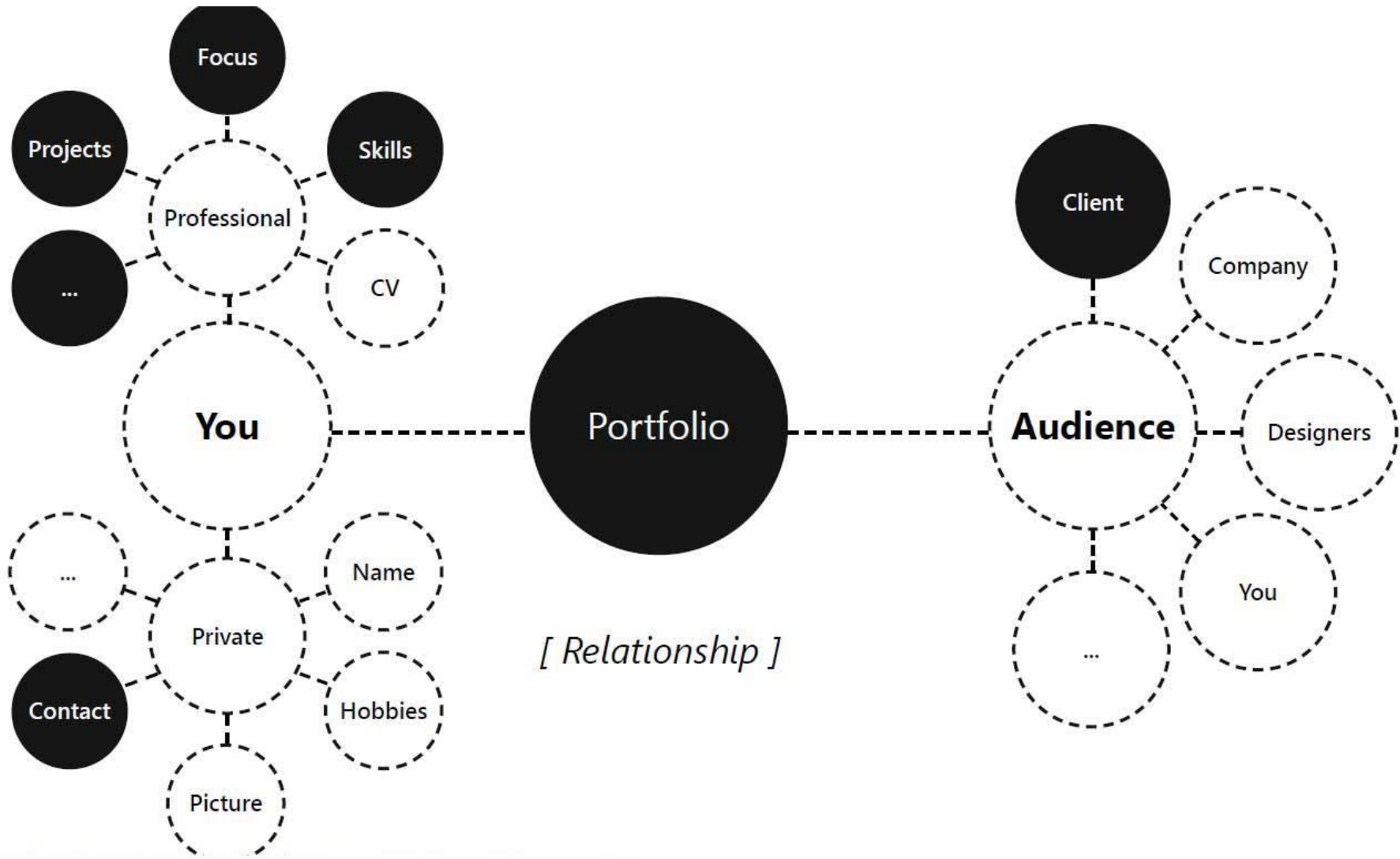


[Communication]











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Portfolio

Portfolio

Portfolio

Portfolio

Portfolio

[!!!]

Theory [Session 1]

Basic parameters of portfolios Summary

Documentation is part of the design process

Documentation is an important part of the design process. A project is only finished when it is documented. Documentation should not only be done at the end of a project but throughout the whole process.

Communication and relationships

A portfolio communicates between a designer and his audience. The communication however is hidden, meaning that the designer does not directly face his audience. Therefore the portfolio has to speak for itself. There are different relationships that a portfolio is part of.

Time Matters

The amount of time a viewer spends on a website is very limited (~2min 22sec). A portfolio needs to be designed considering this restriction (short texts and videos, precise information, ...)

Different types of portfolios

There are different types of portfolios and several ways that make them stick out of the masses.

Portfolio Identities

A portfolio needs to have an identity - just like the person they represent.

Portfolio Examples

Joana Bernardino (sorting) <http://www.joanabernardino.com/>

Daniel Utz (navigation) <http://www.danielutz.de/>

Sven Stumm(4th year student) <http://svayixd.de/>

Ralf Boehme (identity) <http://www.ralf-c-boehme.de/>

Sandra Kuehefuss (plain) <http://www.kuehefuss.de/>

Petra (project-descriptions) <http://petra-mitrovic.de/>

Thor Unbescheid (using a service) <http://thorunbescheid.prosite.com/>

Walze (URL, modern design) <http://walze.is/awesome/>

Daniela Rosner (researcher) <http://people.ischool.berkeley.edu/~daniela/2012/>

Yuna Kim (1-page-layout, explorative) <http://www.iamyuna.com/>

Jakob Konrad (explorative) <http://www.kounichiwa.com/>

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Hands-on: Basic parameters of portfolios

Task 1 Two Minute Madness

Pick an audience.

Talk about you and a few of your projects that are of interest to the chosen audience.

Who am I ?

What am I doing ?

What am I working on ?

What makes me special ?

What am I interested in?

...

Task 2 Define your Identity

Draw a visual mindmap on paper!

Who are you as a person and as a designer?

What are your strengths and weaknesses?

...

Task 3 Define your audience

Draw a visual mindmap on paper!

Do I want to document my projects?

Do I want to apply for a job?

...

Task 4 Define portfolio content

Try to map your information to your audiences.

Generate content from you that fits to your audience.

What does my portfolio need?

What do I want to present to people in my portfolio?

What does my audience member want to know about me?

...

Task 5 What portfolio would work for you?

Find three portfolios that you think would work for you or that you like and explain why.

Inspiration

links (see <http://blogs.sfu.ca/courses/summer2013/siat-design-studio/>)

Design made in Germany <http://www.designmadeingermany.de>

siteinspire <http://www.siteinspire.com>

...

Hands-on [Session 1]

Basic parameters of portfolios Summary

Task 1 Two minute madness

who am I, what am I doing, what makes me special talk about a few projects

Task 2 Define your identity!

Who are you as a person and as a designer?

What are your strengths and weaknesses?

Task 3 Who is your audience?

Do I just want to document my projects?

Do I want to apply for a job? What does my audience want to know about me?

Task 4 Define portfolio content

What does my portfolio need? What do I want to present to people in my portfolio?

Task 5 What works for you?

Find three portfolios that you think would work for you and explain why!