

Design Studio Online Portfolio

[SESSION 2]

Sabrina Hauser & Markus Schilling
design-studio@sfu.ca

Agenda

- Any questions?
- Task 5
- Theory [Session 2]
- Hands-on [Session 2]

Any Questions?

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>

...

[SESSION 2]

Theory Part 1: Analytic backend of portfolios



[2:22]

Google Analytics

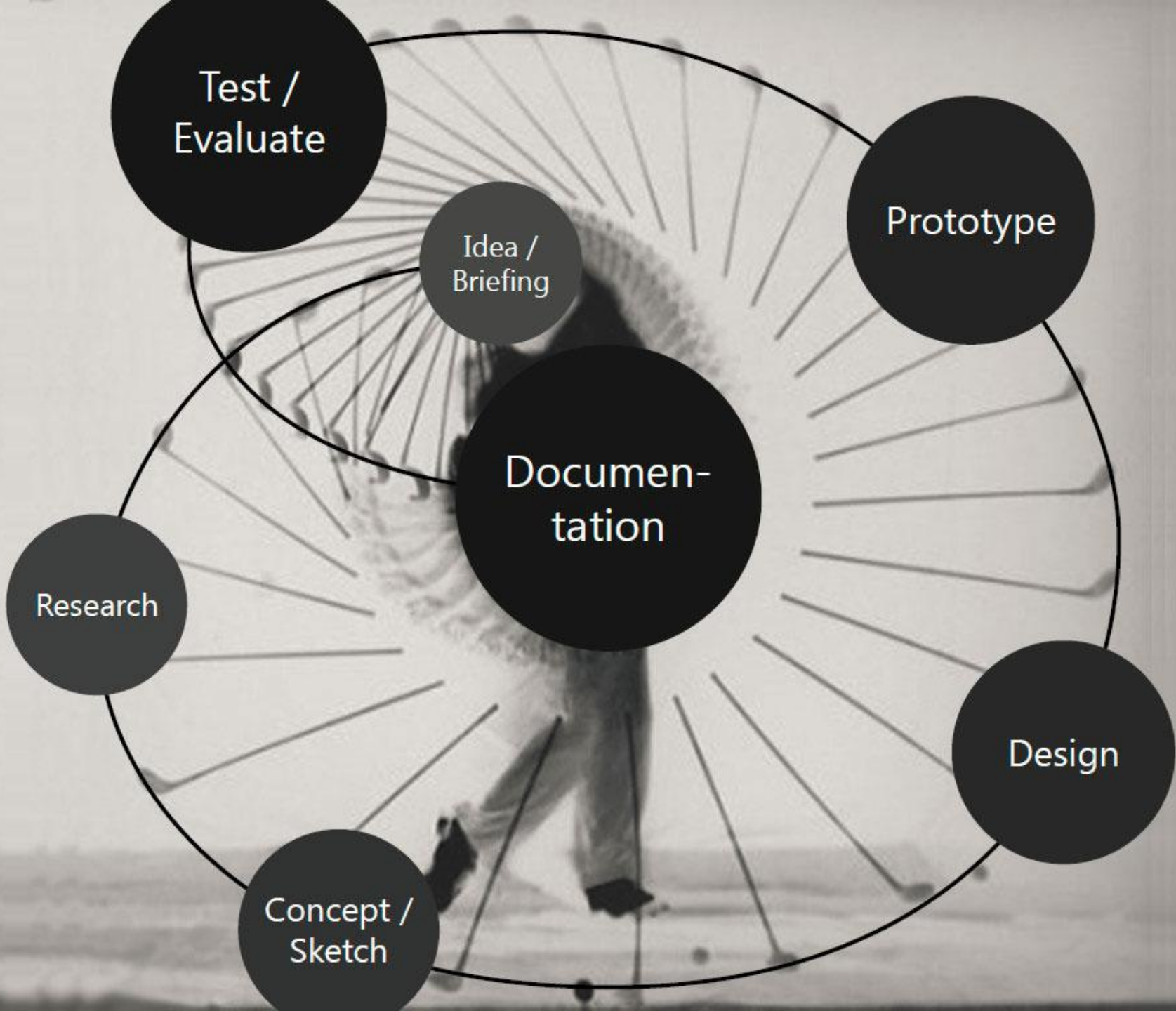
What Google Analytics can do for you?

What do people look at on a portfolio and for how long?

>>> How do we present information then?

[SESSION 2]

Theory Part 2: Content and structure of portfolios



Documentation of Design Projects

well-structured

short and precise

good imagery

short videos

Documentation of Design Projects Pictures

- take pictures during your project work
- the process can be interesting, too
- finished products
- screenshots (3D models, typography decisions etc)

Documentation of Design Projects Film

- take scenes during your project work
- the process can be interesting, too
- screencapturing (Camtasia / FRAPS / screenflow)
- think of different formats (stopmotion etc)

Documentation of Design Projects Text

- practice, practice, practice
- just start
- work with a timer and set it to 5min
- start with keywords
- iterations!! let friends read your text and give feedback

Facts (what=title), when, who

Description what, why, so what

"I developed..., because ..., in order to...!"

<http://marklukas.de/new-page>

Documentation of Design Projects Examples

- In my fridge, pictures (Markus & Jan)
- Prototyping Interfaces book (Markus et al.)
- cocoon projekt, film + tricks (Sabrina, Markus et al.)
- DIY, vertical garden, pictures+film (Sabrina, Markus et al.)
- ageo, application design, screencapture+tricks (Sabrina)
- Screencapture / After Effects (<https://vimeo.com/37792666>)
- sfuture, film (Sabrina et al.)
- apppromovideo.com, app video
- produktfotografie

Documentation

Text:

- Project cards, Notebook, Diary, GDocs

Pictures:

- Camera (iPhone is ok, camera from library is better)
- White paper backdrop

Videos:

- After Effects, Premiere, iStopMotion

Information Architecture/ Structure

How to create a good information architecture?

>>> available structures

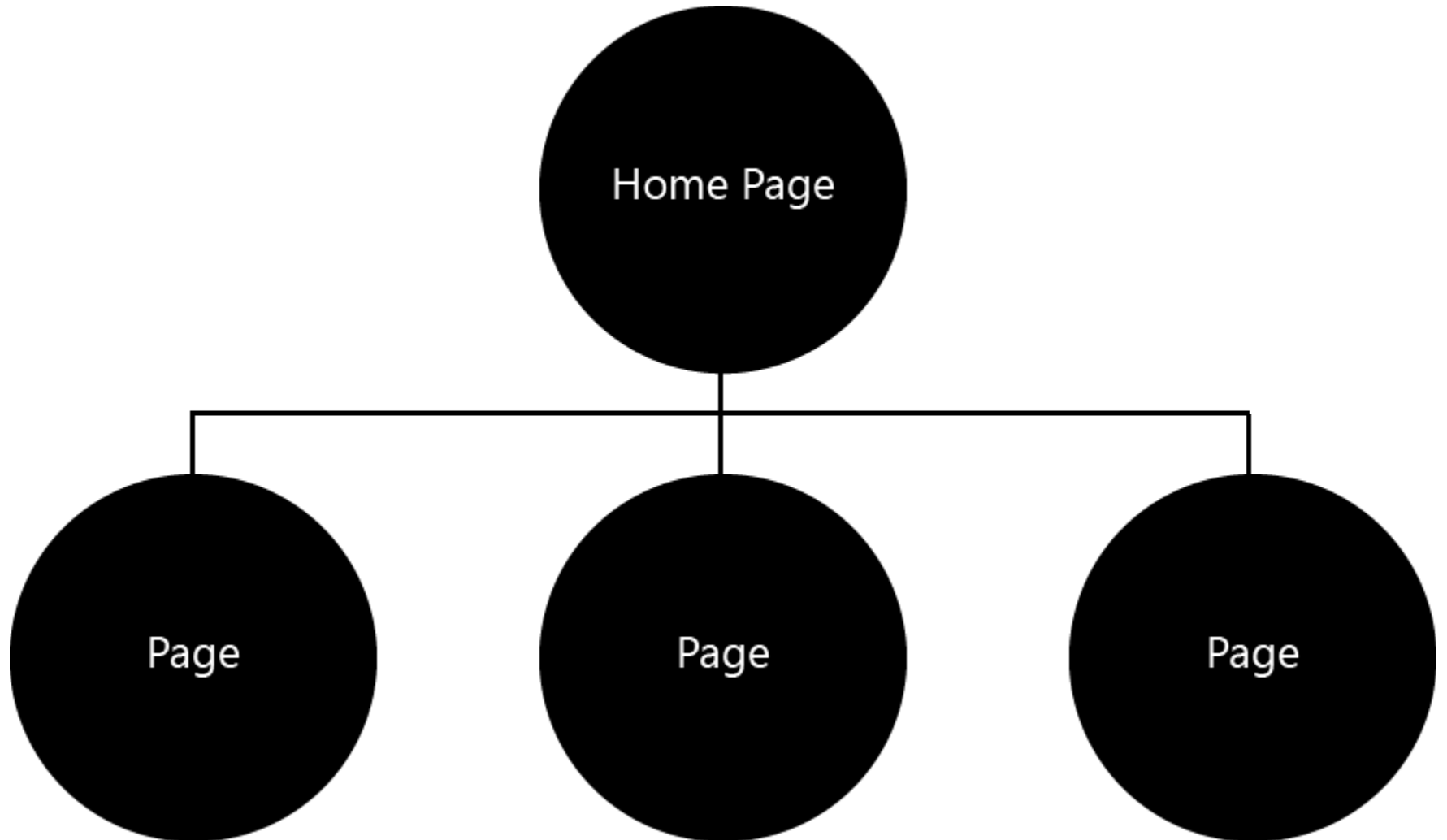
Single page



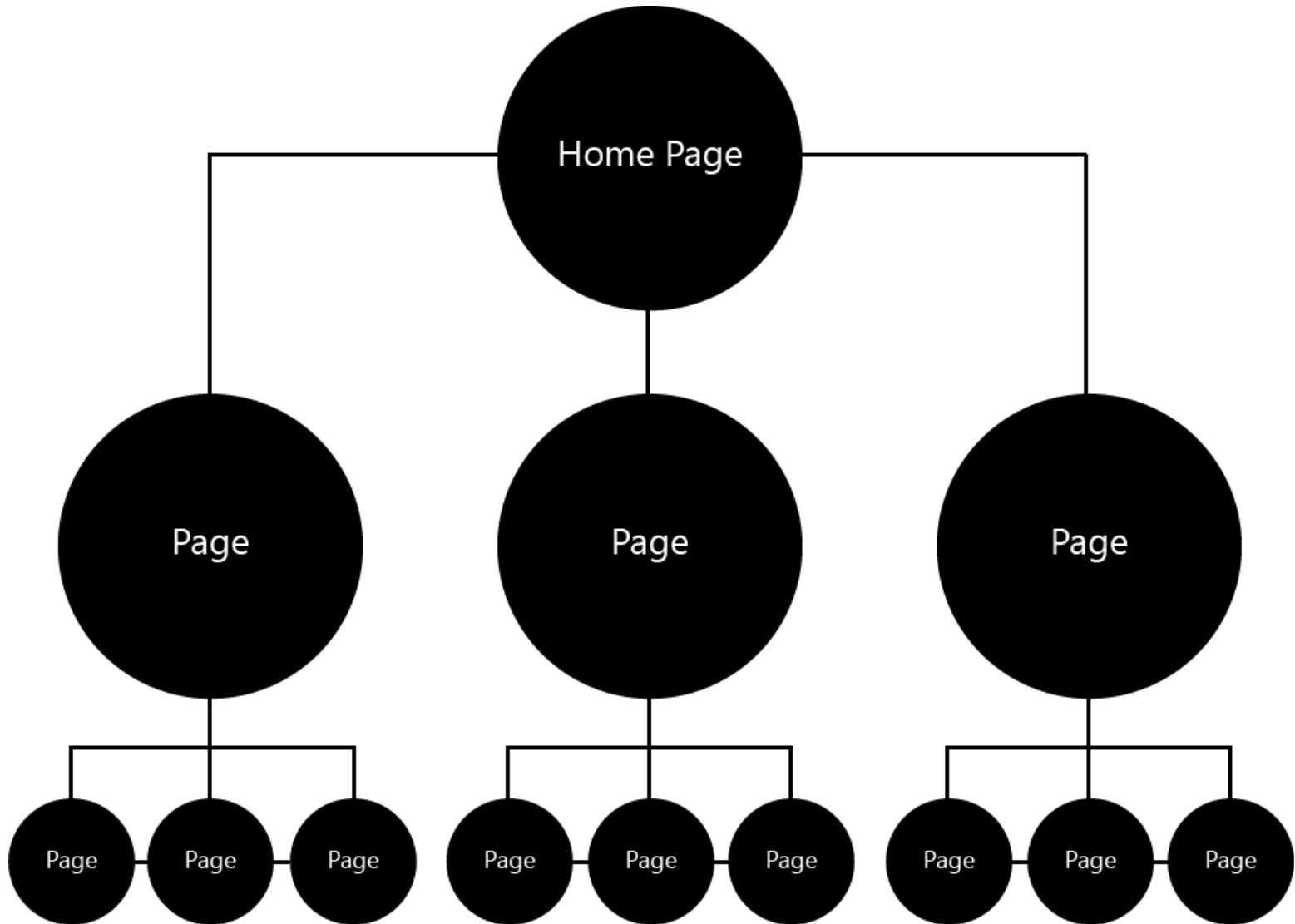
Flat Structure



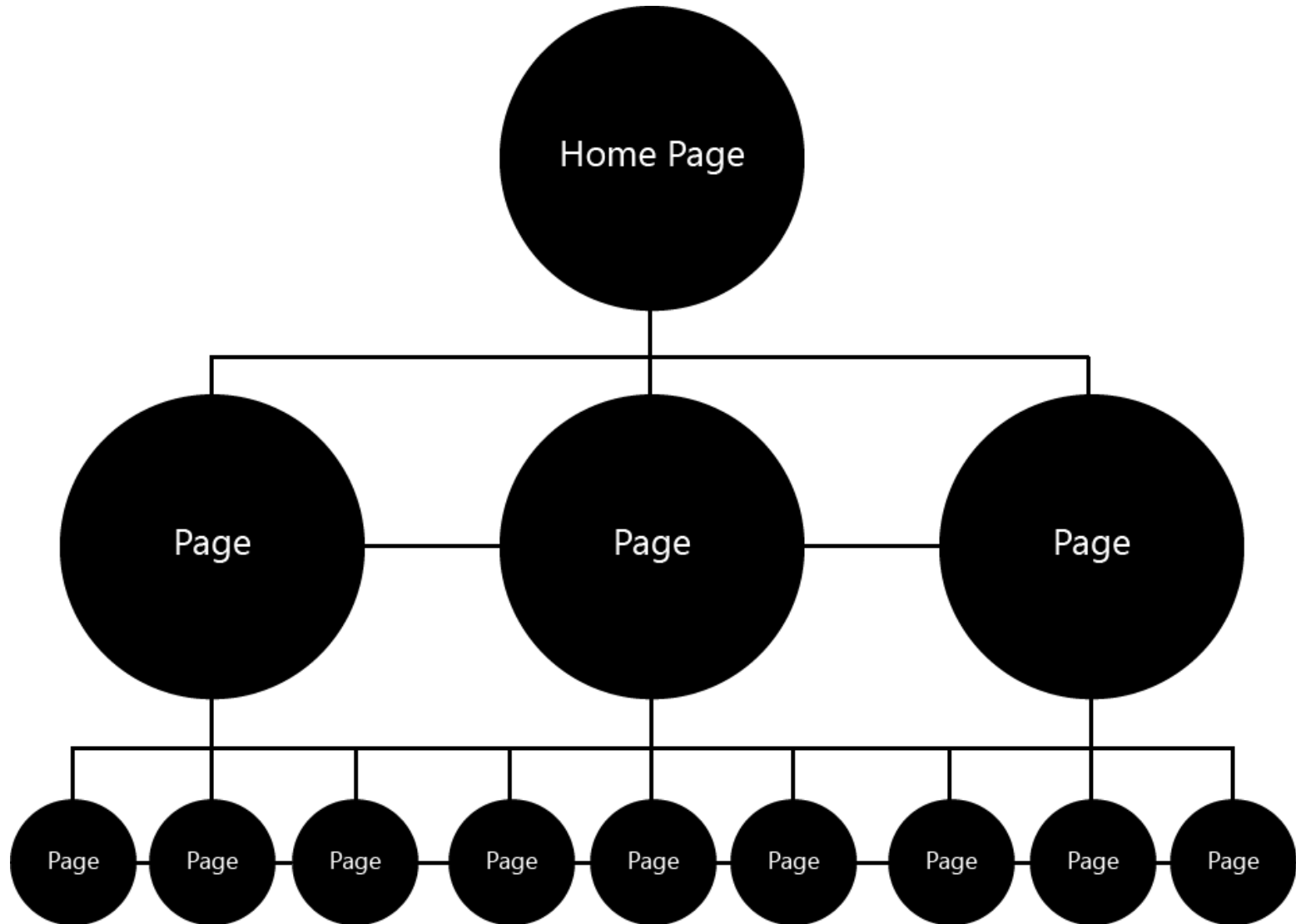
Index Page



Strict Hierarchical Structure



Co-existing Hierarchical Structure



Blog or not to blog?

Do you have enough to blog about?

Creating Information Architectures

Tools:

- Pen and Paper
- Software: <http://www.mindmeister.com/>

Additional Info

- do not use not too many categories/layers (7 +- 2)
- use precise wording
- keep the # of projects to between 8-10

Theory [Session 2]

Analytic backend of portfolios Summary

Remember the analytical part of a portfolio to inform your design decisions!

Time

People will only spend very little time on your portfolio.

Content

Which sites do people go on, and which one's follow?

Audience

Where does your audience comes from?

Technology

Which browsers are used to access your site? Are people using a mobile device to look on your portfolio page?

Theory [Session 2]

Content and structure for 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.

Document your project in a well-structured, short and precise manner. Use good imagery and only short videos.

Pictures, Video, and Text

The formats you include in your portfolio will be pictures, video, and text. Try to gather those throughout your project development. (The process can be interesting, too!)

Think of different formats you could use (best case: before you even start your projects). Practice writing text, just start!

Information architecture / structure

There are different structural patterns you can use when designing your portfolio. Single page, flat structure, index page, and hierarchical structures.

Blog or not to blog?

Only integrate a blog into your portfolio if you have frequent interesting news to share with your audience.

[SESSION 2]

Hands-on: Content and structure of your portfolio

Task 1 Photography

Build a Photo Paper Backdrop

Take pictures of objects

- 5 images that tells a story about an object, environment, or an experience that happens over a period of time.

Task 2a Text

Write an introductory text about you.

http://www.amandaklassen.com/#e30/custom_plain

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

<http://people.ischool.berkeley.edu/~daniela/2012/>

"A portfolio is a story about you!"

@home

Task 2b Text

Read your feedback

Refine the introductory text about you.

Task 3 Text

Write a project description

Remember to stay short and precise.

Facts (what=title), when, who

Description what, why, so what

"I developed..., because ..., in order to...!"

Task 4 Information Architecture / Structure

Let's try card sorting, a well-known (user-centered) method for creating information architectures.

Start defining information architecture of your portfolio

A different method is to just use your notebook and start sketching.

Keep site goals in mind. Be consistent. Don't just design based on your own preferences.

@home

Task 6 Content

What projects will be in your portfolio?

How can you document those?

What do you want your portfolio to communicate about you?

Quality matters over quantity!

Know the purpose of each project in your portfolio

Hands-on [Session 1]

Content and structure of your portfolio Summary

Task 1 Photography

Build a paper backdrop

Task 2a/b Text

Write an introductory text about you.

Receive feedback and iterate your text with your feedback.

Task 3 Text

Write a project description

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!