

## ADV3550

**Instructor:** Genevieve Hitchings

### **Developing Content:**

This might be the time to go back and take a look at some of the sites you researched in the beginning of the term. The idea is to develop the text that is to go within your site. You should have all content written in a word processing program like Microsoft Word so you can copy and paste into HTML. This will ensure accuracy (spell check!) and give you a chance to think through and edit all content.

**Inventory of work:** if you have not already done so, it's time to sort through the portfolio pieces you intend to show in your portfolio. How many pieces of work will you be showing? Basically you need to locate and identify the work that you would like to have featured in your portfolio. The suggestion here is to complete the following steps. Locate all the work from prior semesters and determine 8-12 pieces that you would like to feature:

- > This could include development items such as sketches, storyboards etc.
  - > Your goal is to isolate the work that you need to focus on for resizing (especially if you are planning to use for thumbnails).
  - > Organize work into folders so you can easily find it when you will need it.
  - > Once in the folders, you most likely will need to revisit and refine, so make a TO DO list of what needs to be done and when you will complete it by.
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### **Due Monday April 12<sup>th</sup>**

*(You will be required to document everything and submit as part of your grade.)*

#### **A. Personal Statement – Introduction**

*(you may be able to copy/paste objective statement from resume)*

This is your chance to welcome the user while simultaneously advertising your skills. In five to six sentences summarize the goal(s) of your site. This is also a great space to highlight some of your strongest skills. What are your qualifications? Where do your strengths lie?

Editorial Design? Advertising? Print Design? Web design? Concept development? Illustration? Project Management? Computer skills? Diligent? Reliable? Hardworking? Work well under pressure... Be descriptive, what might a potential employer like to know about you and your work?

#### **B. Work Description:** List all the work you will be showcasing. For each piece fill out the following information:

1. Project Title
2. Client Name
3. Goal of Project/ Assignment
4. Design Solution: Brief description of how the concept met the needs of the client/ assignment