

Client Self-Promotion (your freelance/design business)Job # **PS-01-Portfolio-Web**Desc/Title Digital Portfolio for Online/Screen

Designer _____

Specs Various screen media require generic sizing;

ID # _____

Multiple-device resolution = 150 ppi

Deadline _____

Colors RGB

Start _____ End _____

Competency/Task

Assemble, edit and prepare a visual “best of” collection of pieces that represent the diversity and quality of your design skills/talent. This single page, html-based portfolio will consist of a grid of thumbnail previews linked to larger images. All images should be sized for consistency and optimized for best display on-screen.

Instructions

1. Prepare and resize images and thumbnails for your digital portfolio in Photoshop. Depending on results required use either JPEG or PNG format (not PDF).
 - Large images – 1200px x 1200px (150 ppi @100%)
 - Thumbnail images – 250px x 250px (150 ppi @100%)
2. Build image gallery/webpage by (choose one or more):
 - Using/modifying reference (coded) files and correctly substituting your images.
 - Utilizing the *behance.net* portfolio feature to set-up/post your portfolio.
 - Utilizing *wordpress.com* set-up/post your portfolio/blog site (linked to your businesswebsite).
 - Building/coding your own portfolio layout.

Criteria/Required Elements

This digital portfolio is meant to be a professional showcase of your work and should have groupings and/or a sequence that makes sense to the viewer. Limit the number of images (12 – 30). If multiple versions of one solution need to be shown (i.e. 3 logos) consider creating composite layouts to maximize space. Options: Borders, frames or backgrounds, and captions can be explored (if they definitively help the layout).

Supplemental Information

Key considerations: Impact/Legibility/Clarity/Colors/Contrast/Composition/Content/Context. The web is all about speed and (powerful) first impressions and instant visual/verbal connections. Therefore, be sure to size, crop and/or use effects in such a way as to entice the user to open each of the thumbnails. The work chosen for this image gallery should give the viewer an idea of what level of work you are capable of professionally producing.