

project 3 – personal portfolio

objectives

The goal of this Project is to create a visually interesting portfolio site that presents your artistic work and biographical information in a creative, clear and accessible manner. This is a personal website and should reflect your characteristics not only through your work but also through the site construction, interaction and design.

deadlines & parameters

1. Create 6–8 hyperlinked web pages.
2. Delivery must be online. Upload all files to your server space at wccweb.cardoso-fleck.com/yourfirstname
3. Sketches/ideas/flowchart due week 3/29.
4. Completed Project due 4/12.
- 5) Explore XHTML & CSS resources introduced in Chapters 9–15 of Dreamweaver CS3 HOT.
 - Chapter 9 due 3/08
 - Chapter 10 & 11 due 3/22
 - Chapter 12 (no Chapter 13) due 3/29
 - Chapter 14 & 15 due 4/12

considerations

- 1) Create a visually interesting navigation structure to access your work. You can either use a classical menu or explore innovative non-menu structures for navigation. Either works — as long as your audience can access your work
- 2) Your goal is to use XHTML & CSS to explore some of the basic text, linking, layout and image skills introduced in Chapters 1–16 of Dreamweaver CS3 HOT. Try to work with with divs, tables, type selectors, pseudo selectors, class selectors and IDs.
- 3) Create a project that is both technically and visually engaging. Experiment with the following elements: standard navigation concepts vs. experimental navigation, site architecture, manipulated imagery, fragmentation of text and images, linear vs. non-linear structures. Consider how your imagery and content relate to one another.
- 4) Research the web and look at some of the examples below for inspiration both compositionally and conceptually. Examples:
 - Kurt Ralske
 - Andy Deck Andyland artcontext
 - Mike Barron
 - Camille Utterback
 - Andre the Giant (design site that uses flash in Nav only)
 - Jody Zellen (uses frames)
 - Adrienne Wortzel
 - Emigre (Type/Design resource)
 - Misprinted Type (Type/Design resource – uses javascript)
 - Hilman Curtis (designer with simple site – uses javascript)
 - Neville Brody Research Studio Site (good for experimental typography)
 - Pentagram — Design Studio (A super minimalist approach is taken with this website)

Grading criteria

Your project final grade is a total of **18 points**:

. Personal Portfolio Website: Site Map/Sketch presented on 3/29 –	3
. Dreamweaver CS3 HOT Tutorial 9 completed on 3/08 –	1.5
. Dreamweaver CS3 HOT Tutorials 10 & 11 completed on 3/22 –	3
. Dreamweaver CS3 HOT Tutorial 12 completed on 3/29 –	1.5
. Dreamweaver CS3 HOT Tutorials 14 & 15 completed on 4/05 –	3
. Finished Portfolio with at least 6 hyperlinked pages 4/12 –	6
Items considered: Content/Creativity/Design/Navigation/Craftsmanship/Interactivity	