

# Advanced Digital Portfolio Layout and Design (2hrs)

## Introduction

This hands on workshop we will cover techniques for gathering and organizing content for your digital portfolio. We will discuss fashion vs. function, through the analysis of page design practices used throughout the Web. We will walk through the use of digital imaging software to develop layouts, designs and edit photos. The workshop will conclude with translating image mock-ups to functional pages with in a Google site.

## Prerequisites

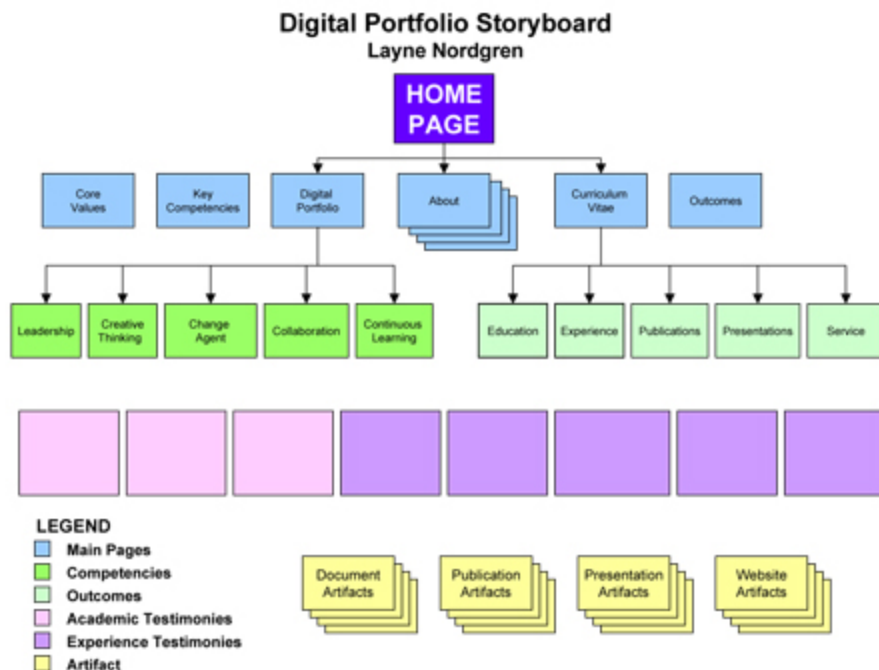
- Completed Basic Digital Portfolio Creation with Google Sites workshop
- Familiarity with Imaging Software ( i.e. Photoshop, Illustrator, Gimp )

## Getting Started

The first step in creating a site is having an understanding of the site's purpose. This will help to define site content and give designers a better understanding of what items they will need to gather in order to create a layout.

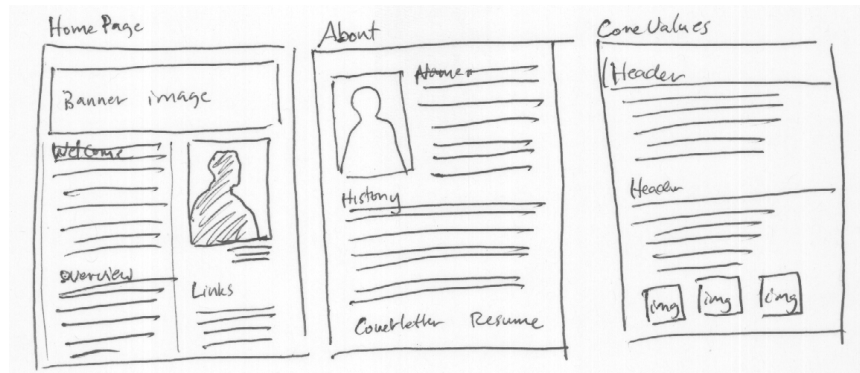
## Site Structure

Defining site structure can be done using an outline or visually with storyboard drawings. This will help the site designer visualize page hierarchy and begin the process of accessing content needs.



## Layout

Thumbnails give a general idea of where items are placed on each page, and are the initial step to figuring out layout. They are key in deciding how much text is needed, type and size of images, and what if any additional media required.



## Understanding the Medium

Balancing fashion and function

All websites fall some where on the design spectrum between fashion and function.

Fashion refers to sites in which aesthetic appeal is put a head of functionality or use. The content of these sites are not frequently updated.

Fashion

- <http://www.soranji.cl/>
- <http://www.valerieleheutre.com.br/>

Functional sites put the operation and usability of the site ahead of aesthetics. These sites often deal with a large volumes of changing content.

Function

- [www.ebay.com](http://www.ebay.com)
- [www.amazon.com](http://www.amazon.com)

Most sites fall somewhere between these two extremes.

Fashion meets Function

- <http://www.apple.com>

## Collection of Content

Text/Copy

Using Google Docs for organizing and archiving documents, presentations and spreadsheets.

Images

The workshop will help students identify compatible file types, gather and format images for use within their digital portfolio.

- Collecting Images
  - Camera
  - Web
- Image Types
  - jpg
  - gif
  - png
- Image Resolution
  - Web Resolution vs Print Resolution
- Editing
  - Resizing
  - Cropping
  - Adjusting

#### Multimedia

We will briefly discuss media use within your site, for more info on adding multimedia refer to our workshop on adding Multimedia to Google sites.

## **Implementing**

Using the thumbnails as templates we will create a mockup of a single page using digital imaging Software. Then translate these mockup to Google sites using its layout and design tools.

Photoshop

Illustrator

Gimp <http://www.gimp.org/>

Sumo <http://www.sumopaint.com/web/>

Aviary <http://aviary.com/home>