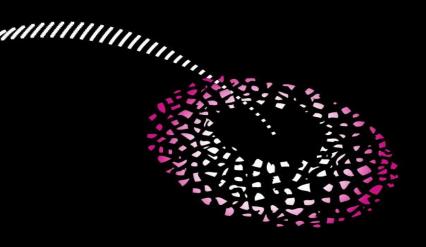
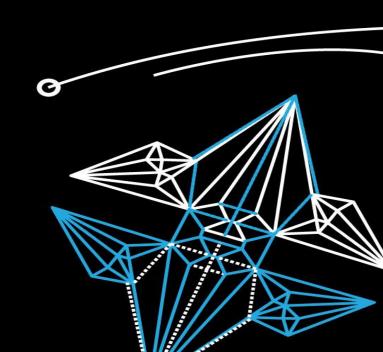
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GETTING STARTED WITH A DIGITAL PORTFOLIO

PROFESSIONAL DEVELOPMENT



Creative Technology





GETTING STARTED WITH A DIGITAL PORTFOLIO

TODAY'S SUBJECTS



- Introduction
- What is a digital portfolio?
- How will a digital portfolio be used
- Deliverables
- What platforms can be used?
- Develop your portfolio: getting started

Video & PDF of presentation @ Canvas





WHAT IS A DIGITAL PORTFOLIO?

Definition - An online portfolio: a digital showcase of the work you've produced that reflects or highlights your achievements, values, skills, and experiences as well as attributes.

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Can be a website, blog, or even a video channel.

WHY A TUTORIAL ABOUT A DIGITAL PORTFOLIO? LOOK INTO THE FUTURE

Not only create products, but also present (and sell) them
Cooperate with website designers & programmers



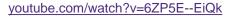
- Creative designer: portfolio most important way to present yourself
- Addition to your CV
- Gain experience in designing and building websites

EDITORIAL PROCESS

 Creating a portfolio is a creative process. It is therefore important that the design of the portfolio itself also reflects this creativity.

Consider:

- What kind of information do you want to showcase?
- What to select from your study outcomes?
- How to present yourself?





YouTube
 Student Portfolios ...

DELIVERABLES

FOR PROFESSIONAL DEVELOPMENT

What do your mentors expect from you?

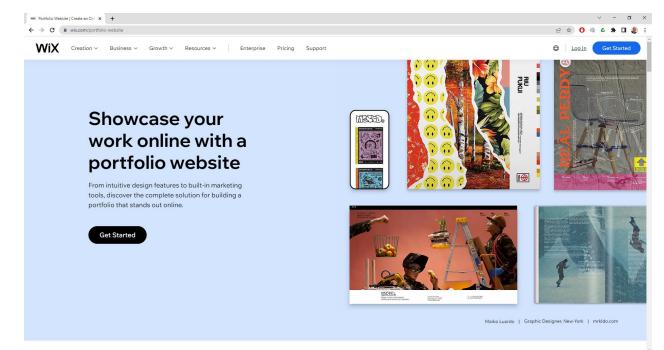
- On your portfolio website, show:
 - An introduction about yourself

(60-100 words + image or photo that represents you)

- Regular updates from study results
- Organized in a portfolio style website
- Keep the site available throughout your bachelor study

WHAT PLATFORMS CAN BE USED?

- Ready-to-use platforms like Wix, Behance, WordPress.com
- Code your own website, using HTML/CSS/JavaScript
- Install WordPress on your own website, others...



WIX

- Develop a Portfolio site without the need for any knowledge of website building
- Cons:
- Basic site is free, but contains banner (Ads)
- Free site is limited in pages and templates
- Free site can not have own domain
- Paid site starts at €10/month (<u>50%</u> student discount on yearly plans)
- Start at wix.com/portfolio-website



Showcase your work online with a portfolio website

From intuitive design features to built-in marketing tools, discover the complete solution for building a portfolio that stands out online.





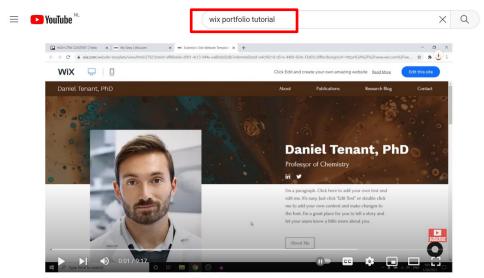




Marko Luardo | Graphic Designer, New-York | mrkldo.com

22-11-2024

WIX: RECOMMENDED READING







How to Create an Online Portfolio: The Ultimate Guide



Best Portfolio Websites to Fuel Your Inspiration



17 Portfolio Templates for Creative Professionals

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HOSTING YOUR OWN SITE

3 options:

Create a site with HTML/CSS/JavaScript

- 1. using a template or
- 2. coding yourself

WordPress

3. Install WordPress on your site

Where?:

<u>GitHub pages (free)</u>	Can not host WordPress but can be useful for a static (HTML/CSS/Javascript) site. <u>Tutorial.</u>
<u>Site.nl</u> (starts at €10 for 1 st year)	General hosting provider that can host both static (HTML/CSS) sites and WordPress site.
<u>TransIP</u> (student discount, 1 st year €10)	Same.

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10

OTHER OPTIONS

Which platform is best for portfolio website?

Here are 12 of the best portfolio website builders for designers and creative professionals in 2022.

1. Dribbble Pro. Best for simple portfolio creation and maintenance. ...

2. Squarespace. Squarespace is a popular website builder and web hosting site. ...

3. Wix. ...

4. Webflow. ...

5. Readymag. ...

6. Wordpress. ...

7. Dunked. ...

8. Cargo.

More items... • 5 Aug 2022

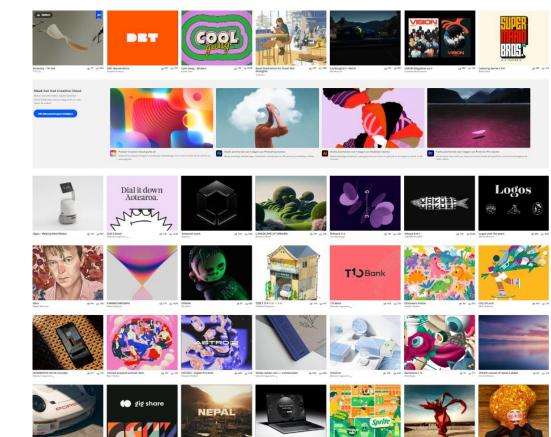
https://dribbble.com > resources > best-portfolio-websit... *

12 Best Portfolio Website Builders for Designers - Dribbble

Pf portfolio.adobe.com

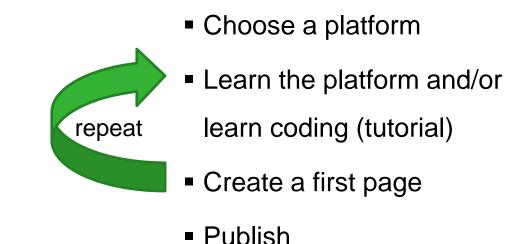
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Behance.net (also an Adobe product, but free)



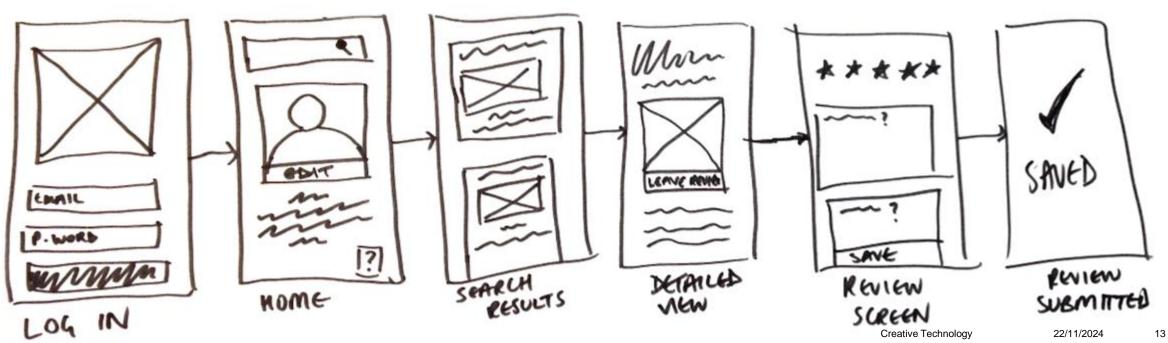
DEVELOP YOUR PORTFOLIO: GETTING STARTED

- Content [readable, clear, to-the-point]
 - Texts: quick-scan & in-depth [texts should be very short, but if necessary, provide more info]
 - Navigation [easy to navigate, can we find what we want... and expect?]
 - Dimensions (...layout), graphics, colors...
 - Technical aspects: test!

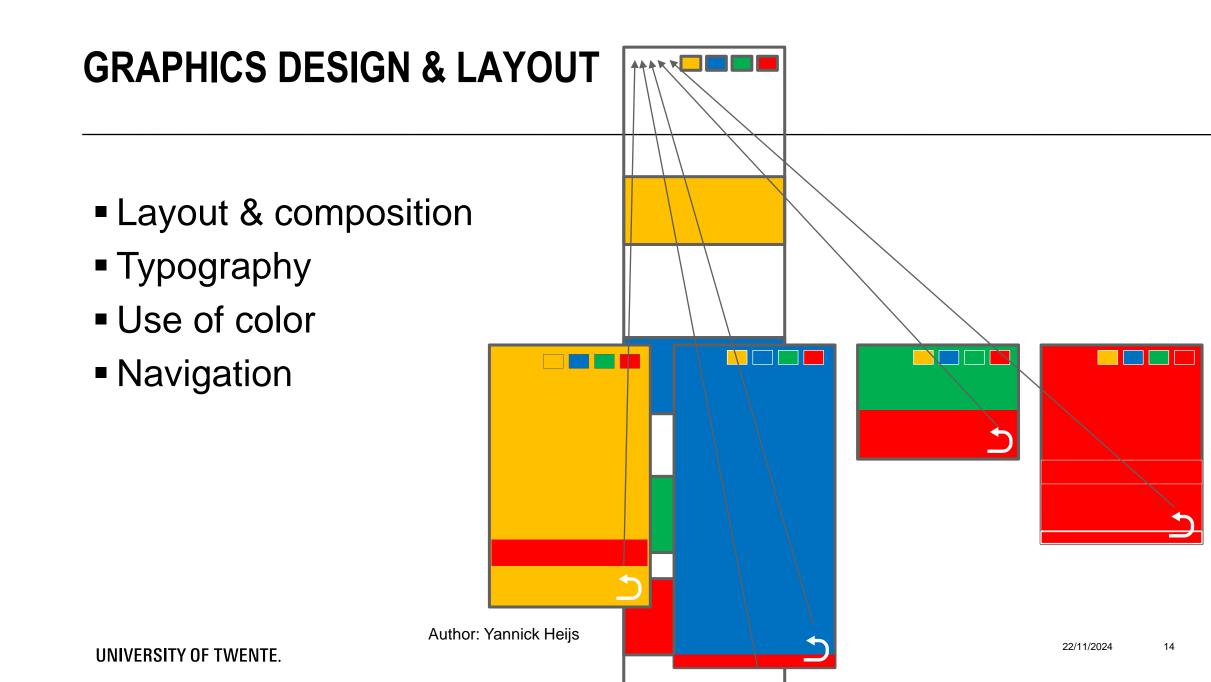


DESIGNING A WEBSITE

- Design process:
- Analyse, requirements, ideation, concepts, detail design



Source: Careerfoundry: What Is A Wireframe? A Comprehensive Guide





1. Create page, edit, save

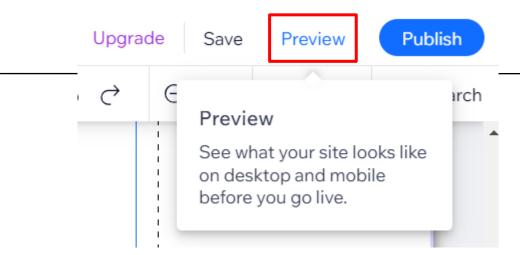
2. Preview

Do a quick check of the page

3. Publish / Upload

4. Test

Double check, perform more extensive test (see end of this presentation)

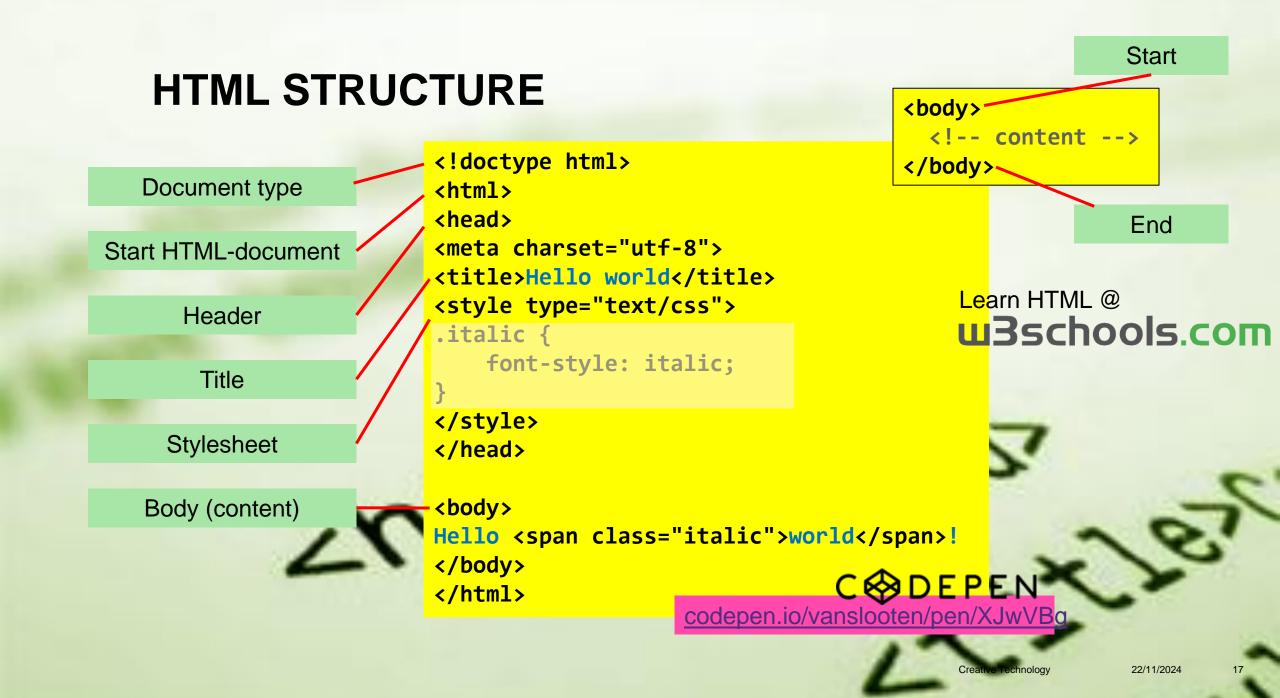




BASICS OF HTML & CSS

- Websites are defined by code
- Let's look...
- 1. Go to your favorite website
- 2. Press Ctrl + U (View page source) Mac: ℜ + option + u

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Li	ne wrap 🗌
	1 html
	<pre>2 <html data-theme="light" lang="nl"></html></pre>
	3 <head></head>
	<pre>4 <meta charset="utf-8"/></pre>
	<pre>5 <meta content="IE=edge,chrome=1" http-equiv="X-UA-Compatible"/></pre>
	<pre>6 <title>NU - Het laatste nieuws het eerst op NU.nl</title></pre>
	<pre>7 <link as="image" content="oQsKfEIgPiNMkgU1oDrWYKX6Z5FCFrwmlq3_VK6j1No" google-site-verification"="" href="https://media.nu.nl/m/2maxljjam64x_wd854/oud-premier-drie</pre></th></tr><tr><th></th><th><pre>8 <meta name=" rel="preload"/></pre>
	<pre>9 <meta content="tRpopkLA7bauR1j8Ndzqrf9vyTjq-MEcNXh7MiApp34" name="google-site-verification"/></pre>
	<pre>10 <meta content="129383287089484" property="fb:pages"/></pre>
	<pre>11 <meta content="5m8h3iii23yzx7abxw0p44ootord0j" name="facebook-domain-verification"/></pre>
	12 <meta< th=""></meta<>
	13 name="viewport"
	14 content="width=device-width, initial-scale=1.0, maximum-scale=2.0, minimum-scale=1.0, user-s
	15 />
	<pre>18 <meta content="telephone=yes" name="format-detection"/></pre>
	<pre>17 <meta content="yes" name="apple-mobile-web-app-capable"/></pre>
	<pre>18 <meta content="on" http-equiv="cleartype"/></pre>
	<pre>19 <meta content="#1F2544" name="theme-color"/></pre>
	20 <meta content="Nieuws, NU.nl" keywords"="" name="description"/>
	<pre>22 <meta content="index, follow" name="robots"/></pre>
	23 <meta content="NU - Het laatste nieuws het eerst op NU.nl" name="viewport" twitter:title"=""/>



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LEARN HTML AND CSS ONLINE TUTORIALS



schools	Tutorials 🔻	References 🔻	Exercises 🔻	0	۲	Q	Website	Paid Courses	Log in
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w3schools.com

Alternatives:

- Codecademy
- <u>html.net</u>

11/22/2024

HTML & CSS

Background always fit page & image with gradient 🖋

Fiodor van Slooten

/ HTML

<h1>Pink elephants background</h1>

An example of a background cover image with gradient, which always fits with the page.

0

which always fits with the page

HTML: [Hyper Text Markup Language]

- markup language for creating Web pages
- describes the structure of a Web page
- consists of series of elements
- elements tell the browser how to display the content
- elements label pieces of content such as "this is a heading", "this is a paragraph", "this is a link", etc.

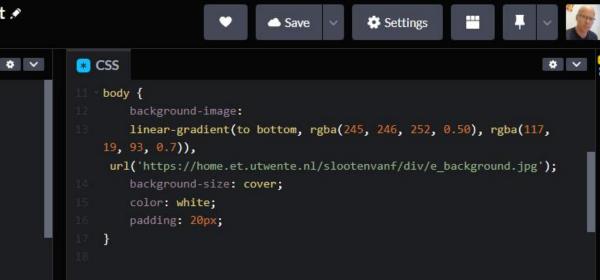
CSS: [Cascading Style Sheets]

- style an HTML document
- describes how HTML elements should be displayed



codepen.io/vanslooten/pen/ZEMZoQO

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Creative Technology 22-11-2024

21

Create a folder for your website

Install an editor

Add a webpage (an index.html file)

GET STARTED

CODING A WEBSITE

- Add HTML code
- Preview the webpage
- Publish the page to your website

ile Edit S	Selection	View	Go Run	Terminal	Help	index.html - Site - Visual Studio Code
EXPLORER			X Welcor	ne	🗘 index.html 🗙	
✓ SITE			🗢 index.	html > 🔗	html > 🔗 body >	Øp
 index.l 	ntml		2 4 3 4 5 4	br <html> <head> <title>My
</head>
<body></td><td>E html>
y first webpage</td><td>e</title></head></html>		
			8 9 10 11	Here] /body>		of the page bit about this project.

Visit the step-by-step tutorial at:

https://home.et.utwente.nl/slootenvanf/2024/05/14/start-

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website/



DEVELOP YOUR PORTFOLIO: CODE IT YOURSELF

- What you need: a text editor + app to upload files to your site (FTP client)
- Knowledge of coding languages like HTML, CSS and JavaScript



HTML HyperText Markup Language



Cascading Style Sheets

JavaScript

Create structure

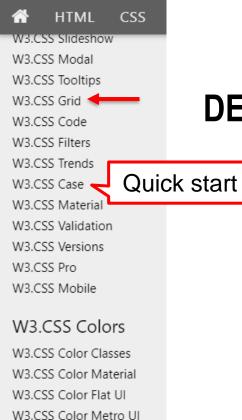
- Controls layout of content
- Provides structure for page design
- Fundamental building block of any web page

Stylize the website

- Applies style to page elements
- Targets various screen sizes to make pages responsive
- Handles "look and feel" of a web page

Increase interactivity

- Adds interactivity to a web page
- Handles complex functions and features
- Programmatic code which enhances functionality



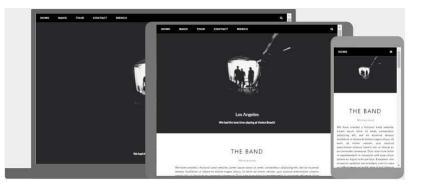
W3.CSS Color Win8 W3.CSS Color Libraries W3.CSS Color Schemes W3.CSS Color Themes

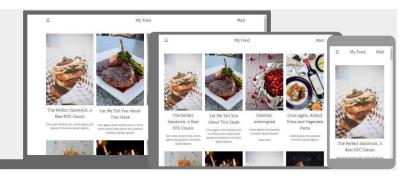
W3.CSS Color Generator

DEVELOP YOUR PORTFOLIO: USE TEMPLATE

w3schools.com/w3css

W3.css: Responsive CSS framework with some nice templates









References

Examples

W3.CSS Examples

W3.CSS Templates

W3.CSS Demos

W3.CSS References W3.CSS Downloads 23

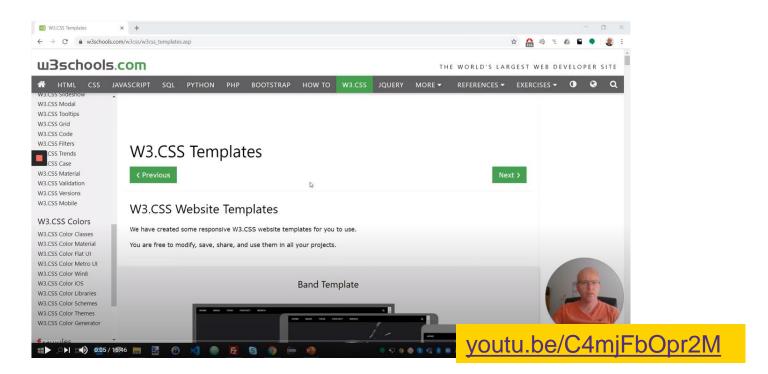


Gourmet Catering Template



w3schools: W3.CSS templates

Walk-through of using a W3.CSS template:



Architect Template

Parallax Template



Blog Template

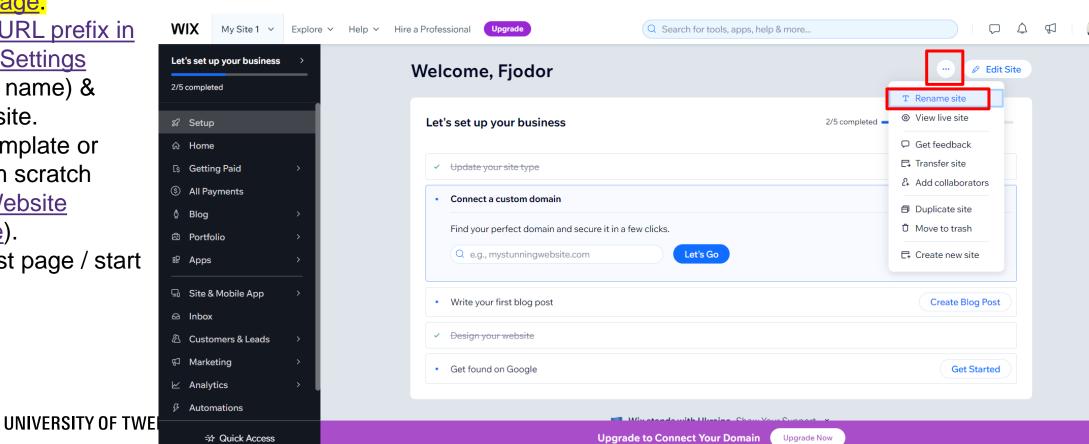


Food Blog Template



WIX **GET STARTED**

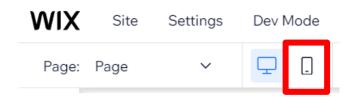
- Read the getting started page.
- Change URL prefix in Account Settings (account name) & rename site.
- Pick a template or start from scratch (Blank Website <u>Template</u>).
- Add a first page / start editing.

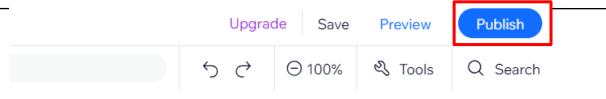


Example URL:

https://lastname.wixsite.com/myportfolio

WIX: PUBLISH





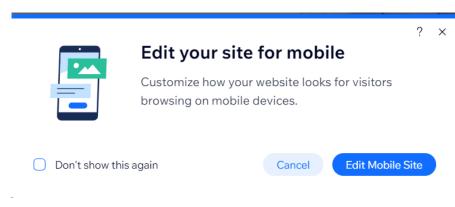
- Save, check preview, then hit Publish
- Do not forget to test in mobile view

Wix Team:

rea

How to design a website (step-by-step guide) 10 web design secrets for a knockout Wix website

Wixcreate.com: <u>Wix tips</u> <u>Is Wix responsive?</u> How to add a PDF



WORDPRESS

Blog, but very suitable to develop any type of site

Recommended: install on your own site*

- Install via Control Panel of your hoster
- Or download from wordpress.org, upload, install

Why on your own site? Maximum control over design & functionality, install themes, plugins without limits

* Select a suitable host, see slide 10

Use the guide

wpbeginner.com/how-to-install-wordpress

Most of the time, you can use the control panel of your hoster to install WordPress. If not, follow the steps at the part "How to Install WordPress using FTP" Do not forget the final part "Things to do After Installing WordPress"

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Prototyping in a rush? No time for physical prototype? Simulate it!

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Termination of portfolio website service

1 May 12, 2021 🕒 Induction, Worldon, 1996, Worldown 🦿 gwrfeidda, wrlafra, wrlann

Lases spaces 1:0-0320 The portfolio wholese enclose has been terrinated gar. July 12004. Tell insuch these abec faulters are based there are associated with the study programmer (added) beings Englineering. Creative Technology and ATLAS, if you had a webdite on the portfolio alters, you might warm to the english transfer. C., Coldman english Technology and ATLAS, if you had a webdite on the portfolio alters, you might warm to the english transfer. C., Coldman english Technology and ATLAS. If you had a webdite on the portfolio alters, you might warm to the english transfer. C., Coldman english Technology and ATLAS. If you had a webdite on the portfolio alters, you might warm to the english transfer. C., Coldman english Technology and ATLAS. If you had a webdite on the portfolio alters, you might warm to the english transfer. C., Coldman english transfer. The cold of the source of the source of the source of the cold of the source of the source of the cold of



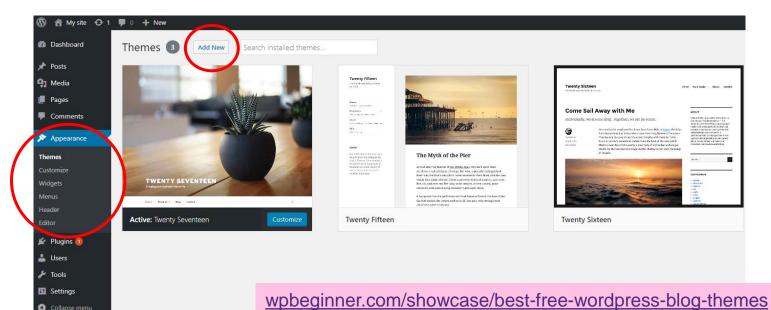
Deploying a website to Github pages

This tate full will explain have to deploy a back, here have if the journitating of starts pages is follow pages. This tate has an explain have some bank increasing of how to come weeppage and coding in WTML, CSC. If not, do this sate full tate. For this tate has been plane based on the WLCSS framework from winnerscale... Contents maniful -

WORDPRESS THEMES

Dashboard: Appearance > *Themes* > Add New

- Find a nice theme, customize it
- Customize by using the theme's customization options
- More advanced: add your own CSS to a theme



Use the guide wpbeginner.com/how-to-install-

wordpress

Most of the time, you can use the control panel of your hoster to install WordPress. If not, follow the steps at the part "How to Install WordPress using FTP"

Do not forget the final part "Things to do After Installing WordPress"



ADD A FIRST PAGE, OR POST

"A blog post is an article, news piece, or (short) text that's published in the blog section of a website."

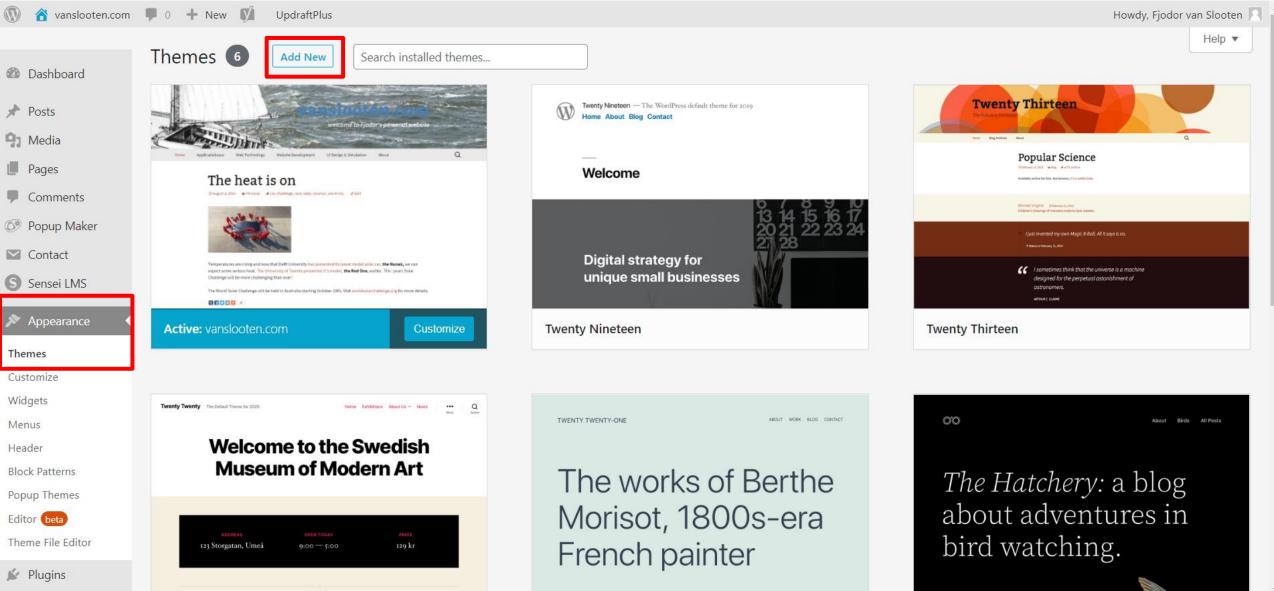




Dashboard: Appearance > Themes > Add New

WORDPRESS THEMES

Find a nice theme, customize it



CHANGE A WORDPRESS THEME

ADD YOUR OWN STYLE: USE CSS CODE

🔊 Appearance	Themes	×	Published
😰 Plugins 🜖	Customize	You are customizing	Ø
よ Users	Widgets	vanslooten.com	
差 Tools	Menus		
Je loois	Header	Active theme vanslooten.com	Change
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		Header Image	>

Colors	/
Header Image	>
Menus	>
Widgets	>
Homepage Settings	>
Additional CSS	>

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Publish

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Add your own CSS code here to customize the appearance and layout of your site. Learn more about CSS 🕩

When using a keyboard to navigate:

Additional CSS

Customizing

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- In the editing area, the Tab key enters a tab character.
- To move away from this area, press the Esc key followed by the Tab key.
- · Screen reader users: when in forms mode, you may need to press the escape key twice.

The edit field automatically highlights code syntax. You can disable this in your <u>user profile</u> to work in plain text mode.

Close

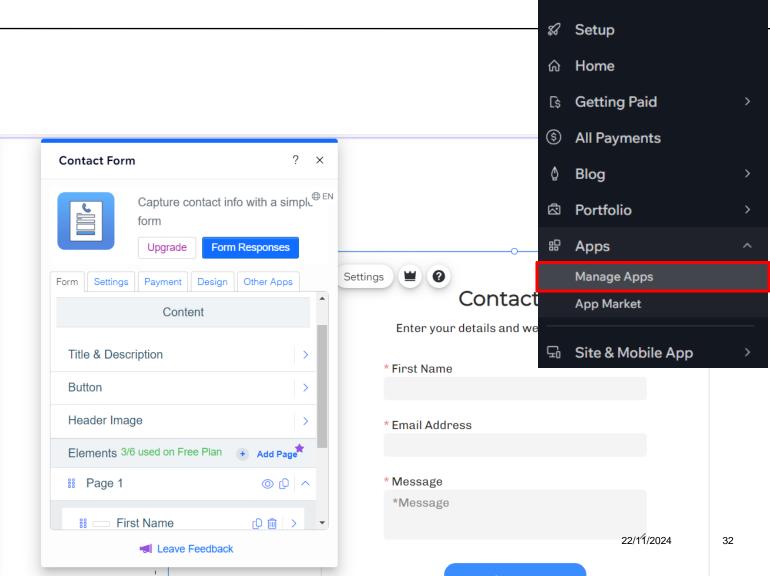
1 /* add a font: */ 2 @import url('https://fonts.googleapis.com/css? family=Roboto'); 4 /* apply font for entry titles and summaries: */ 5 .entry-title, .entry-summary { font-family: Roboto, Times; 6 7

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PROVIDE EXTRA'S: CONTACT FORM

Wix:

- If template does not have contact form:
- Add app (search for "contact form")
 WordPress:
- Add Contactform7 plugin



PROVIDE EXTRA'S: SEARCH

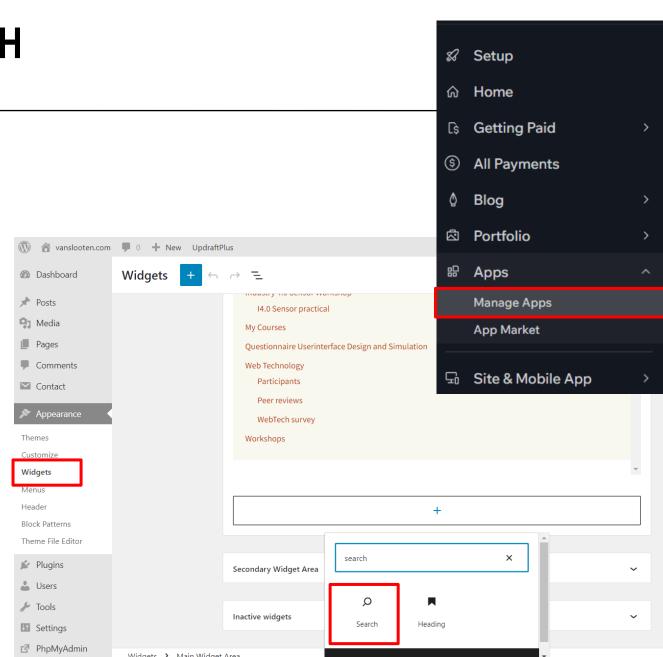
Wix:

Add search (Wix app)

(or use template that already has it)

WordPress:

 Most templates have search widget. If not, add it via Appearance > Widgets > Add "Search" block



WIX SEARCH: EDIT SEARCH RESULTS PAGE

WIX	Site Settings	Dev Mode Hire a Prot	fessional Help	~		Upgr	ade Save	Preview	Publish
Page:	Search Re 🗸		<u>or-van-slooten.com</u> is	available. Connect Your Domain ×		\sim	⊖ 100%	🖏 Tools	Q Search
0	Welcome!			Q Search	Re	sume Bl	og Page	Portfolio	
B	Search R	esults	? ×				Se	ction: Search I	Results
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:> 23	Design	Blog Posts		3) Other Pages (73)					
₿		Other Pages							
8		Advanced	d Settings	e real search results.					
		Show hidden pages	s (SEO)						
\otimes		When enabled, site	visitors can search	Community					

SEARCH ENGINE OPTIMIZATION (SEO)

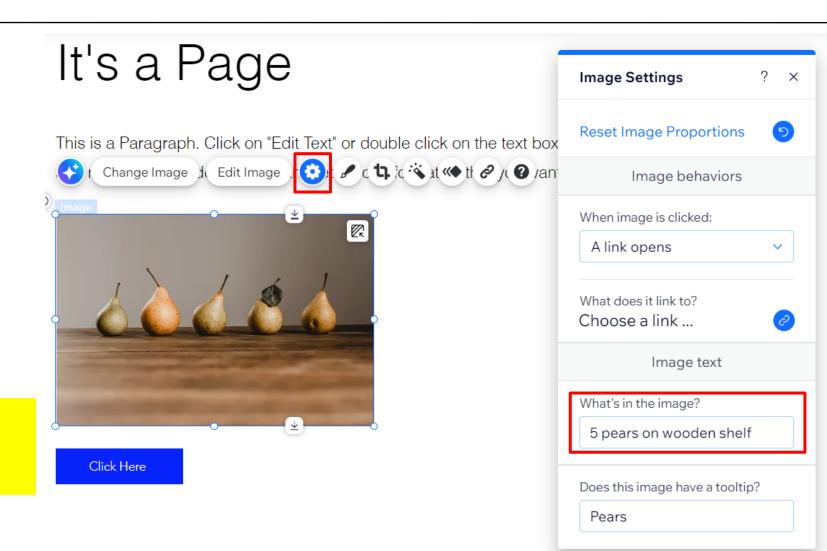
= INCREASE YOUR SITE'S VISIBILITY FOR SEARCH ENGINES

🖫 Site & Mobile App Learn: watch intro video Website & SEO Website Overview Go through checklist: SEO Site Speed Search Engine Optimization (SEO) Need Help? Optimize this site for search engines so more people can find it online. Uptime & Security Mobile App SEO Assistant Ć View all tasks Logo & Brand Fix current issues and follow recommendations to improve this site's performance in search results. Learn more Hopp - Link in Bio 0% SEO Setup Checklist Recommendations Issues Completed tasks View tasks View tasks View tasks Start Setup Site performance on Google Learn all about SEO Intro to SEO 04:00 min Creative Technology 35 Play Video

WordPress: install plugin Yoast SEO

ACCESSIBLE IMAGES

Search engines and accessibility tools can't see images, but they can read ALT text. Add a description to improve your site's SEO and accessibility.



Learn more: Deaf Accessibility & Inclusion for Visual Impairments

TESTING

- Plan some extra time to optimize your site!
- Test with real persons
- Make it a seeking game:
 - · Give the test person some things to find on your site
 - Observe and take time, take notes
 - Watch how they 'struggle'
 - Have different testers, with different hardware (computer, phone, tablet, different browsers)

Testing tools <u>Lighthouse tool</u> (Chrome Dev tools) <u>Gtmetrix</u> <u>Screenfly</u>

	Elements	Console	Recorder 즈	Performance insights ${f Z}$	Sources	Network	Performance	Memory	Application	Security	Lighthouse	AdBlock	😣 2 🛕 85 📁 20	1	: ×
	report)	• Ø													:
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Mode	Learn mo	ore			C	Device						Categories			
🔘 Na	avigation (De	efault)				Mobile						Performance			
🔘 Ti	mespan					Desktop	D					Accessibility			
🔵 Sr	napshot											🗹 Best practices			
												🖌 SEO			
												🖌 Progressive Web App			

ONLINE SAFETY AND PERSONAL INFO ONLINE

REGARDING YOUR PORTFOLIO WEBSITE

- You decide what will be visible about you online
- The portfolio website you create, is yours
- You may use an alias if you do not want your name to be visible
- Your website can be shielded from access (e.g. it will be only visible from the university network)
- More info here: <u>utwente.nl/en/cyber-safety</u>

ASSIGNMENT "HELLO WORLD"

Read the full text of the assignment (next slide), before you start!

Start a portfolio site.
 Add a page about yourself, which contains an image and a short text with a description of who you are.
 Add a second page, with a result of module 1 or 2 that you would like to show
 (this can be a result of for instance a project or a course).

Getting help Today: Fjodor & mentors will be here; or in the Teams chat By email: <u>f.vanslooten@utwente.nl</u> Use <u>tutorials & guides</u>

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ASSIGNMENT DETAILS

Start a portfolio site

- Choose a platform
- Set-up the site, add a small text ('hello world')
- Add a page (or section) about yourself, which contains an image and a short text with a description of who you are.

Add a second page or section, with a result of module 1 or 2 that you would like to show

- This can be a result of for instance a project or a course
- The result should be mainly visual, but should contain a short description also

ACTIVITIES THIS WORKSHOP

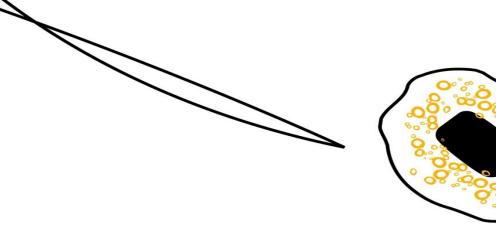
WHAT TO DO

- Study <u>HTML-tutorial W3schools</u>, practice examples
- Make a first sketch (design) of your website
- Start working on the assignment
- Read:
 - "The Importance of Sketching in Web Design"
 - <u>"Personal branding: How to design your personal brand image in 10 steps"</u>

Getting help

Today: Fjodor & mentors will be here; or in the Teams chat By email: <u>f.vanslooten@utwente.nl</u> Use <u>tutorials & guides</u> Most of this you should be able to do in 2-4 hours

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WHAT'S NEXT?

TODAY: HELP FROM FJODOR & MENTORS KEEP WORKING ON YOUR PORTFOLIO PUBLISH & SEND URL TO YOUR MENTOR

