



Professional Website Parameters

Concept --Imagine you are the potential employer being introduced to your homepage:

“Is that image of roadkill your professional identity?” . . .

Partnership with MediaLink – Our Employment Coordinators need your completed sites to show to potential employers (not to mention funders of the program and journalists). Your entire site shows your skill set – navigation design, information architecture, image optimization and coding skills.

exercises: study other interface and portfolio designs, such as former MediaLink participant sites for do and don't tips

reading: visit the Resource Center library and check out web design books

basic website pages: 1) index.html 2) portfolio.html 3) resume.html

Note: prepare 3 résumé versions: html, MS Word and ASCII (plain text résumés sent as email are added to company databases, which searches for key words in résumé)

basic page elements:

- namelogo on main page
- 4 navigation buttons, including email that link throughout your site
- plain text navigation bar
- rollovers and image maps
- tables and frames
- color palette coordination
- link to MediaLink!
- embed a swf file (Flash animation)

general notes:

- page size should be not more than 40k for faster loading (test on different connections)
- test for clear user navigation (is the user able to locate your contact information easily?)
- attention to time management through setting hourly/daily goals (don't be too ambitious or you won't finish your site!)
- scrolling should be less than 2 screens high
- attention to use of “white space” (how are you utilizing the “real estate” of screen space?)
- ask your peers for feedback for a fresher perspective

“Whaaa -- what do I put on my portfolio page?”

slide show ___background tile samples ___"before and after" samples (such as digital photo manipulation, image compression, texturing, and webpage re-design ___browser screen shot thumbnails of webpage designs (see medialinksf.org/ml9/liu) ___composite image (demonstrates layering and blending skills) ___logo designs ___flash animation ___frames ___gif animation ___navigation bar samples ___site map samples ___storyboarding ___typographic illustration or animation of a word (e.g. "shivering") ___eCommerce banners ___links to faux sites (until you've built up a few client URLs)