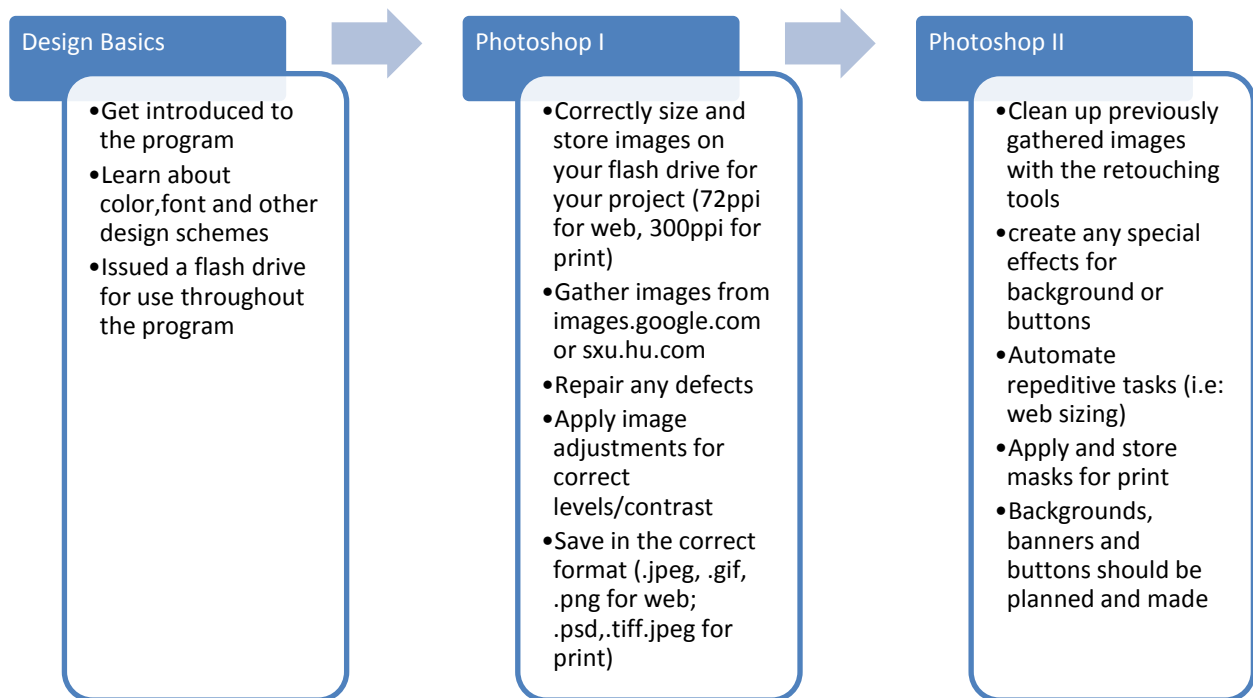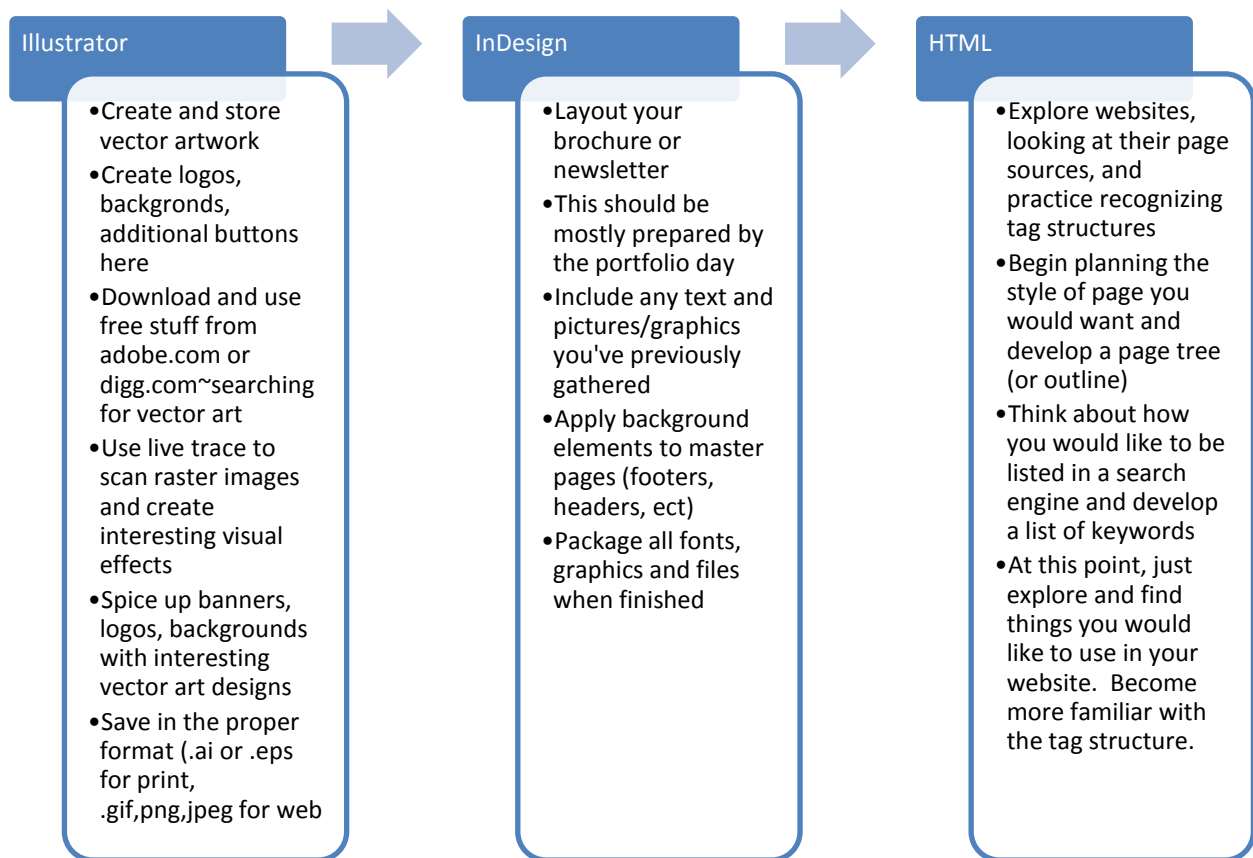# PORTFOLIO REQUIREMENTS

An important and unique part of this certification is the immediate application of knowledge into a project. You can either choose a project of your own or use one of our samples. The Project Portfolio class is divided into two sessions: a mid-certificate check-in and a final project presentation. Below is a brief description of project expectations for each session. While you can wait until all classes are complete to begin your project, you will find this a more beneficial experience if you work on your project as you go.

Design Basics

- Get introduced to the program
- Learn about color, font and other design schemes
- Issued a flash drive for use throughout the program

Photoshop I

- Correctly size and store images on your flash drive for your project (72ppi for web, 300ppi for print)
- Gather images from images.google.com or sxu.hu.com
- Repair any defects
- Apply image adjustments for correct levels/contrast
- Save in the correct format (.jpeg, .gif, .png for web; .psd,.tiff.jpeg for print)

Photoshop II

- Clean up previously gathered images with the retouching tools
- create any special effects for background or buttons
- Automate repeditive tasks (i.e: web sizing)
- Apply and store masks for print
- Backgrounds, banners and buttons should be planned and made

PORTFOLIO REQUIREMENTS, PAGE 2

Illustrator

- Create and store vector artwork
- Create logos, backgronds, additional buttons here
- Download and use free stuff from adobe.com or digg.com~searching for vector art
- Use live trace to scan raster images and create interesting visual effects
- Spice up banners, logos, backgrounds with interesting vector art designs
- Save in the proper format (.ai or .eps for print, .gif,png,jpeg for web

InDesign

- Layout your brochure or newsletter
- This should be mostly prepared by the portfolio day
- Include any text and pictures/graphics you've previously gathered
- Apply background elements to master pages (footers, headers, ect)
- Package all fonts, graphics and files when finished

HTML

- Explore websites, looking at their page sources, and practice recognizing tag structures
- Begin planning the style of page you would want and develop a page tree (or outline)
- Think about how you would like to be listed in a search engine and develop a list of keywords
- At this point, just explore and find things you would like to use in your website. Become more familiar with the tag structure.

PORTFOLIO REQUIREMENTS, PAGE 3

Dreamweaver I

- Become familar with the templates and pick a general style for your website
- Gather all of your images, text and other info in to 1 folder on your flash drive
- Map Dreamweaver to use this folder as it's 'website'
- Start your initial page, but don't begin including images or other info yet
- Just deal with background elements and layout...this will later be saved as a template, so only items repeated on every page should be visible (banner, button areas, footer, ect)

Dreamweaver II

- Begin developing and applying Styles (CSS) to your page.
- Change the main areas to editable regions for your template, then save this page as your template.
- for each new page in your website, create it from this template and drop in the appropriate text and images
- When all the pages are developed, go back and edit the main template to include your links. Each page will update automatically
- Plan for any additional media (flash movies)
- Run the site through the validator
- Upload when ready

Flash 1&II

- Create any recurring ads
- process any movies into the proper format
- Input the .swf file into the assigned area in dreamweaver and re-upload
- Add any sounds, movies or buttons as necessary