



8 Tips for Building Your Online Portfolio

1 Choose Your Tools

If you know web design (coding/Dreamweaver), you can use them to create a site, but there are plenty of easier ways. For example, a content management system (CMS) such as WordPress, Blogger, Wix, Weebly, can offer highly customizable options for easy site-building. Joomla and Drupal are considerably more complex but offer greater functionality for professionals. If you are creating your own web site, these design principles can help: [PPT](#) | [Video](#) (Password1).

2 Use Tutorials (e.g., How to Use WordPress)

We will be reviewing the following steps in class: "[How to Set Up Your Web Site in WordPress.](#)" If you need more instruction, go to YouTube and insert key words "wordpress tutorial for beginners." YouTube features 26 videos in that series, which range from beginner to more advanced, but you'll get a good tour in the first ones. If you choose a different CMS, find tutorials to use. Third parties also offer premium themes (e.g., <http://themetrust.com/themes>).

3 Save your Graphics

Know what dimensions your graphics will be when they appear on the web. Save them that exact size in Photoshop. If you insert larger graphics and resize smaller, download times will be impacted. If you insert smaller graphics and resize larger, the quality of the graphics will be impacted. Additionally, be sure to review the Powerpoints and videos about choosing the proper file formats (.jpg, .gif, or .png). Otherwise, the graphics will look poor and download slowly. File Sizes and Types | [PPT](#) | [Videos](#) (Password: Password1)
Photoshop - Saving Graphic Slices for Web [DOC](#) | [Videos](#) (Password: Password1)

4 Prepare Your Videos (if you have them)

Here's how to optimize videos for the web using Final Cut Pro:
<http://video.about.com/desktopvideo/Export-your-movie.htm>

There are two ways to then plan to insert the videos in a web page: 1) Post them to YouTube or Vimeo and then insert the YouTube or Vimeo video in the web page so that it appears there but streams from the other site (that's the easiest way to do it), or 2) host the videos yourself--for example, by buying a pro account at WordPress or setting up hosting through GoDaddy, etc. If you do this, you will need to embed the videos using HTML5.

5 Use Free Stock Photos and Graphics (if you need them)

Remember that you are going to publish this web site as your own, so this is not “speculative work.” Therefore, you need to utilize your own artwork, free stock photos and graphics, or those you have written permission to use. For free photos and graphics to use in web sites, see www.julietdavis.com >Links.

6 Portfolio Checklist

After you have completed a full draft of your portfolio web site, go to the assignment checklist and check off each criterion you have met. Then complete the ones you missed. The checklist includes information about each page of the site.

7 Including a Blog?

For blogs, some CMS's offer the option to create a blog page. If not, you can have your menu button go directly to an outside blog page that you've created (e.g., in WordPress or Blogger).

8 How to Get and Use a Domain Name

Want your own domain name, such as janedoe.com? Having your own domain name is highly recommended, easy to do, and costs about \$10 per year. The domain name can be forwarded so that it lands on your Wix or WordPress URL (or any other web site). Here's info about Domains and Hosting | [PPT](#) | [Video](#) (Video Password: Password 1)

After you have purchased your domain name, here's how to forward it to your WordPress site (or other) so that the site appears to be www.janedow.com:

- 1) Log in to Godaddy (you might need to wait 24 hours after purchase to do this).
- 2) Click on "My Account."
- 3) Click on "Domains" (all your domains will appear)
- 4) Beside the domain you want to select, click "Launch."
- 5) Go to "Forwarding" and click "Manage."
- 6) Enter the URL you want to forward your domain to (including http://).
- 7) If you want to also "Mask" the URL with your domain, click "Advanced Options" and check "Mask." This way your domain will mask the URL of the web page you've forwarded it to.