

PORTFOLIO WEBSITE RESOURCES

WHERE TO START BUILDING YOUR WEBSITE

ADOBE PORTFOLIO

- FREE with any Adobe Subscription
- \$9.99/mo for premium website
- includes subscription to Photoshop and Lightroom
- Very user friendly
- Offers a free professional looking domain name

WIX

- FREE to start. \$13 - \$39/mo for premium
- Easy drag and drop design for beginners
- Lots of gallery templates
- Custom domains available for a fee
- Has a blog with helpful content

SQUARESPACE

- \$16/mo to start. Student discount for 50% off first year
- Lots of templates with great design and flexibility
- Able to customize CSS
- Can support an online shop
- Custom domains available for a fee

FORMAT

- Starts at \$16.99/mo
- Great templates for film and photography
- Supports online stores and client galleries
- Will grown with your professional needs
- Has a blog with helpful content

CARGO

- \$13/mo. Free to try and build before going public
- Great templates for artists and designers looking for a more creative website
- Not a plug and play platform
- Has a blog and tutorials with extensive "how to" content

WEBSITE BASICS

Here are all the things your website **MUST** include

NAME

- You can simply type your name or use a logo you've developed
- Make sure your name is consistent on your website, resume, and business cards

ABOUT ME or just **ABOUT**

This is the page where employers will go to learn more about you. It's where your bio or personal statement should go.

- Remember to keep it professional and avoid personal information
- Leave out any information about your visa status or age

Here is an example of an acceptable bio:

Tink Adams

Transportation Design student at ArtCenter

As a motorcycle designer, I seek to solve practical problems with aesthetically appealing solutions. I take inspirations from architecture interior frequently, due to the its similarities to vehicle interior when shifting towards autonomy. I'm excited to be part of the revolutions of the automotive industry, towards an electrified and autonomous future.

CONTACT

This is the page employers will likely click on in order to reach out to you. Make sure you keep this information up to date with your most current information. This page could be going across the world so don't include things like your address or phone number.

- **This page should include:**
 - Email address
 - Resume
 - You can add this as a downloadable pdf or as a text file
 - Social Media links but only if they contain posts about your work

PROJECTS

This is the page where you will upload different examples of your work. Employers will be looking at your projects in order to get a sense of your skillsets, experience, and ability to display your process.

If you have multiple projects think about curating them. You don't have to include everything you've ever made. Pick the projects that best showcase your skills and talent.

When employers look at your projects they're looking for context. They want to know what the project was, what your thinking was, and what your process was.

- **Each project should contain the following:**
 - A name
 - Description of the project
 - Images
 - Process Images and Sketches

When displaying your project images think about displaying them in order of sketch to final product. This helps employers get a sense of your entire thought process.

When putting your project galleries in order on a page think about displaying them in order of relevance. For instance, if you're interested in working on exteriors don't lead with UX projects lead with projects where your interior skills really shine!

DOMAIN NAME

Adobe Portfolio assigns you a free domain name when you create your profile. It comes in the format of **tinkadams.myportfolio.com**. This is an acceptable professional looking URL however as

you move forward professionally after school you might want to think about registering for your own domain name that features just your first and last name.

- On the Internet, your domain name is your unique identity
- Having your own domain name helps employers easily find your portfolio and identify the work with your name.
- Ideally portfolio domain names consist of your first name and last name and .com - for example - TinkAdams.com
- This name should be the name you want to go by professionally and it should match the name on your resume and business cards.
- Steps to getting a domain name:
 - Decide on the domain name you want.
 - Check if it's available by doing a google search.
 - Choose a domain registrar — the company that's going to register a domain on your behalf.
 - Common ones are GoDaddy, NameCheap, BlueHost and many more. Your portfolio site may also offer an option to register a domain name through them. Adobe Portfolio uses NameCheap and you can do it in your account.
 - Purchase your domain.
 - Double check that it's connected.
 - You're good to go!

PASSWORD PROTECTING

If a project is sponsored, under certain confidentiality restrictions, or just in progress and you want to hide it from the general public you can password protect it. It's recommended that you only password protect projects and not your entire website. Private websites often turn employers away.

Remember! If you're password protecting projects from the public but want to provide a password to employers you MUST include the password on your resume. You can add it under where you list your website.

TINK ADAMS
Creative Designer

Pasadena, CA, 91103
626 396 2320
tink@tinkadams.com
<https://bit.ly/2nysQvi> (portfolio)
Portfolio password: TinksWork



DESIGN BASICS

Here some tips for creating the look of your website

FONTS

Modern Sans Serif fonts are often the most legible and will give your website a clean look. Three of our favorite free fonts are:

- Avenir
- Futura
- Helvetica

COLORS

- Use legible color combinations that are easy on the eyes.
- White and black or white and grey are a safe bet. However don't be afraid to use color in your name or logo.
- Dark backgrounds will help make your portfolio stand out

TEMPLATES

- Each of the website platforms mentioned above offer a great selection of templates to choose from. Test a few out with samples of your work before you commit.

ADDITIONAL RESOURCES

Here are some ways you can continue to get help building your portfolio

LINKEDIN LEARNING

As an ArtCenter student you have access to a library of free tutorial videos of LinkedIn Learning.

To access:

- Sign into Inside
- Look for the Online Learning tab under Academics
- Click on LinkedIn Learning
- Sign in / Create Account
- Search for **Building a Portfolio with Adobe Portfolio**

ARTCENTER CAREER & PROFESSIONAL DEVELOPMENT OFFICE

If you would like to meet one-on-one with a CPD career advisor to discuss your portfolio website, please make an appointment on ArtCenter Connect.

For those of you in 2nd term or below, the Transportation Design Department is going to begin introducing personal website design into the Design Process 2 class beginning this Fall, so you will be prepared by the time you begin applying for internships at 5th term.

If you have any questions please reach out to careers@artcenter.edu.