ARTSTUDI 4

Technology for Artists: Website Design and Portfolio Construction

The Goal of TFA

The goal of this class is to teach the basic skills needed to build your own portfolio website. We will be using the Adobe Creative Suite software, Photoshop and Dreamweaver. You will be learning HTML and CSS coding languages, strategies for using social media to your advantage, and best practices for creating and maintaining a successful online portfolio that represents you and your creative work.

Assignments

Each week we will cover a lot of material. It is essential to complete all assignments in order to apply what you are learning in the class. Assignments will be listed online at the TFA website week-by-week at http://tfa.stanford.edu/sp2011

Lab Time

We will have a weekly additional lab time of 1-2 hours where our TA will be available to help you on your projects. Lab time will be scheduled together in class to find a time that works best for the most students. We will also have a significant amount of lab time in class depending on the week.

Grading

You must take this course for 2 units. You can take it for credit/no credit or letter grade. You will be graded on:

- Attendance and Participation [20%]
- Assignments [50%]
- Final Portfolio Website [30%]

Required Materials

Please have the following materials ready for class:

- USB thumbdrive, at least 1GB
- Collection of your creative work that you want to showcase in your online portfolio – images, text, video, audio, etc.

Software

In order to work outside of the EMA lab (which you will not have unlimited access to), you will need the following software:

- Adobe Photoshop (CS3 or higher preferred)
- Adobe Dreamweaver (or other HTML editor)
- Fetch (optional – for transferring files to your webspace – can download for free at ess.stanford.edu)

You most likely can find this software on any residential cluster computer, or at the Meyer Media Lab (2nd floor of Meyer Library).

Alternatively, you might consider purchasing the Adobe Creative Suite, as you get a sweet discount while still a student and CS5 is awesome.

Course Outline

The class will be divided into three segments:

Weeks 1–2: *Structure*

- Your portfolio concept
- List of content
- Information Architecture
- Wireframes

Weeks 3–4: *Design*

- Moodboards + Style Tiles
- High-fidelity comps
- Final design

Week 5–9: *Code*

- HTML
- CSS
- Converting design to code
- Site template construction
- Building out your site
- Social media, plug-n-play web solutions
- Site maintenance strategy

Week 10: *Final Presentations*

- Final presentation of portfolio websites

Valuable Skills

This class will teach you the basics of several valuable skillsets – website design, Photoshop, and website development (the code) – that you will need in your personal and artistic endeavors, as well as (very likely) your future career and employment opportunities.

The only way for you to really learn these skills is to apply them in real-time as you are learning them. That is why it is essential to stay on track throughout the quarter as we cover various topics.

As you go, think about how you could apply these skills to other areas of your life – your student groups, your internships, your creative projects. The more you can try out your new skills in a real situation, the better.

You will find that basic technical and design skills are highly sought after in the "real world" and I hope that the TFA foundation can be something you build on in the future going forward.

More details?

Assignment and lecture details will be presented to you week-by-week on the website and in class.

http://tfa.stanford.edu/sp2011

Resources

Many excellent resources have been collected for you on the TFA website http://tfa.stanford.edu

Learning on your own

When you leave TFA you will no doubt have many questions and desires to learn more.

The web and your peers are your best resources. Remember to Google search when in doubt, or refer to TFA links, trusted websites, or Lynda.com