

BUILDING AN ONLINE

# PORTFOLIO

WITH BENJAMIN K. SHOWN

# GET FUNDING FOR YOUR PROJECT

Apply at: [SPROUTSEATTLE.ORG](https://SPROUTSEATTLE.ORG)



Applications due May 2 at 5pm





**Applications due May 2 at 5pm**





**THE HELLO POSTER SHOW** WEDNESDAY, MAY 4TH, 6-9 PM  
AT THE ELLIOTT BAY BOOKSTORE ON CAPITOL HILL

# WHAT DO YOU NEED FOR A WEBSITE?



## **DOMAIN NAME**

.com .net .org .us .biz .info

## **HOSTING**

where your files live

## **FTP ACCESS**

Fetch, Cyberduck, CSSEdit, Dreamweaver,  
Contribute, Coda

# WHAT DO YOU NEED FOR A WEBSITE?



fatcow.com \$66/yr, Unlimited disk space

icdsoft.com \$77/yr, 1000mb

**bluehost.com \$84/yr, Unlimited disk space**

mediatemple.net \$84/yr, high speed / options

1and1.com \$84/yr, other options

godaddy.com \$60/yr, other options

# GODADDY'S BOB PARSONS



# WHAT DO YOU NEED FOR A WEBSITE?



**\$10 Google Domain Registration**

Gmail

Google analytics

Google docs

other Google Apps

**BECOME KNOWLEDGEABLE!**

**THERE'S NO SUBSTITUTE FOR COMPETENCY  
IN BASIC WEB LANGUAGE/CODE.**



**HTML**

HyperText Markup Language

**CSS**

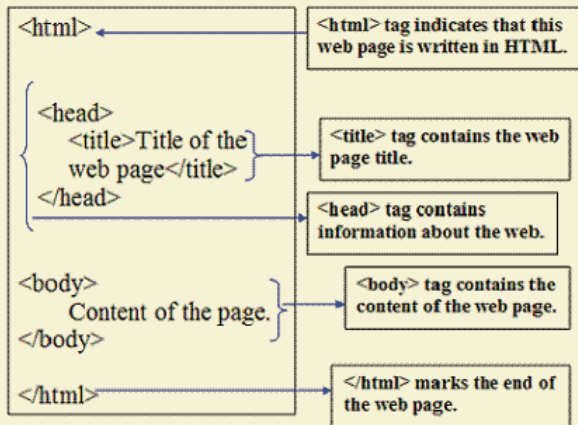
Cascading Style Sheets

**WORDPRESS / DRUPAL**

open source blog publishing application

# LEARN BASIC HTML TAGS

`<p>` `<a href>` `<b>` `<i>` `<br>` `<h1>`



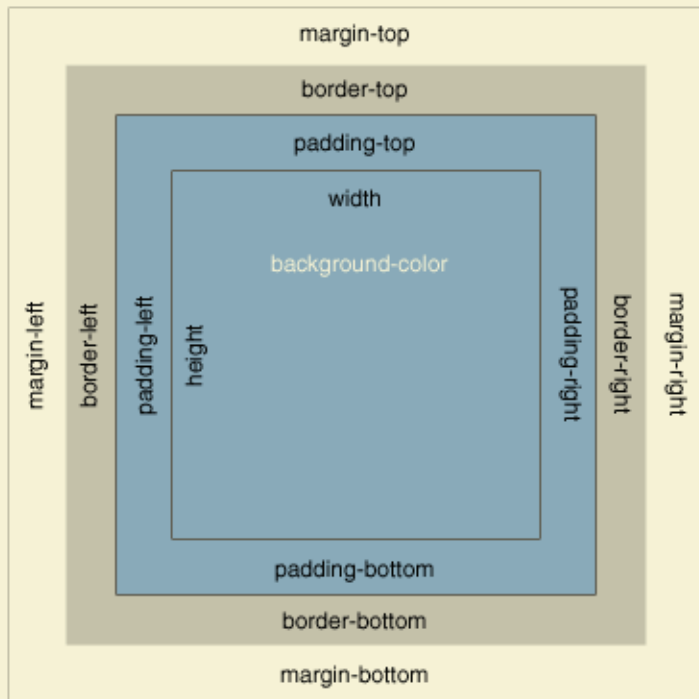
# CASCADING STYLE SHEETS

## **LEARN BASIC CSS CODE:**

```
a:hover {  
    text-decoration: underline;  
    color: #FF0000;  
}
```

```
p {  
    padding: 0px 5px 10px 3px;  
    font-family: sans-serif;  
}
```





# DON'T LET DEFAULTS DEFINE YOU

## WEB TYPOGRAPHY

```
body {  
    font-family: "Helvetica Neue", Arial, sans-serif;
```

### - safe list -----

Arial  
Arial Black  
Comic Sans MS  
Courier New  
Georgia  
Impact  
Times New Roman  
Trebuchet MS  
Verdana

### - Win default -----

Arial  
Arial Black  
Comic Sans MS  
Courier New  
Georgia  
Impact  
Lucida Console  
Lucida Sans Unicode  
Microsoft Sans Serif  
MS Mincho  
Palatino Linotype

### - Mac default -----

American Typewriter  
Andale Mono  
Arial  
Arial Black  
Arial Narrow  
Brush Script MT  
Capitals  
Apple Chancery  
Baskerville  
Big Caslon  
Charcoal

# THE ~~FUTURE~~ OF WEB FONT EMBEDDING **WEB TYPOGRAPHY**



FONTBURNER.COM

@FONT-FACE

FONT SHOP'S WEB FONT FONTS

**TYPEKIT**

TYPOTHEQUE

KERNEST

# @font-face

## CSS3 & the new TYPOGRAPHY

Go beyond Verdana and Times New Roman

---

**YES!** You can start using fonts  
in your web pages today.

DISCOVER &  
EXPLORE!

THE 1924 WORLD'S FAIR  
EL DORADO  
A BRIGHT FUTURE

LOST WORLD'S FAIRS


LOSTWORLDSFAIRS.COM  
USING WEB OPEN FONT FORMAT





LOSTWORLDSFAIRS.COM  
USING WEB OPEN FONT FORMAT

# **EASY & QUICK PORTALS TO HOST YOUR PORTFOLIO**

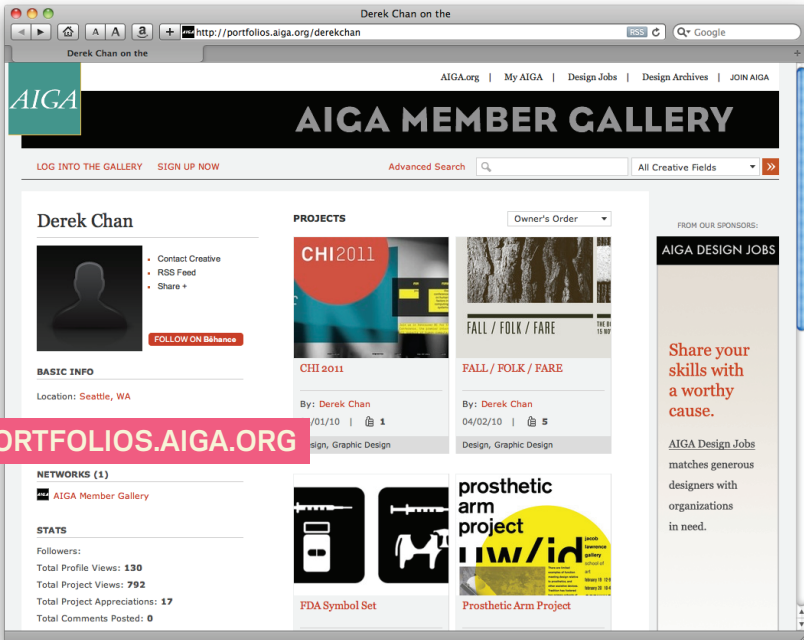


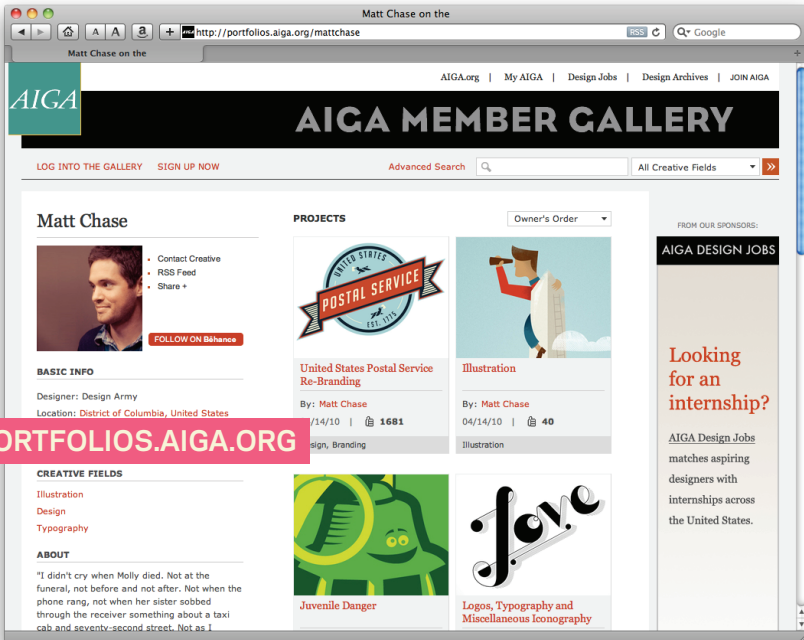
**BEHANCE.NET**  
**PORTFOLIOS.AIGA.ORG**  
**BEHANCE'S PROSITE**

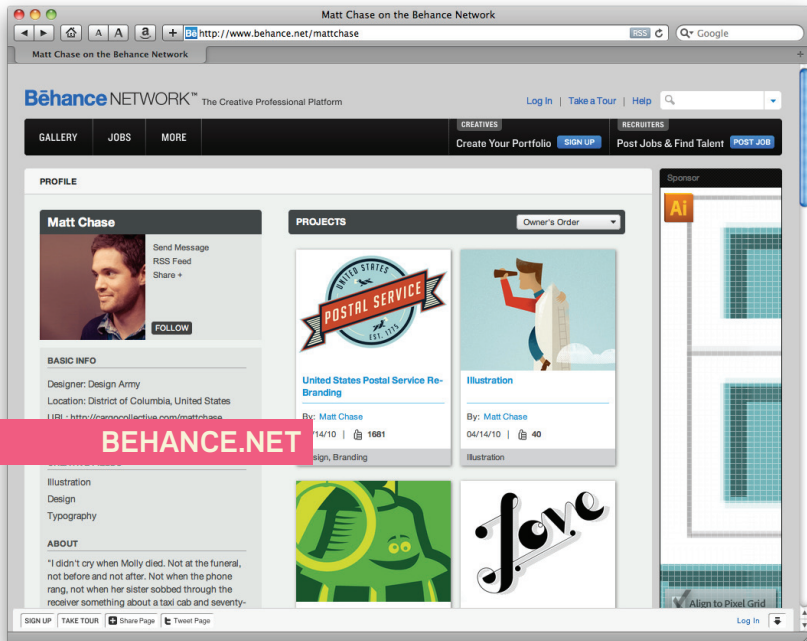
**COROFLOT.COM**  
**CORE77.COM**

**CREATIVEHOTLIST.COM**  
**KROP.COM**  
**CARBONMADE.COM**









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## Dicie Carlson

15 of 777 Profiles



→ OVERVIEW  
PORTFOLIO  
PROFILE  
ACTIVITY

COROFLOT.COM

follow

Last Login: 30 Jan 2011



National Basketball Association Headquarters. NY



## Portfolio

6 Files

## Environmental/Retail Graphic Designer

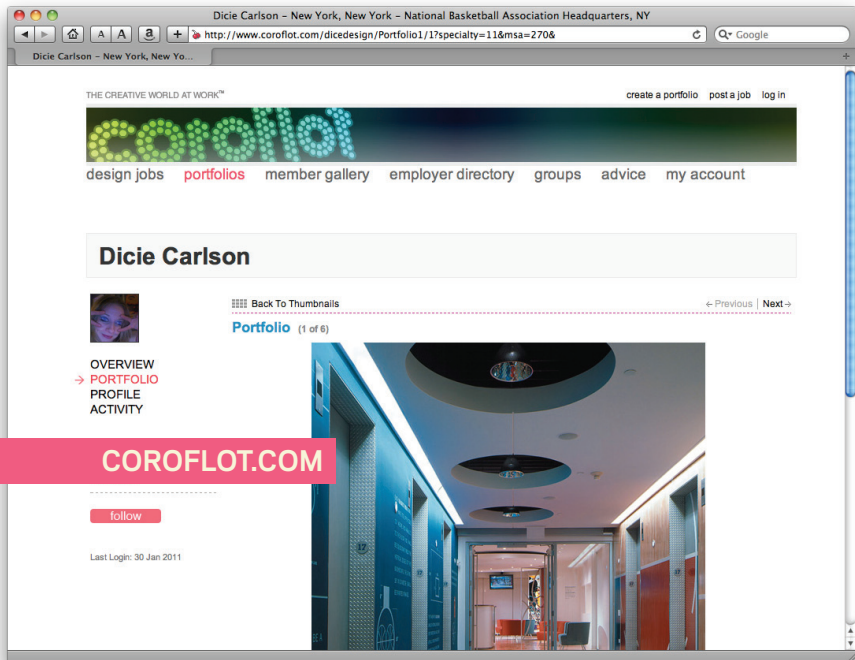
Passionate, experienced and versatile environmental graphic/exhibit designer seeking a challenging designer/design director position in New York. Currently consulting with Strategen Creative Partners, I am designing a variety of theming, branding and exhibit graphics for retail clients. My skills range is very broad, as I have done industrial design, branding and graphics, apparel and accessories, retail fixtures and interior design for retail and tradeshow exhibitions.

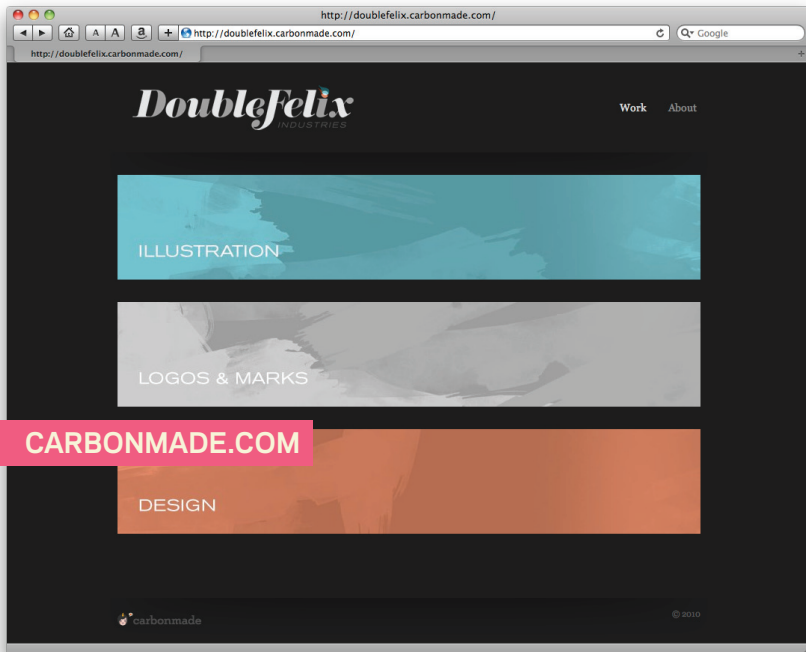
## Location

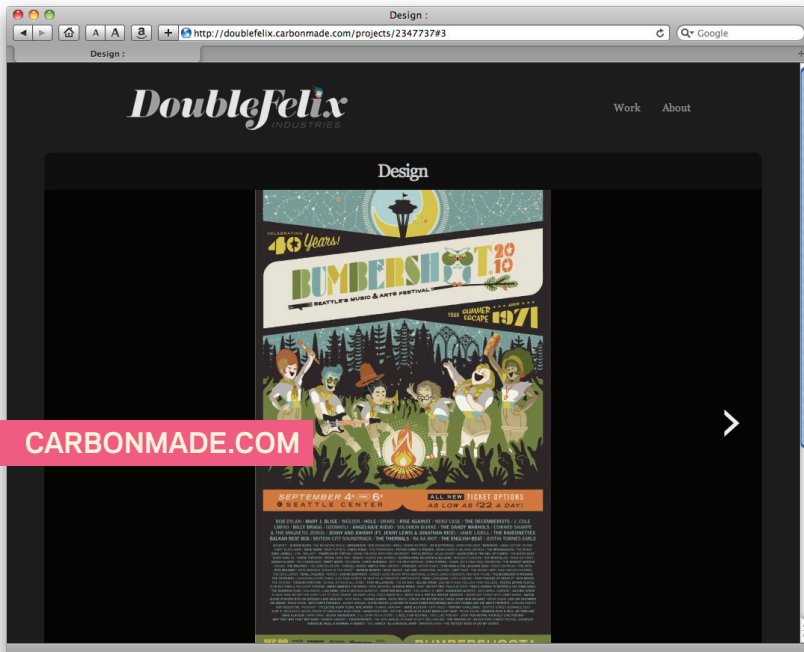
New York, NY

### Specialties

Environmental Graphics  
Industrial Design  
Exhibition Design








# FAIRLY EASY TOO

## **BUILD YOUR OWN PORTFOLIO SITE**

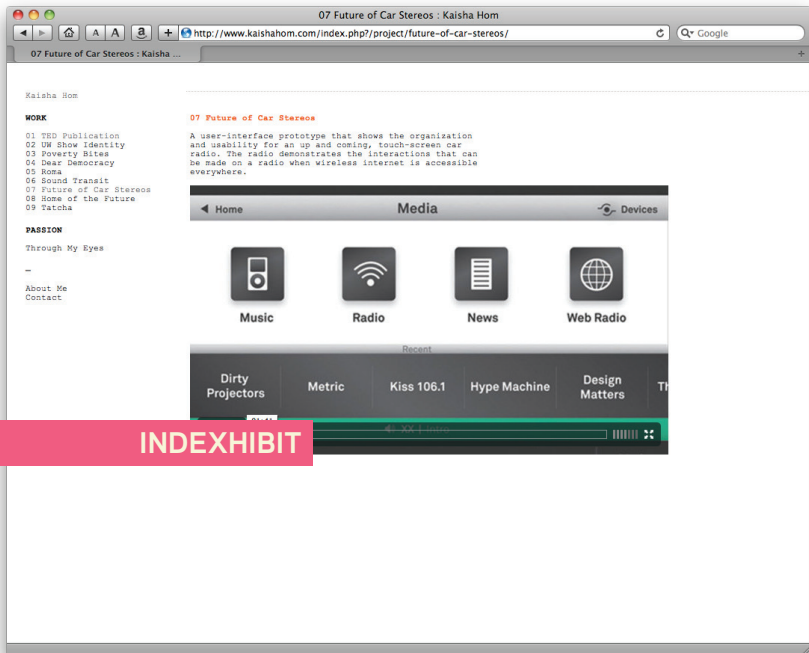


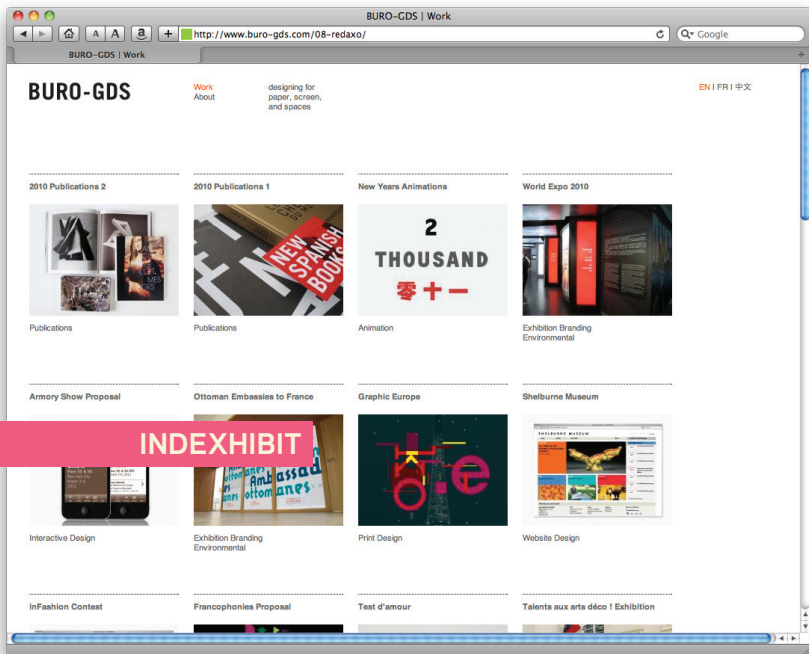
INDEXHIBIT.ORG  
INDXR.NET  
CARGOCOLLECTIVE.COM  
STACEYAPP.COM  
CORE (CMS)  
SQUARESPACE.COM

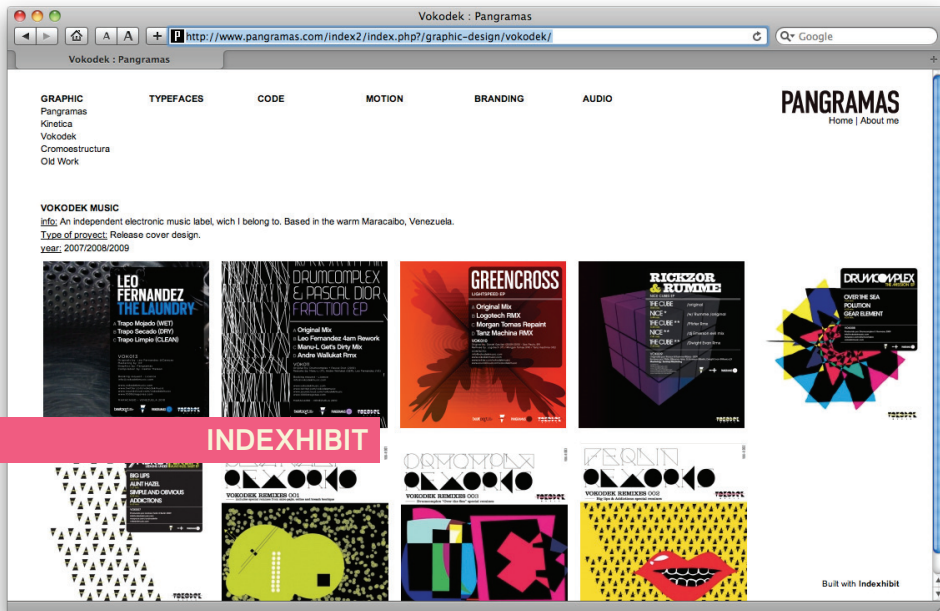
WEIGHTSHIFT'S  
THE PERSONAL PAGE

WORDPRESS/CMS  
PORTFOLIO THEMES









GOOD DAY ALL NIGHT

Main  
About  
Friends

2010

Doll Haus  
Chronicle Books  
Mediocre Balloon  
Wedding Invite

2009

Housewarming Party Invite  
Starbilly Sign  
Canon Poster  
Self-Promotional Mailer  
08/09 Holiday Card

2008

Hand Held Heart Poster  
CA Academy of Sciences Tote  
Experimental Type Book  
Glance  
YASP Brochure

2007

07/08 Holiday Card  
Punks Thugs 'n Vandalis  
Business Card

GOOD morning  
AFTER NOON Good  
INDEXHIBIT  
AND A GOOD  
ALL ALL ALL  
nAY

GOOD morning  
AFTER NOON Good  
good EVENING  
AND A GOOD  
ALL ALL ALL  
nAY

#### GOOD DAY ALL NIGHT

Main  
About  
Friends

#### 2010

Doll Haus  
Chronicle Books  
Mediocre Balloon  
Wedding Invite

#### 2009

Housewarming Party Invite  
Starbilly Sign  
Canon Poster  
Self-Promotional Mailer  
08/09 Holiday Card

#### 2008

Hand Held Heart Poster  
CA Academy of Sciences Tote  
Experimental Type Book  
Glance  
YASP Brochure

#### 2007

07/08 Holiday Card  
Punks Thugs 'n Vandalz  
Business Card

## Canon Poster

Tim Belonax and I created a poster to celebrate the birth of Christopher Simmons and Amelie Wen's second son, Canon Douglas McLean Simmons. We wanted to give the family something that would honor the whole family and last longer than a set of baby clothes. The poster now hangs in Canon's room.

INDEXHIBIT





About



MailChimp Posters



Future of Web Apps



Wedding Invites



J&A Save the Date



How I Became the Bomb

## CARGO COLLECTIVE



Revolver Templates



Brand Identity Marks



Tubatomic



Terminal



Embellish



Cargo

[About](#)[Previous](#) / [Next image](#) (2 of 3)

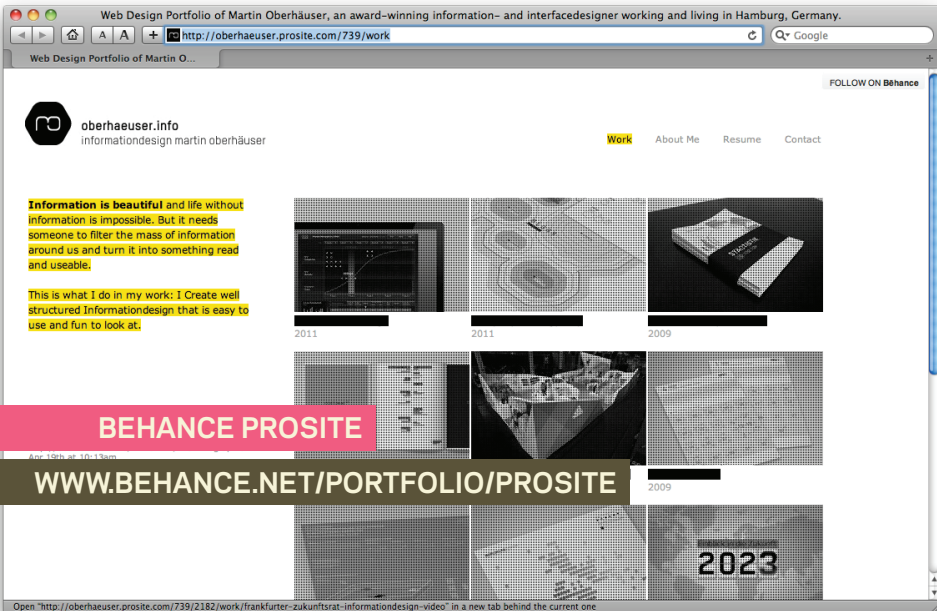
#### BlueCross BlueShield

BlueCross BlueShield of Tennessee partnered up with Tubatomic to create some pretty amazing work for an insurance company. It all started a few years ago when Tubatomic designed the [ChannelBlue](#) website. ChannelBlue is the home for a series of educational videos that explain health risks and promotes healthy lifestyle choices.

When I began working at Tubatomic, we're tasked with creating new videos from scratch. That included hiring actors, filming against a green screen, recording and mixing audio, and creating animations that visually described the dialogue. You can view the finished product [here](#). See the Well and Wise videos at the bottom of the page. I was responsible for creating the majority of these animations, mixing down the audio, and selecting music for the videos.

Aside from the ChannelBlue site, I also designed a mini-site for an email campaign. [Check it out.](#)

Cargo





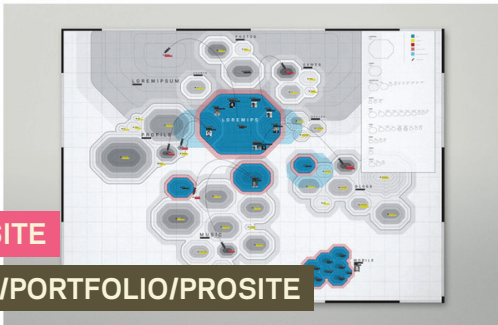


informationdesign martin oberhäuser

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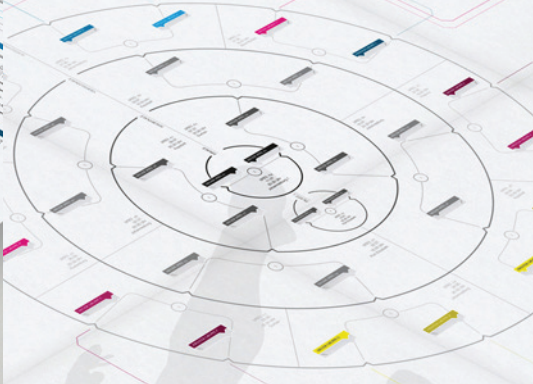
Infographic strategy-map for the internal use of an undisclosed client. The transformation of market relevant data into a visual map helps the company to understand their own market situation and the market situation of their competitors. The map also allows a quick comparison between competitors and helps with strategic planning and company related decisions.

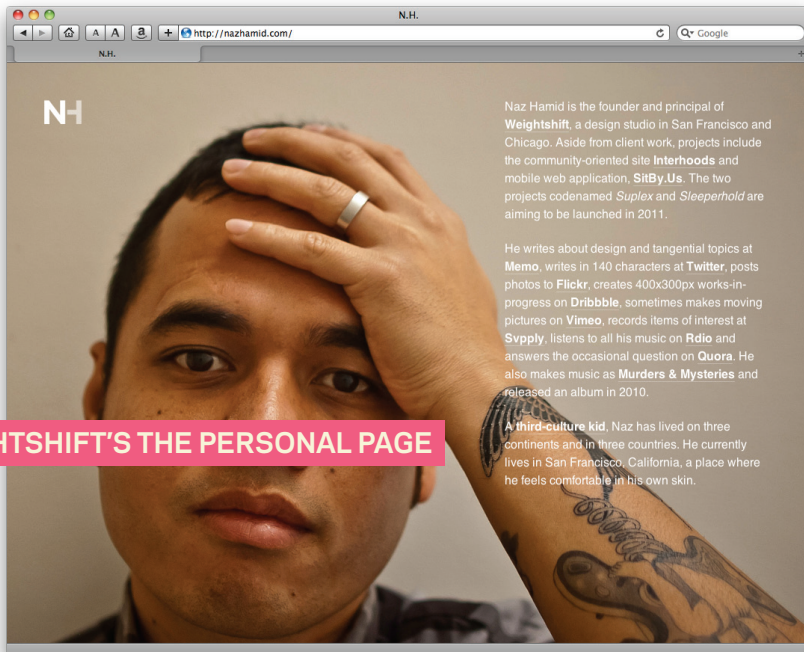
Published on: 2011  
Information Architecture, Graphic Design,  
Typography



## BEHANCE PROSITE

[WWW.BEHANCE.NET/PORTFOLIO/PROSITE](http://WWW.BEHANCE.NET/PORTFOLIO/PROSITE)





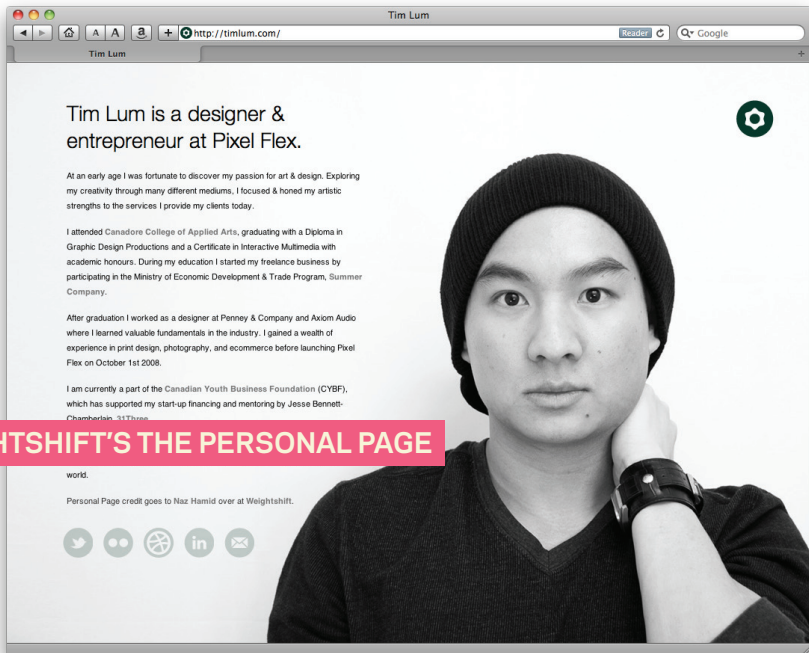
NH

Naz Hamid is the founder and principal of **Weightshift**, a design studio in San Francisco and Chicago. Aside from client work, projects include the community-oriented site **Interhoods** and mobile web application, **SitBy.U**. The two projects codenamed *Suplex* and *Sleeperhold* are aiming to be launched in 2011.

He writes about design and tangential topics at **Memo**, writes in 140 characters at **Twitter**, posts photos to **Flickr**, creates 400x300px works-in-progress on **Dribbble**, sometimes makes moving pictures on **Vimeo**, records items of interest at **Svpply**, listens to all his music on **Rdio** and answers the occasional question on **Quora**. He also makes music as **Murders & Mysteries** and released an album in 2010.

A **third-culture kid**, Naz has lived on three continents and in three countries. He currently lives in San Francisco, California, a place where he feels comfortable in his own skin.

WEIGHTSHIFT'S THE PERSONAL PAGE



## Tim Lum is a designer & entrepreneur at Pixel Flex.

At an early age I was fortunate to discover my passion for art & design. Exploring my creativity through many different mediums, I focused & honed my artistic strengths to the services I provide my clients today.

I attended Canadore College of Applied Arts, graduating with a Diploma in Graphic Design Productions and a Certificate in Interactive Multimedia with academic honours. During my education I started my freelance business by participating in the Ministry of Economic Development & Trade Program, Summer Company.

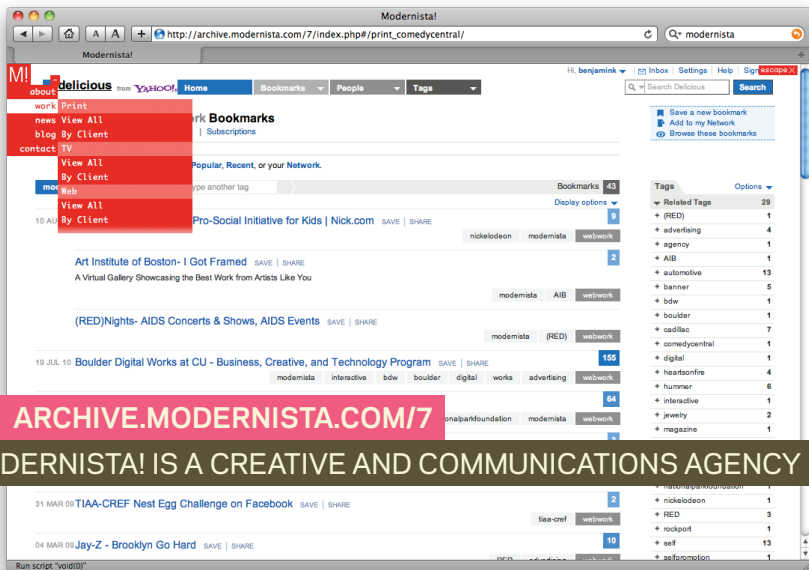
After graduation I worked as a designer at Penney & Company and Axiom Audio where I learned valuable fundamentals in the industry. I gained a wealth of experience in print design, photography, and ecommerce before launching Pixel Flex on October 1st 2008.

I am currently a part of the Canadian Youth Business Foundation (CYBF), which has supported my start-up financing and mentoring by Jesse Bennett-Chamberlain 317390.

world.

Personal Page credit goes to Naz Hamid over at Weightshift.





# IMBALANCE

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WORDPRESS PORTFOLIO THEME  
IMBALANCE.WPSHOWER.COM





http://portfolium.wpshower.com/



Google

Portfolium Demo | Free Wordpres...

## Portfolium Demo

### Works

### Blog

### Bio

### Contact

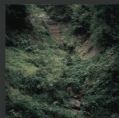
### Social



Sollicitudin un



Sed ornare



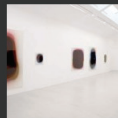
Ut sollicitudin



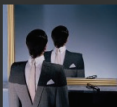
Amet dolor ut libero  
scelerisque



Bibendum me



Bibendum mauris



pellentesque



Suspendisse erat erat



Bibendum mauris, quis

WORDPRESS PORTFOLIO THEME  
PORTFOLIUM.WPSHOWER.COM



Ligula sit amet dignissim



Suspendisse erat erat



Nullam semper, ligula sit  
amet



Leo ac nulla pharetra

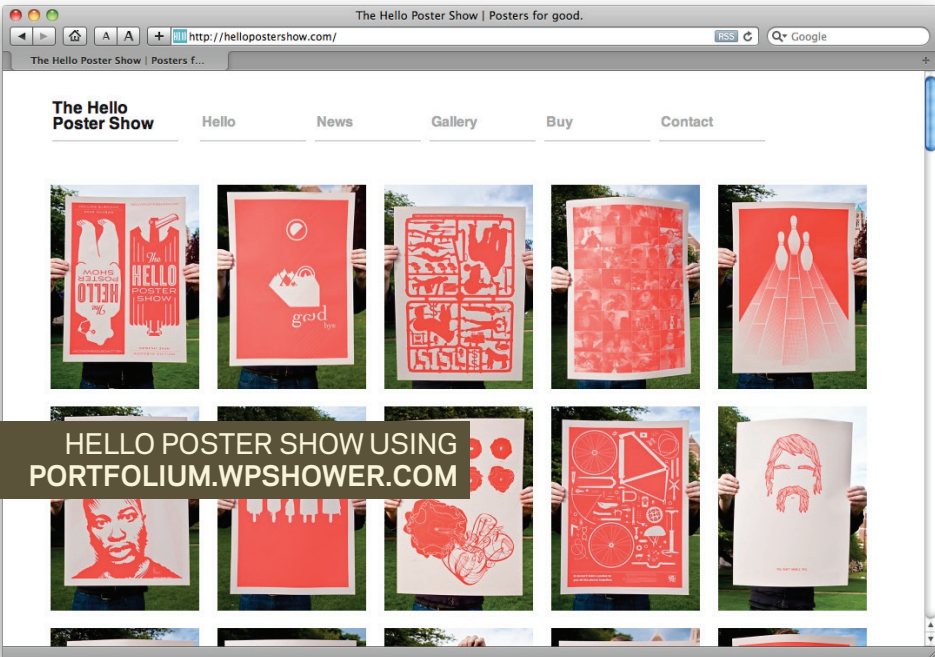


Dignissim bibendum



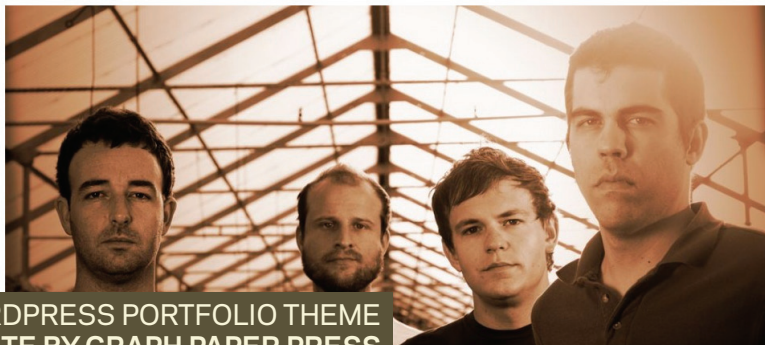
Egestas ante in felis







F8 LITE just another awesome graph paper press theme



## WORDPRESS PORTFOLIO THEME F8-LITE BY GRAPH PAPER PRESS

Ut ut lacus sapien



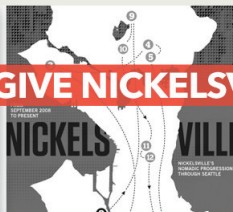
Nulla facilisi.



Aliquam erat volutpat.



## MightyMaps AN ATLAS FOR SOCIAL GOOD

[Home](#)[Nickelsville](#)[Ethiopia](#)[Lower 48](#)[Resources](#)[About + Contact](#)[GIVE NICKELSVILLE A HOME](#)[ETHIOPIA IN THE CLASSROOM](#)[RETHINKING THE LOWER 48](#)

# MIGHTYMAPS.ORG CUSTOMIZED F8-LITE THEME



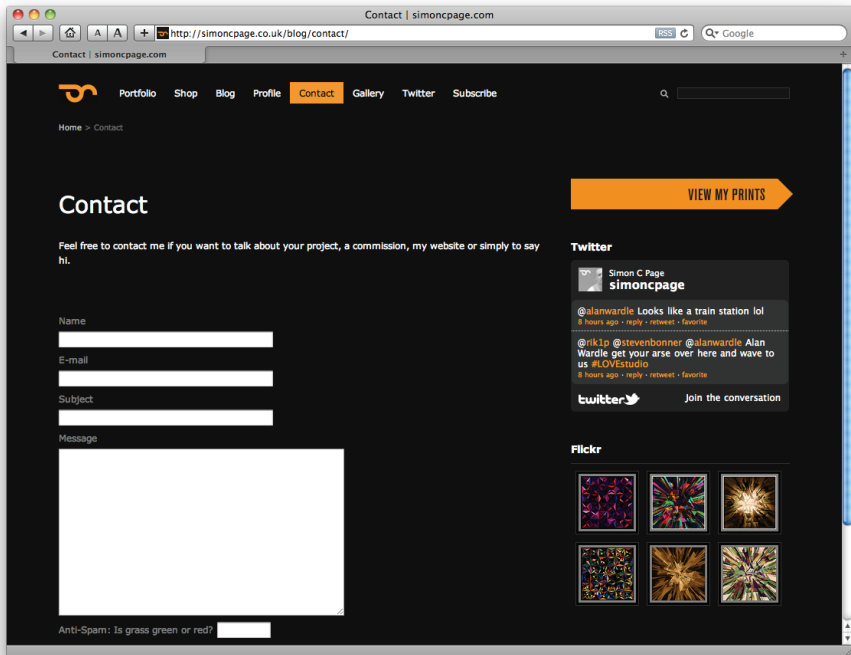
Mapping the progression of Seattle's nomadic tent city



An educational tool to learn about a dynamic country



Nine unconventional maps of our contiguous United States



# DOs + DON'Ts



## **OPTIMIZE FILES FOR THE WEB**

save for web / 72dpi / rgb

## **GET A GOOD, SIMPLE URL**

don't use the word 'design' or 'online'  
get a .com, preferably

## **FIND A NERDY TECH BUDDY OR GET TECHY YOURSELF**

# DOs + DON'Ts



**SPELL CHECK EVERYTHING 3 TIMES**

**TEST SITE ON A PC, DIFFERENT BROWSERS**

**LESS IS MORE**

**INCLUDE SKETCHES** IT SHOWS PROCESS

# DOs + DON'Ts



**DON'T USE GRATUITOUS FLASH**  
**DON'T USE FLASH**

**DON'T SKIMP ON THOUGHTFUL WRITING**

**DON'T DESIGN A SITE THAT IS TOUGH TO UPDATE**

**DON'T DESIGN A SITE THAT IS HARD TO NAVIGATE**



[BREAKINGINBOOK.COM](http://BREAKINGINBOOK.COM)



[WWW.UNDERCONSIDERATION.COM/FLAUNT](http://WWW.UNDERCONSIDERATION.COM/FLAUNT)

**GET THIS PDF AND LOTS OF TASTY LINKS AT**

<http://www.benjamink.com/webportfolios>

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THIS PRESENTATION USES THE TYPEFACE

**GALAXIE POLARIS** Designed by Chester Jenkins

[http://vllg.com/Village/Galaxie\\_Polaris](http://vllg.com/Village/Galaxie_Polaris)

---

the end

**THANK YOU!**

---

BY BENJAMIN K. SHOWN [BEN@BENJAMINK.COM](mailto:BEN@BENJAMINK.COM)



# What makes a strong/poor portfolio site?

---

NAVIGATION

tone

HUMOR

CLEVERNESS

SOCIAL MEDIA

COLOR SCHEME

WEB TYPOGRAPHY

URL NAME

LOAD TIME

PROFESSIONALISM

GREAT PROJECTS

RESUMÉ/CV

CONTACT PAGE

THOUGHTFUL WRITING