Assignment 5

PRO DESIGN PRACTICES

George Mason University | School of Art

Web Presence: You, Digitally

DESCRIPTION

For your Web Presence assignment, you'll need to develop a professional presence on the web aside from your LinkedIn profile and social account(s). A web presence in this instance is either a custom website or an online template portfolio through a site such as Krop, Squarespace, Adobe Portfolio, Carbonmade, etc. You may wish to consider a WordPress site also, or research other options. Free online portfolio builder sites abound. Do not create a Behance site – it is not conducive to displaying your work in the most effective manner.

This exercise is about putting yourself and your work out there, showcasing your resume, your talents, and your skills. In today's digital world, if you don't exist on the web, you don't exist. It's extremely important to put yourself out there if you expect to have a career in design. Design and creative employers rely on portfolio sites for pre-assessing your abilities, allowing them to make hiring decisions, and more importantly, to make interview/don't interview decisions. You need to develop an online/digital reputation that is not only professional, but one that shows you are an expert in your chosen field.

WHAT TO DO

Decide which web method is best for you and set up your presence. Load up your site with your work, and give the world a taste of who you are. Consider adding some text describing your style, your approach, and your consideration of design. Think about adding your resume, as a page, and as a PDF download. The more info you give, and the easier you make it to access the info, the better your chances of making it past the first round of the selection process.

If you create your own website, you'll need to secure a domain name to begin with. If you're web-centric, you can register your domain name with any of the ICANN-accredited registrars (https://www.icann.org/registrar-reports/accredited-list.html) and build your own site, and select your own web hosting service. You can also utilize website building sites such as GoDaddy, Wix, WordPress, Squarespace, etc. for a combo domain name/website building/hosting experience. The choice is yours. If you go with a free hosted site, your URL may be something like www.SiteName.com/YourName, so it is suggested that you also procure your own personal name as a domain name at some point. You should obtain your full name plus variations of it, in the following top-level domain name extensions at the very least: .com, .net, .info, .org. New top-level domain name extensions are now available through some domain registrars, and include extensions such as .biz, .cool, .design, .digital, .guru, .ink, .marketing, .rocks, and .works.

WHAT TO SUBMIT

Send the public professional online presence hyperlink to jvanmee2@gmu.edu by the deadline date and time. Emails received after the deadline date and time will be considered late and your website grade will be reduced by one full grade. Your presence will be reviewed and graded on the following parameters:

– Professional appearance – Professional appropriateness – Responsiveness
– Believability – Writing ability – Presentation

DEADLINE

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