

Bloggging (for your website)

The angle:

Originally I wasn't really sure which direction that I wanted to go with, but then I decided after reading the overviews to focus specifically on having a blog on your portfolio. There's a lot of reasons to use blogs in general, of course, especially for businesses, but for our class it would be more beneficial to understand why someone in our field might be interested in starting a blog on their personal website.

Some links:

<http://georgecouros.ca/blog/archives/4919>

<http://www.bloggerjobs.biz/bloggging-tips/why-you-need-a-bloggging-portfolio/>

<http://99u.com/articles/7127/6-steps-to-creating-a-knockout-online-portfolio>

Template:

<http://blackrockdigital.github.io/startbootstrap-clean-blog/>

Findings:

Most websites that you find that outline how to have a good portfolio, mention that you should have a blog! That's cool, and relevant, and cool, and probably true because just intuitively, it makes sense.

Approach:

Maybe I have a tendency toward brevity (blame it on being a writer with a modern skew) but I think the best way to do it would be to have a nice, clean page that focuses on presenting a list of why, how, get inspired, I don't know.

Topic User Analysis Worksheet

➤ **USER ANALYSIS FOCUS** -----

- 1) User Needs and Goals: What are your website users looking for?
- 2) User Characteristics: What are the behaviors and motivations of the User?

➤ **USER NEEDS AND GOALS**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after.

Outcome:

A **measurable** change, action or behavior that you wish a visitor to take or experience.

Knowing your audience will help you identify the key features to include on your site.

You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.

From your Topic Survey determine:

| User Outcomes | Website Features |
|---|---|
| List the outcomes your users want from your website. (Pick the most distinctive ones or the one they you most understand.) | Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome. |
| how to incorporate a blog on a website | design tips on creating an accompanying blog |
| the benefits of having a blog (for a web designer's portfolio) | list of reasons |
| effective use of a blog | examples of designers/developers and their connected blogs |
| how can you make a blog more interesting? | examples of blogger "personality" |
| | |

Topic User Analysis Worksheet

➤ **USER CHARACTERISTICS**

- 1) What are the motivations and behaviors of your Users?
- 2) Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them and present to them.

Look at the User Profile Report. Are there any common / repeating ideas?

FROM THE USER PROFILES DETERMINE:

| User Motivation | Website Approach |
|---|--|
| List user motivations | Match how this would influence your content design. |
| the repeating motivation for everyone listed is, "how can a blog help me, personally" | and that's why I changed my topic from a specific approach to a narrowed approach of what the class is interested in. My content has been winnowed down. |
| | |
| | |

FROM THE USER PROFILES DETERMINE:

| User Behaviors | Website Approach |
|--|---|
| List user behaviors | Match how this would influence your content design. |
| users seem to not really be readers, but skimmers. | make a "skimmer friendly" content layout: catchy headers, good linebreaks, etc. |
| | |
| | |

➤ **APPLY FINDINGS TO CONTENT PLAN** -----

From The Worksheet Tables – place the information into your Content Plan

| | |
|------------|---|
| topic | |
| User goals | to find out how and why to implement an addition to their portfolio site. |

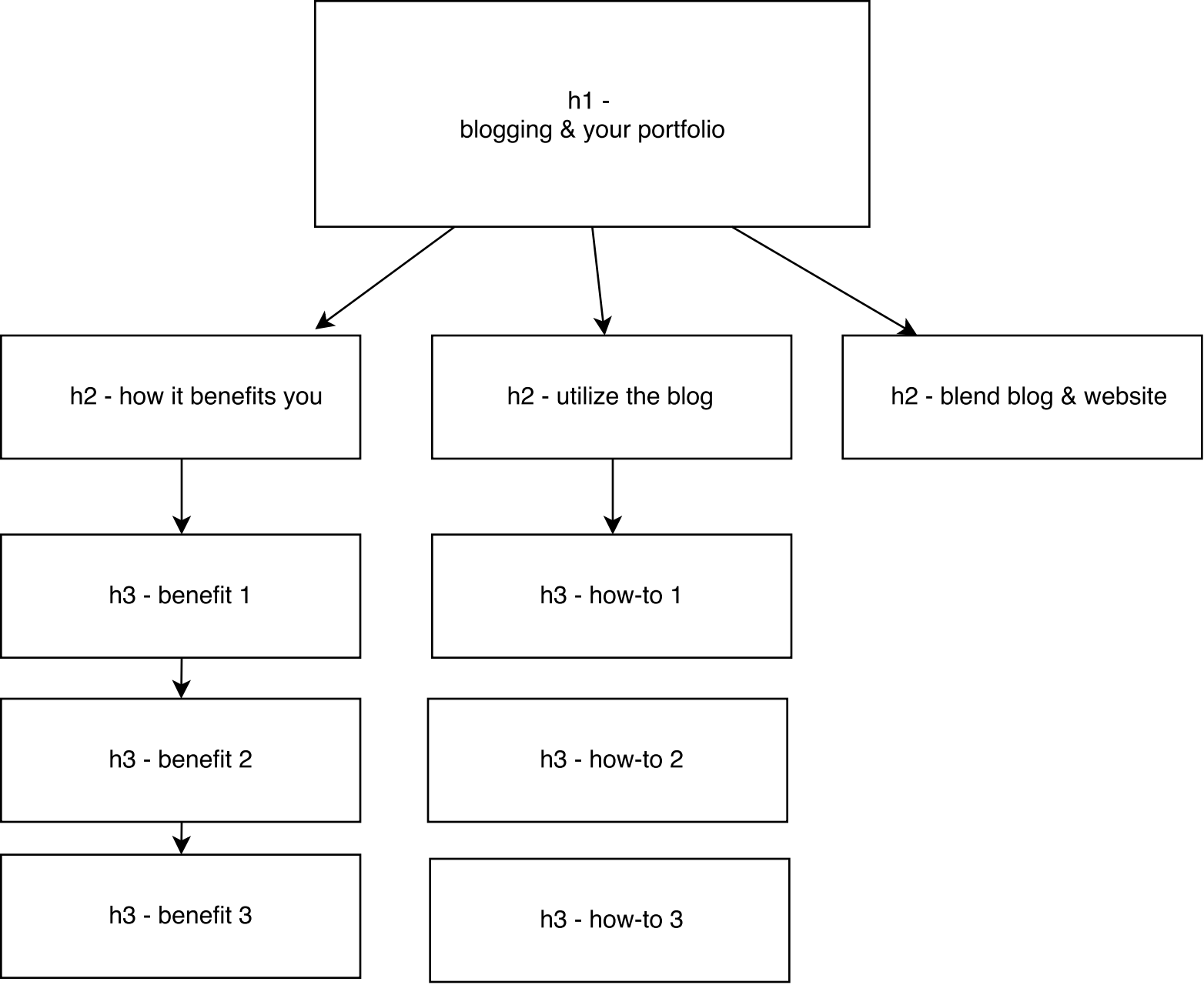
Topic User Analysis Worksheet

| | |
|----------------------|--|
| User characteristics | designers, creative types, skimmers not readers, a lot of users showed interest in the topic |
| website goals | like I already mentioned--a lot of users show interest in the topic, so the goal is really to get people to use a blog on their website and to understand how much it can help them. I actually feel pretty strongly about that! |
| website message | show personality/personal branding, keep content updated and fresh: start a blog! |

| | |
|----------------------|--|
| topic | "why have a blog on your website?" |
| User goals | "how will having a blog help my portfolio website?" |
| User characteristics | designers, developers, web designers, visual designers |
| website goals | to answer the question of "why" |
| website message | "create a personality behind your brand, and keep up with offering fresh content." |

OUTLINE

| heading and content | | element type |
|---------------------|--|--|
| h1 | how does a blog help your portfolio website? | |
| h3 | benefits 1 - 5 (rough number) | |
| h3 | how to use 1 - 5 (rough number) | |
| h2 | how to blend blog & portfolio | |
| | images of examples | carousel or some kind of click through |
| | quotes from portfolio design articles would be cool. | |
| h2 | benefits of blogging | |
| h2 | how to utilize the blog | |
| | | |
| | | |
| | | |



Template Analysis Worksheet

➤ **TEMPLATE ANALYSIS FOCUS** -----

- 1) Categorize Template Types

Choose a Template:

- 2) Match a Template features to your Content
- 3) Sketch the chosen template's breakpoint layout pattern
- 4) Create the Desktop layout wireframe with element labels and content descriptions

➤ **TEMPLATE TYPES**

Look at this website for ideas about how to categorize Templates

[HTTP://BLOG.JIMDO.COM/HOW-TO-PICK-THE-PERFECT-TEMPLATE-FOR-YOUR-WEBSITE/](http://blog.jimdo.com/how-to-pick-the-perfect-template-for-your-website/)

What do you **need** your website to do? What Layout Fits Your Needs?

The layout determines how the information will be structured when you create a website. The key to using Web design templates is choosing the one that works closest to as you need and want it to without too many changes. Avoid website templates that look good but require excessive redesign to meet your practical needs. Look at the structure of the home page and the interior pages. Do you want mostly text pages? Will you include graphics, tables, and links? Do you like the navigation bar at the top or to the side? Do the animations work? What dynamic elements are there? What industry is it slanted toward?

Separating Style from Substance

Look past the color scheme and graphic treatment.

1) CREATE YOUR OWN SYSTEM FOR QUALIFYING TEMPLATES:

| Template Types / Categorizes | Example: description or mini-screenshot or link |
|-------------------------------------|---|
| scroll | scrolling panels, either down or right/left |
| hero reliant | big hero image, low content, can be a video instead of an image |
| sectioned templates | divided into sections, map & benefits bar |
| multipurpose | templates that can be used for anything |
| portfolio templates | focal point: gallery, usually a sortable gallery with a filter |
| business templates | benefits bar, compare/contrast section, testimonials area |

Template Analysis Worksheet

➤ **CHOOSE A TEMPLATE**

➤ **2) ANALYZE YOUR TEMPLATE AND MATCH TO YOUR CONTENT**

ANALYZE YOUR TEMPLATE:

| General Features | |
|---|---|
| Is it responsive? | Yes |
| What is the navigation scheme? | Top bar |
| Can I rearrange the layout (is it in sections) ? | Two sections |
| What is the home page like? | Similar to inside pages (changing this) |
| What are the interior sections like? | Clean (imitates blog pages) |
| Is all the content on one long scroll page? | No (separate pages) |
| Other: | |

MATCH THE TEMPLATE TO YOUR CONTENT LIST:

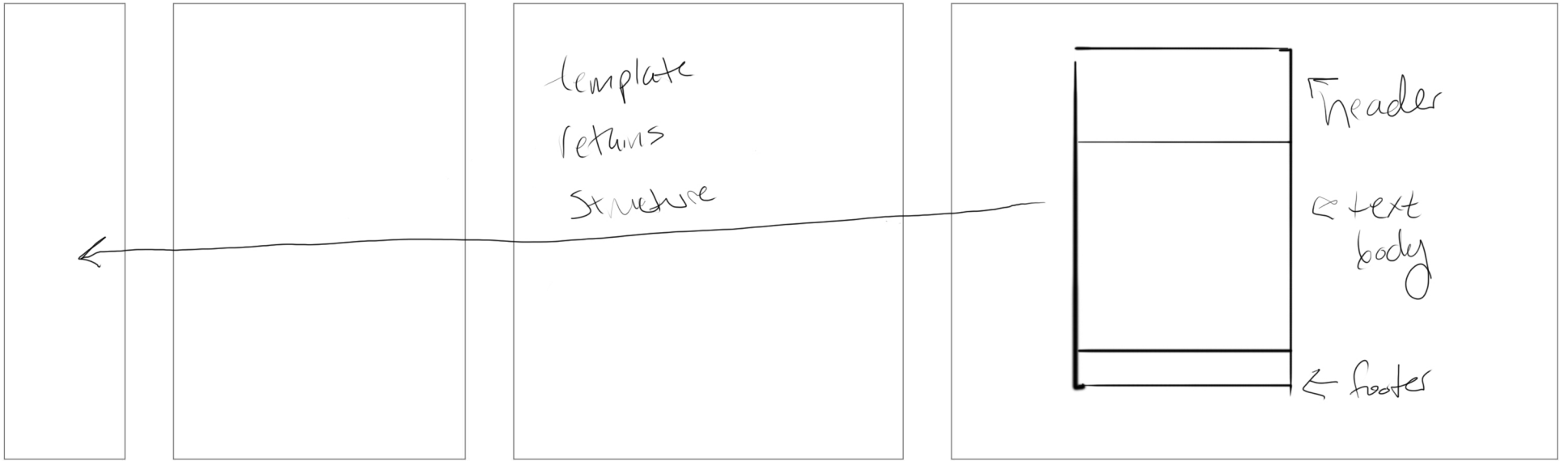
| List YOUR Content Items | MATCH Template Element |
|--|--|
| Example: List Benefits of my technique | Example: Section with 3 columns and icons with simple headings. |
| image carousel of examples, meant to show many images without taking up much space | N/A, I have to add it |
| content images for interest | established system for images & captions |
| lots of content text | "blog" like content pages for dense content. |
| | |
| | |

➤ **TEMPLATE LAYOUT PATTERN** -----

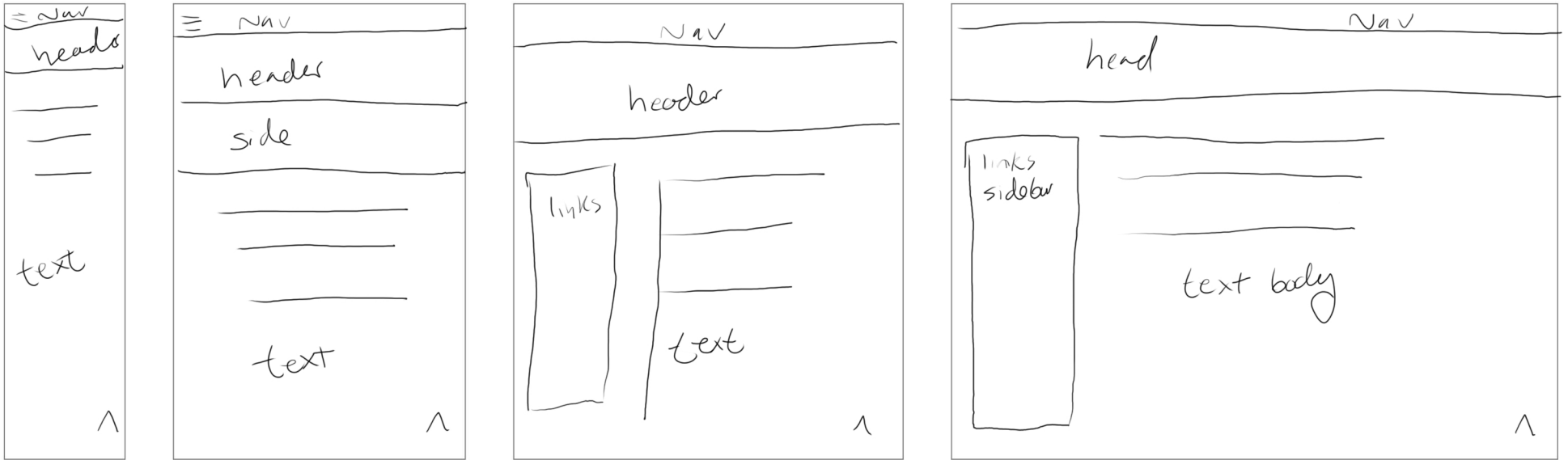
3) Using the breakpoint sketch sheet -

Do a rough sketch of the **Breakpoint Layout Pattern**

#1



#2



PROJECT NOTES

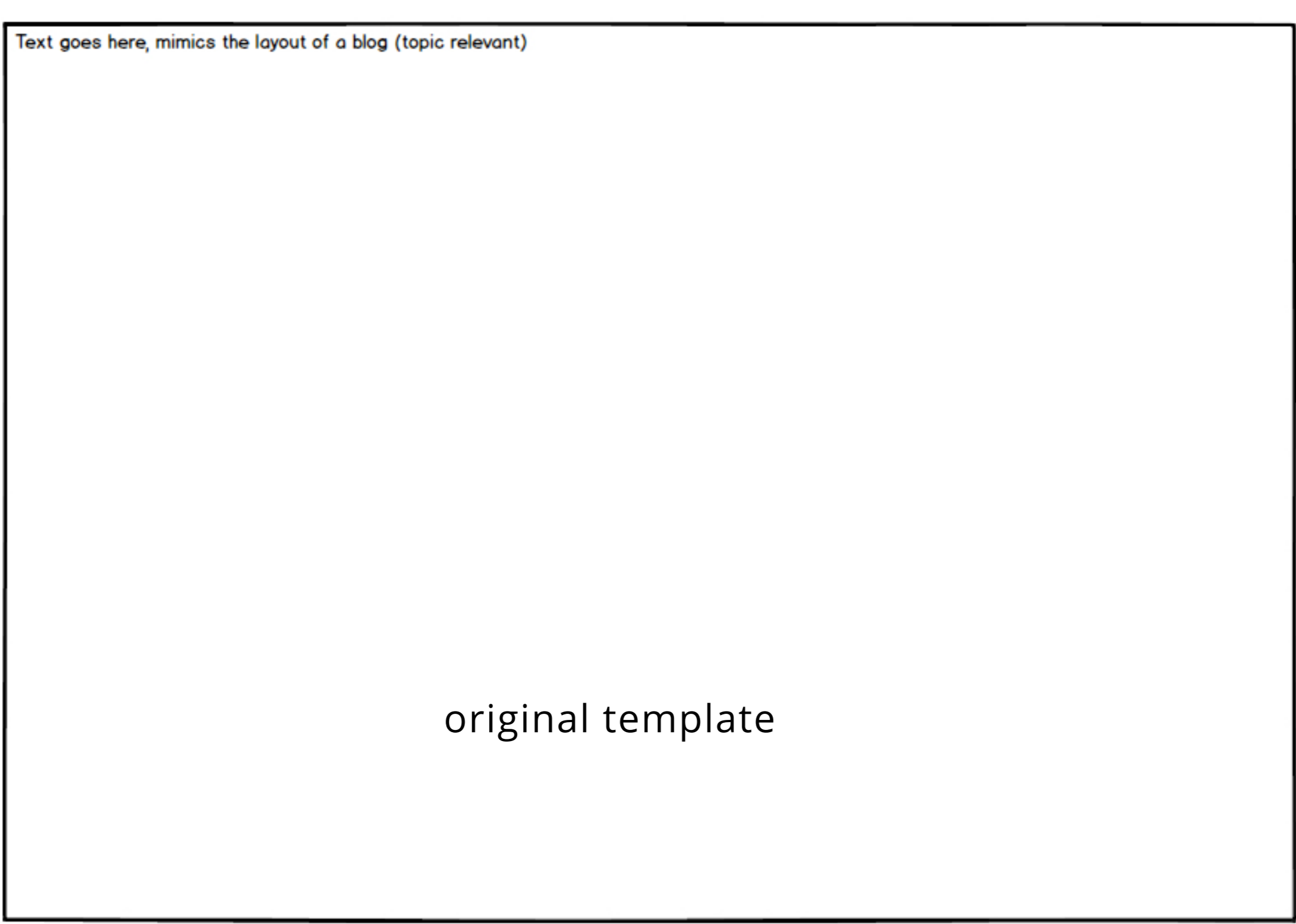
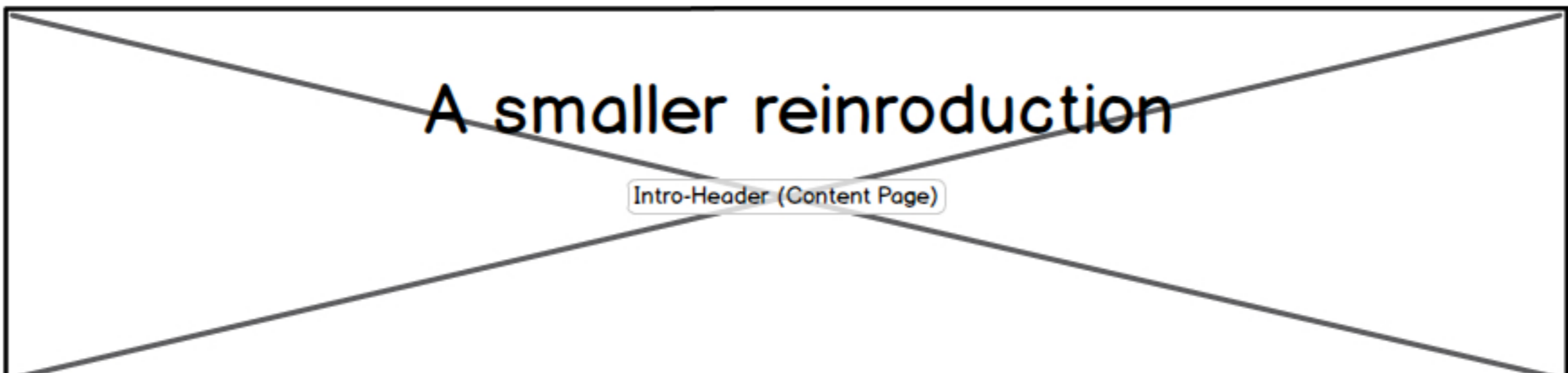
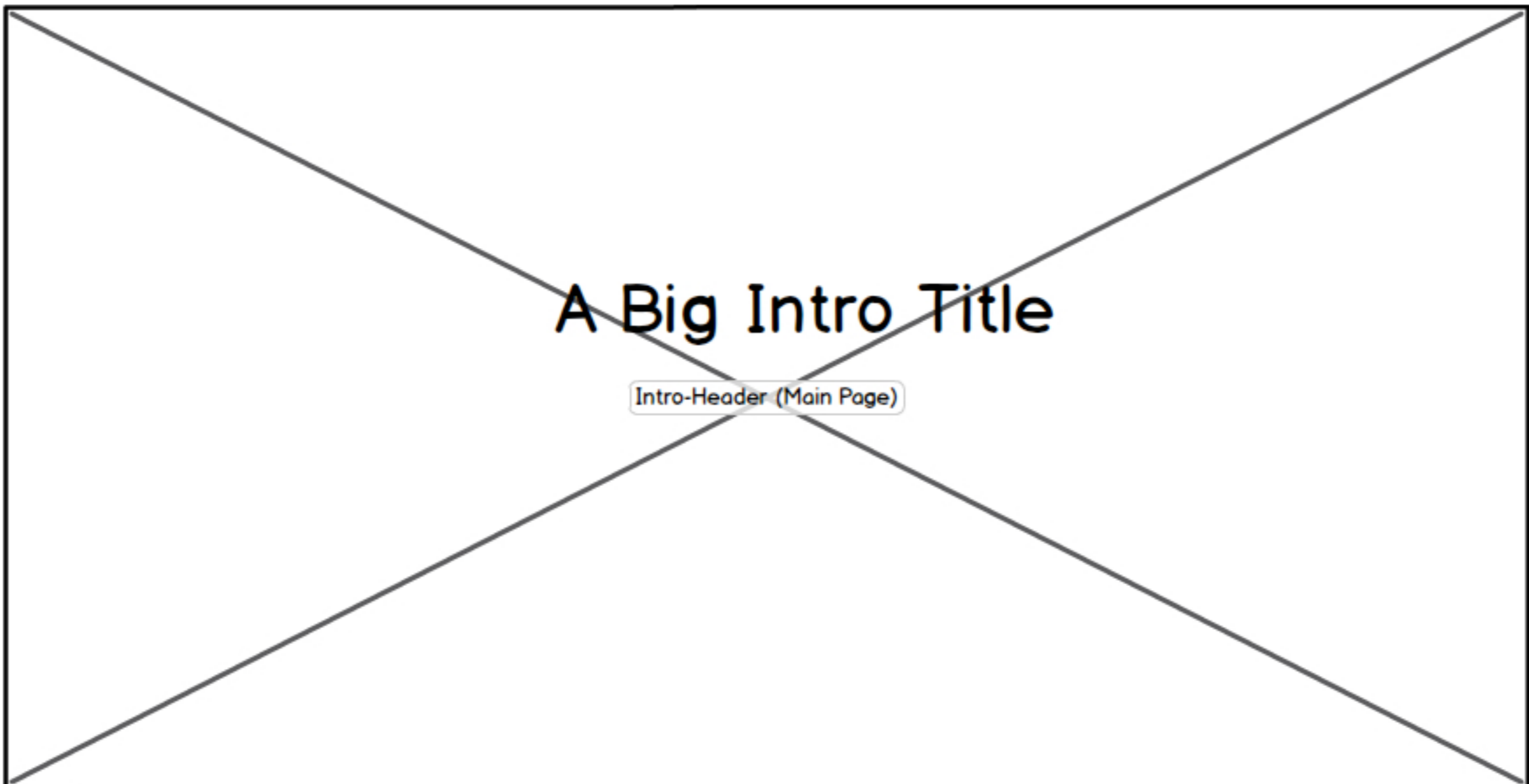
template retains structure - edited template has break point changes

edits to template - collapsible nav, side links, "scroll to top" button

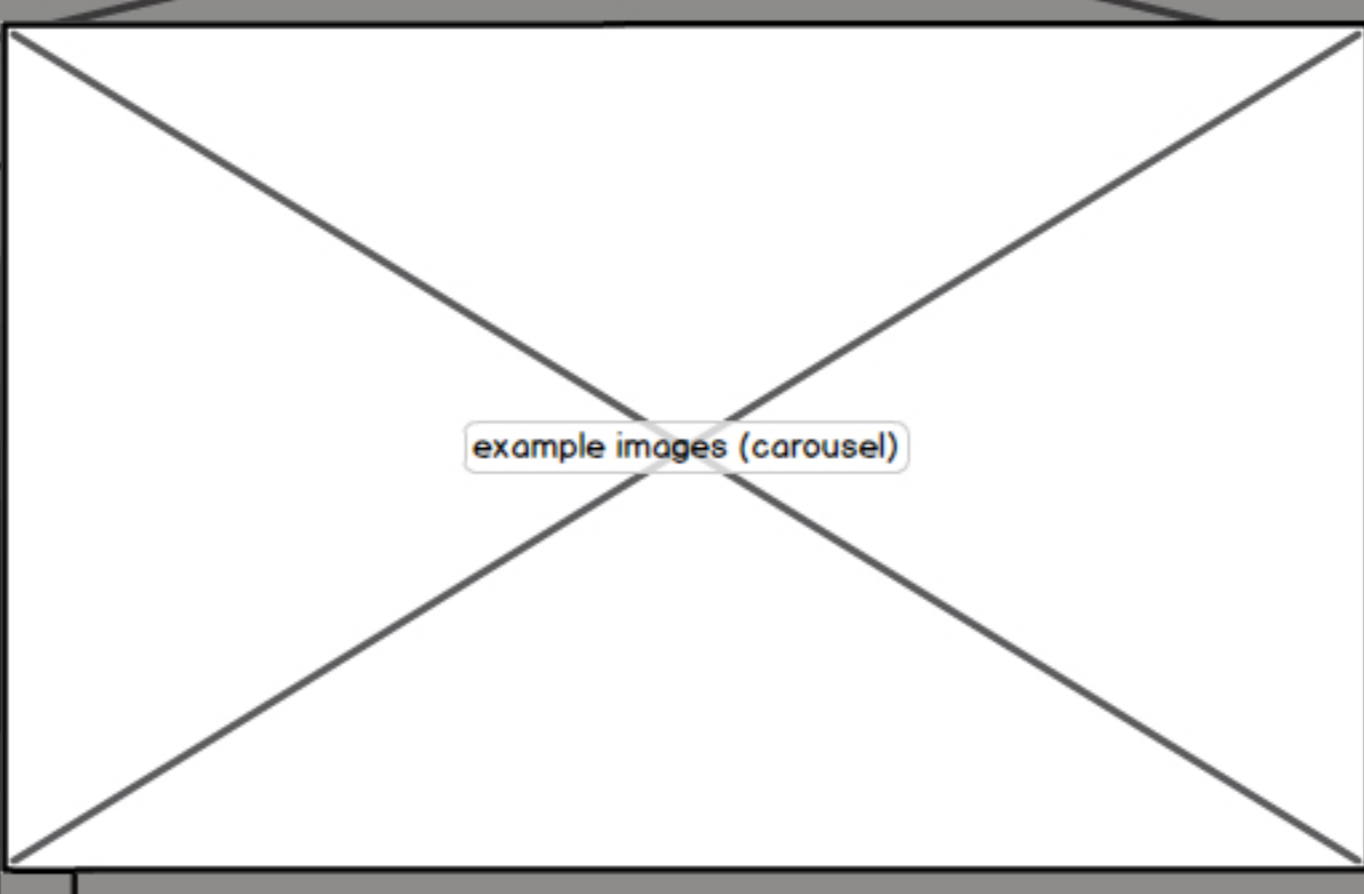
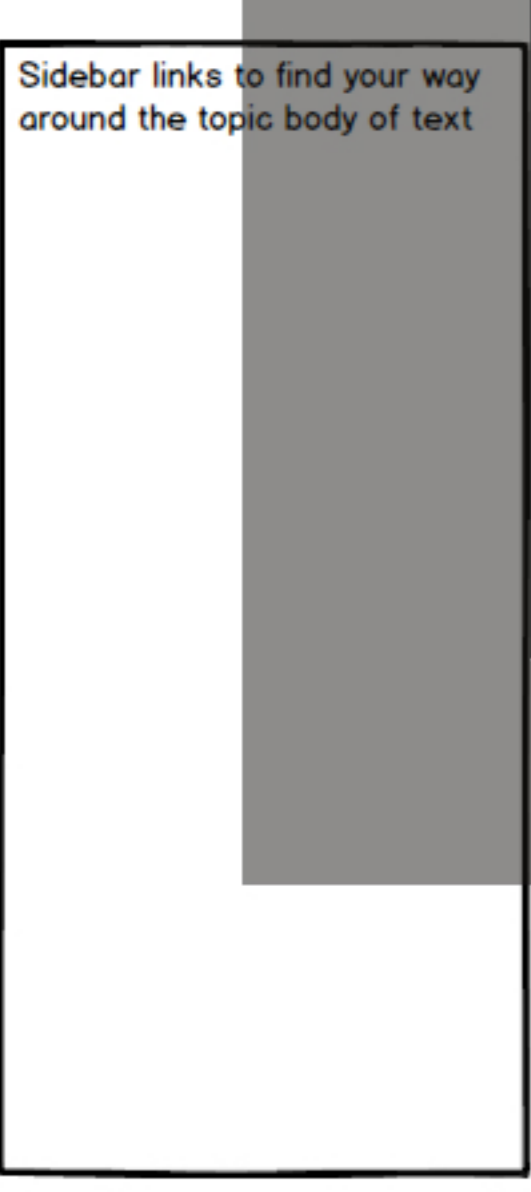
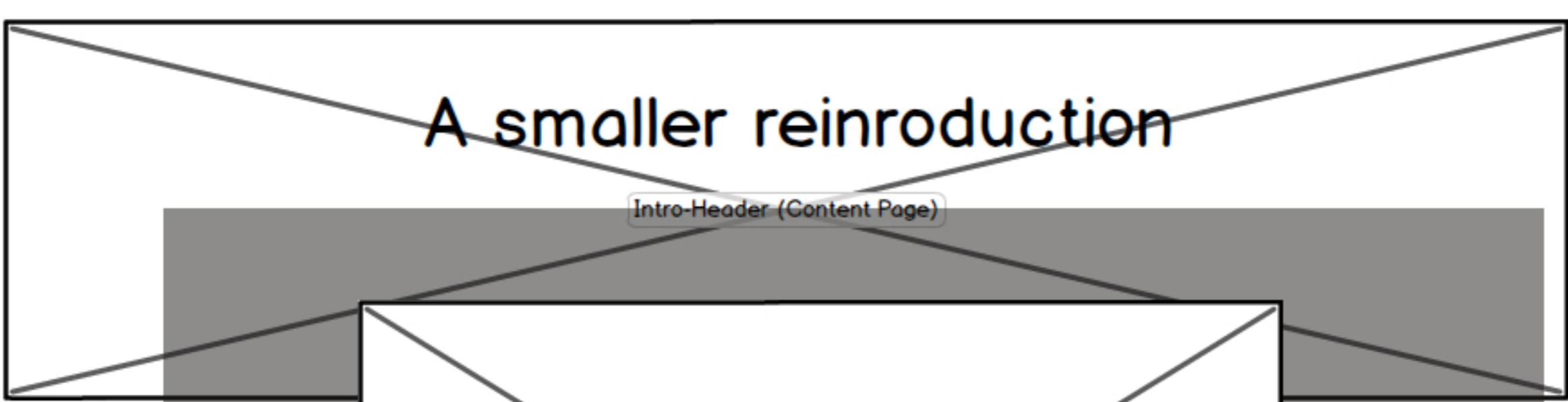
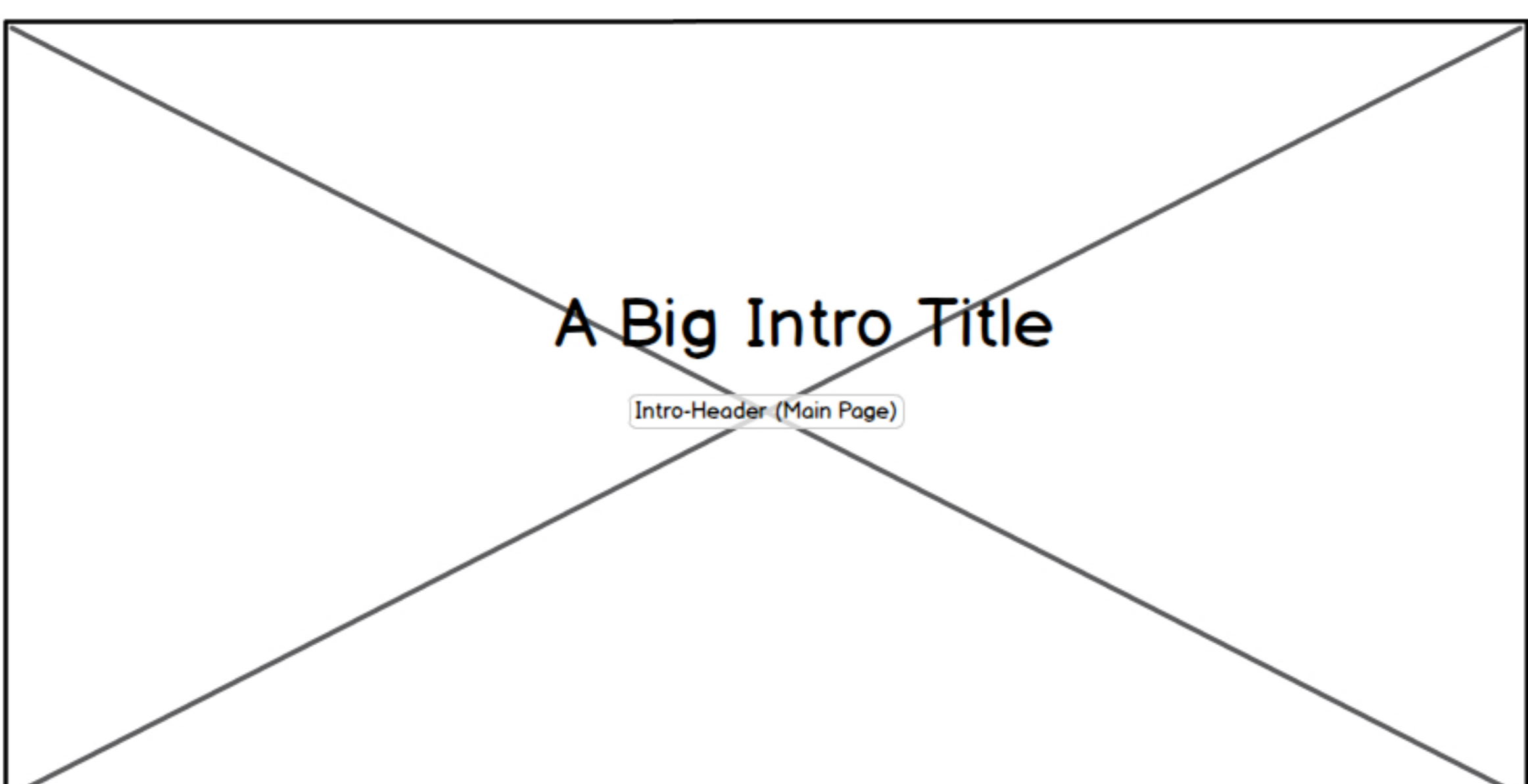
#2 mobile - drops side links. (might deposit in header nav)



http://



http://



← click for modal of example images

edited template



clean
open sans - italic

MODERN
open sans - bold

“keep reading”
merriweather - serif - light



An image caption is sometimes important to have. Smaller than usual text and italic.

Hello,
I'm an example of a body of text. I use a serif, merriweather, and an open sans header.
my links are teal.

click me

and this is a quote from an awesome person. Because sometimes you just got to quote someone.

— someone awesome

BLOGGING & YOUR PORTFOLIO