Chapter V

Content, Collection, Development and Management

Introduction

It’s time to hunt and gather. In a large part, the Web portfolio design process relies upon you as the author to be an investigator. What this means is you have to go back into your own personal history and find all of the assets and artifacts that will help you tell your story in the Web portfolio. Remember, this story is wrapped around the content. The content must be collected, processed, and refined so that it is technically and visually suitable for publishing on the Internet. Content will be scattered all over. To make things easier during the content collection process, refer to your content outline. By doing this, you can cycle through a list and gather all available materials. Some items might be lost or not worthy of the Web portfolio so they should be deleted. You can also leave space for items that will be complete and ready for presentation in the future.
The Web portfolio is dynamic and will be updated throughout its lifetime. Developing content requires you to be creative and make things. New projects, sample items, school projects, and professional work are items that you will be developing as your Web portfolio is growing in size and credibility. During this metamorphosis the Web portfolio will act as a container for you to manage your content. Management of your Web portfolio and ultimately your assets and full spectrum of publishable content will be available to you at all times through the Internet.

After the content is captured and created, it must be described in the Web portfolio. This requires you to write consistent, thoughtful project descriptions that give the essence of your role and accomplishments during the project process.

This chapter presents the optimization process needed for Web content development. We will examine how approach and prepare various asset types including MS Office files, Adobe Photoshop and Illustrator images, Quark documents, photographs, and paper-based documents. Also provided are suggestions on photographing and preparing three-dimensional artwork for Web presentation. Web resumes and CVs are discussed, and finally, development of project captions is examined and examples are provided on effective formats for describing projects developed all disciplines.

Revisiting the Content Outline

Previously, you made a content outline that contained your text, images, and project items that you plan to include in the Web portfolio. Now, it is time to accumulate your content and get it ready to be put on the Internet. To get your work into Web pages and up on the Internet it has to be converted to a few select file formats. Without proper file formatting, page elements will show up as missing.

Gather up all your digital and paper documents, your artwork, programs you created, design work you have done, case studies you have written, and all the supporting images and text. Once gathered, you can begin to prepare the content for the Web page design process. Next, we will set up our folder structure and look at the image types and the methods needed to optimize each for the Web.