

Assessment One

research

10 Good Portfolio Websites

Studio BjørkClean, minimalist layout with clear navigation and strong use of white space, allowing artwork to be the main focus.

Ellen MandemakerSimple single-page design with large imagery and minimal text, creating a calm and professional user experience.

No Plans StudioStraightforward scrolling structure, consistent typography and uncluttered presentation, easy for users to follow.

Frankly SteveBalanced two-column grid layout, clear visual hierarchy and neat organisation, making work easy to browse.

Sawyer HollensheadElegant, focused portfolio with hidden navigation and strong emphasis on high-quality project images.

ZCoolWell-structured Chinese design platform with clear categories, standard layout and professional presentation.

BehanceIndustry-standard design portfolio with clear project sections, detailed descriptions and global professional standards.

DribbbleHigh-quality visual platform with consistent card layout, strong aesthetics and easy-to-read creative work.

Cargo Collective Artistic and flexible portfolio style with good spacing, unique structure and strong personal expression.

Adobe Portfolio Simple, reliable templates with responsive design, clear structure and professional, modern appearance.

10 Bad Portfolio Websites

Craigslist Outdated, text-heavy design with no layout structure, poor readability and zero visual hierarchy.

Hacker News Overly basic styling, tiny text, crowded spacing and no modern design or user-friendly structure.

Arngren Chaotic 90s-style layout, clashing colours, messy arrangement and confusing information placement.

Lings Cars Overcrowded with bright colours, chaotic animations, messy text and no clear visual logic.

Historian of the Future Busy background images, hard-to-read text, poor contrast and confusing visual structure.

[Bolden.nl](#) Unintuitive interaction, hidden text and overly complex navigation that harms usability.

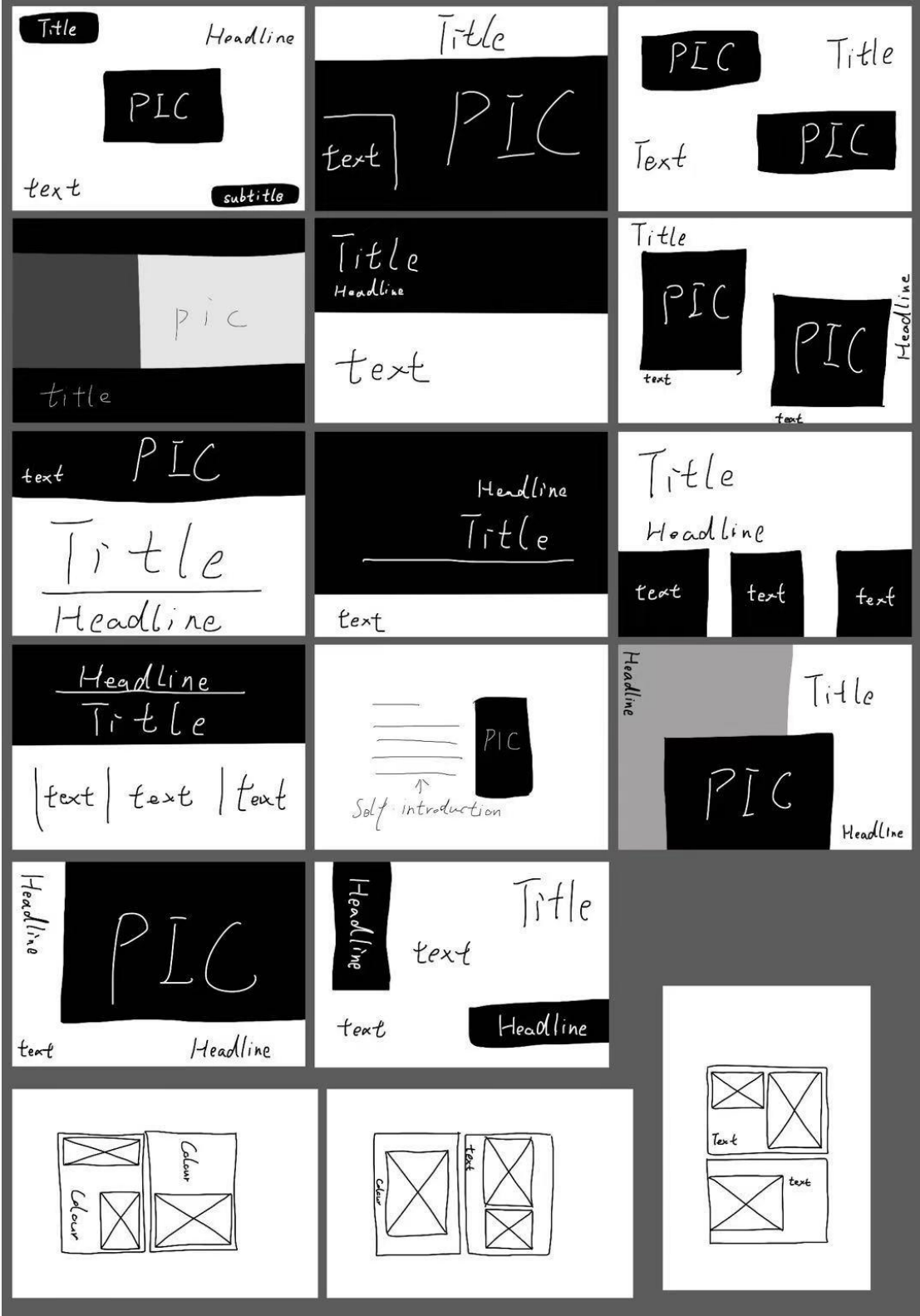
Sparkella Childish colour palette, excessive decoration, messy elements and unprofessional visual style.

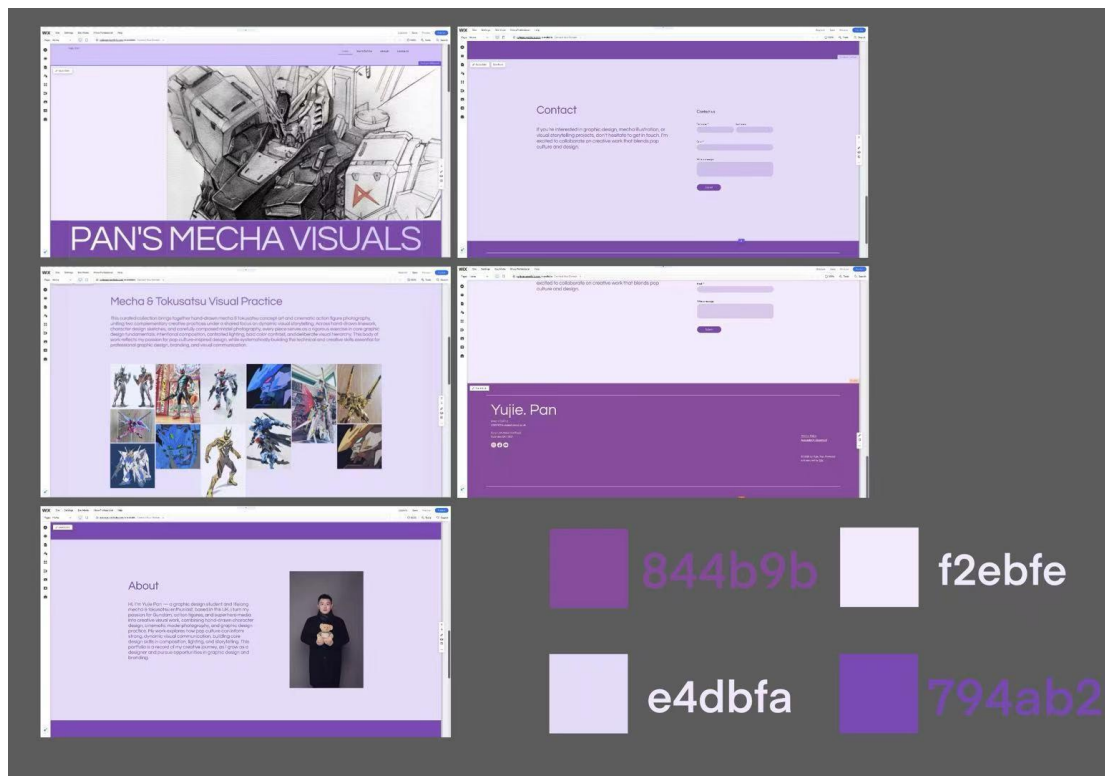
Penny Juice Cheap cartoon-style graphics, messy layout, clashing colours and low-quality design presentation.

Ugly Airbnb Poorly copied layout, misaligned elements, blurry images and unbalanced, unprofessional structure.

Free Ebook World Too many advertisements, crowded content, conflicting colours and very poor reading experience.

draft of the website





Website Development Process & Annotations

This section documents the full development process of my personal graphic design portfolio website, including key design decisions and iterative improvements.

Stage 1: Initial Hand-Drawn Wireframe Planning

I first created hand-drawn sketches to outline the basic website structure, determining four core pages: Home, Portfolio, About, and Contact. The wireframe focused on clear navigation, balanced visual hierarchy, and ample white space to highlight my mecha and tokusatsu-themed design works, ensuring a user-friendly browsing experience.

Stage 2: Wix Platform Framework Construction

I built the basic website framework on Wix, setting up the navigation bar, page sections, and content layout. I chose a minimalist template to avoid visual distractions,

adjusted column and row spacing, and ensured consistent page alignment to maintain a neat overall look.

Stage 3: Visual Design & Content Integration

I applied my personal brand colour palette (purple-based tones) to the website, uploaded my original design artworks, and optimised image sizes and placements. I revised text content for each page to clearly introduce my design style, skills, and creative background, keeping branding consistent across all pages.

Stage 4: Final Testing & Optimisation

I conducted desktop and mobile responsiveness testing, adjusted layout deviations on different devices, checked for navigation errors and content display issues, and finalised the website to ensure smooth access and clear professional presentation.

References

1. Wix. (2026) How to Create a Professional Graphic Design Portfolio. Available at: <https://www.wix.com/blog/graphic-design-portfolio> (Accessed 15 April 2026).
2. Design Shack. (2026) 10 Principles of Effective Portfolio Website Design. Available at: <https://designshack.net/articles/layouts/portfolio-design-principles/> (Accessed 15 April 2026).
3. Adobe Creative Cloud. (2026) Guide to Building a Standout Design Portfolio Website. Available at: <https://www.adobe.com/creativecloud/design/articles/design-portfolio-website.html> (Accessed 15 April 2026).

My Website:

<https://23037633.wixsite.com/yujiepan-portfolio>

Zander Letter:

To My Future Self,

As I sit here writing this letter in my second year of graphic design studies in the UK, I want to remind you of the grit, passion and resilience that got you to this point. When you first started this course, you faced setbacks that forced you to repeat a year, and for a while, you doubted whether you could ever catch up, let alone build a career you're proud of. But you didn't quit. You poured hours into fixing your portfolio website, refining your mecha and tokusatsu-themed design work, and learning the technical skills you needed to turn your passion into a profession. This letter is a promise to you: the hard work you're putting in right now will pay off, and you will graduate with a first-class degree, a standout portfolio, and a clear path to your dream career.

Looking back, the biggest challenge you overcame was building this portfolio website from scratch. You fought with Wix's clunky editor, fixed broken layouts, resolved domain issues, and turned a blank template into a space that truly represents you: a graphic designer who blends pop culture, mecha art, and professional visual communication. Every late night you spent adjusting images, writing copy, and troubleshooting taught you more than any textbook could—you learned patience, problem-solving, and how to turn frustration into progress. That resilience is your greatest strength, and it will carry you through every challenge in your final year, your master's studies, and your first job.

As you move forward, never lose sight of why you started this journey. You love graphic design because it lets you turn your passion for Gundam, Kamen Rider, and tokusatsu into art that connects with people. You want to create designs that feel personal, bold, and true to your voice, and you want to build a career

where you can do that every single day. Don't let the stress of deadlines, the pressure of grades, or the noise of others make you compromise that vision. Stay focused on creating work that excites you, that challenges you, and that makes you proud.

For your final year, I want you to hold yourself to a high standard, but also be kind to yourself. You've already proven you can bounce back from setbacks, and you have the skills to excel. Use this time to refine your portfolio, build your professional network, and prepare for your master's studies. Continue creating mecha and tokusatsu-themed artwork, experiment with new design techniques, and push yourself to grow as an artist and a designer. And remember: your worth isn't defined by a single grade, a single project, or a single mistake. It's defined by how hard you work, how much you care, and how you show up for yourself every day.

When you read this letter as a first-class graduate, I hope you look back and smile at how far you've come. I hope you're working in a design role that excites you, surrounded by people who support your vision, and still creating the mecha art you love. I hope you never forget the feeling of building this website, of fighting to get back on track, and of proving to yourself that you could do it. Keep chasing your dreams, stay true to your passion, and never stop creating.

You've got this.

Sincerely,

Your Past Self

Yujie Pan

April 15, 2026