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BA COMPUTER GAMES DESIGN / BA ANIMATION & VFX

CHANGEMAKERS:

Building Your Personal Brand for Sustainable Employment

Website Guidance and Creation



CHANGEMAKERS: Building Your Personal Brand

Website Guidance and Creation

Website Guidance and Creation

Creating an Online Presence



Creating an Online Presence

Creating a presence for yourself online can be a daunting prospect.

There are a number of reasons why it is important to do so, but you must remember that **not all internet channels are built with the same objectives.**

To help create an online presence and make a professional name for yourself, try looking at and applying Vuori and Jussila's '**Five C's**' approach. Each of the 'C's focuses on a different approach that each technology focuses upon.



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The Five 'C's



The 'Five C's

When creating content, you should be **mindful of what different channels promote**. Vuori and Jussila (2016) highlight The 'Five C's as points to consider. These are:

- **Communicating**
- **Collaborating**
- **Connecting**
- **Completing**
- **Combining**



The 'Five C's

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COMMUNICATING

Publishing, discussing and expressing yourself, showing your opinion, sharing and influencing.

Examples:

Blogs, media sharing, discussion forums, microblogging, instant messaging



The 'Five C's

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- Communicating
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- Connecting
- Completing
- Combining

COLLABORATING

Creating content, working with other people.

Examples:

Wikis, shared workspaces



The 'Five C's

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- Communicating
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- Combining

CONNECTING

Networking; connecting with others.

Examples:

Social networks, communities and virtual worlds



The 'Five C's

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- Communicating
- Collaborating
- Connecting
- Completing
- Combining

COMPLETING

Describing content, rating and serendipity.

Examples:

Tagging, social bookmarking



The 'Five C's

When creating content, you should be **mindful of what different channels promote**. Vuori and Jussila (2016) highlight The 'Five C's as points to consider. These are:

- Communicating
- Collaborating
- Connecting
- Completing
- Combining

COMBINING

Combining tools and technologies together.

Examples:

Platforms that allow you to manage and schedule content for various social media platforms



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Hidden Costs

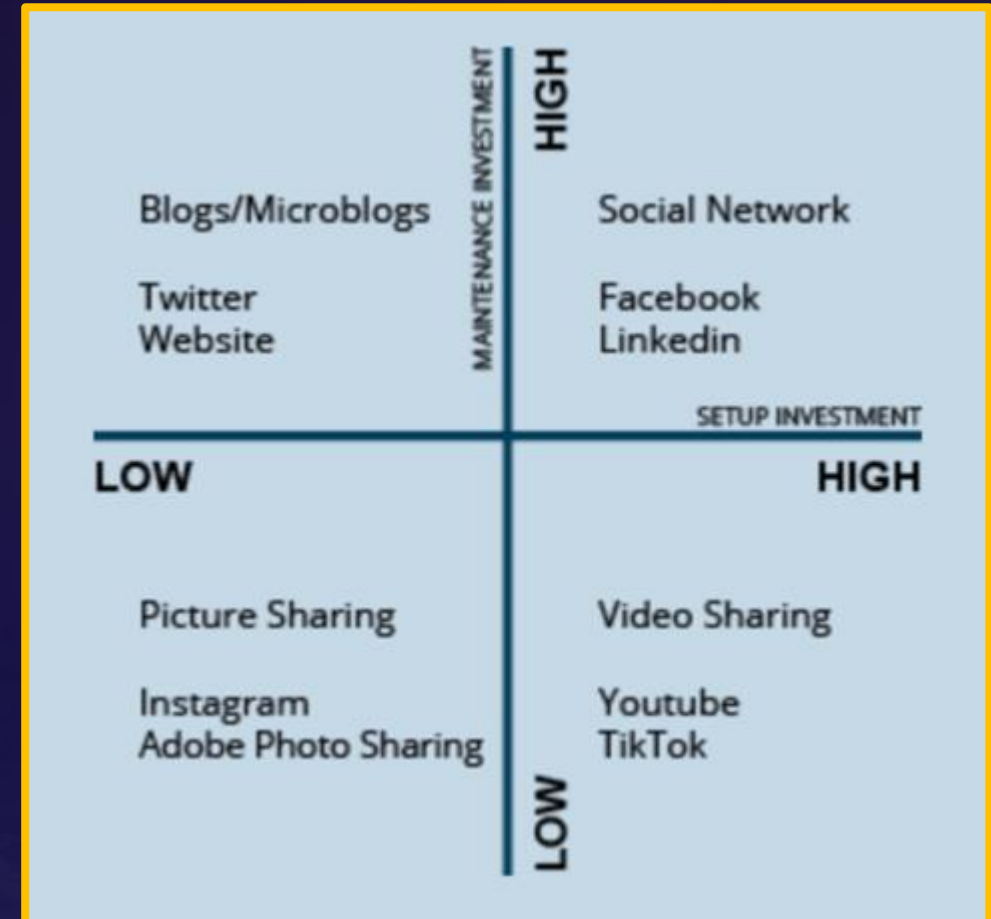


Hidden Costs of Online Platforms

Even though you may not need to spend money on the websites you have looked at, there are **hidden costs** associated with being online that you need to consider.

For example, the **time and expense of regularly maintaining the resource** is something regularly forgotten by people setting up for the first time.

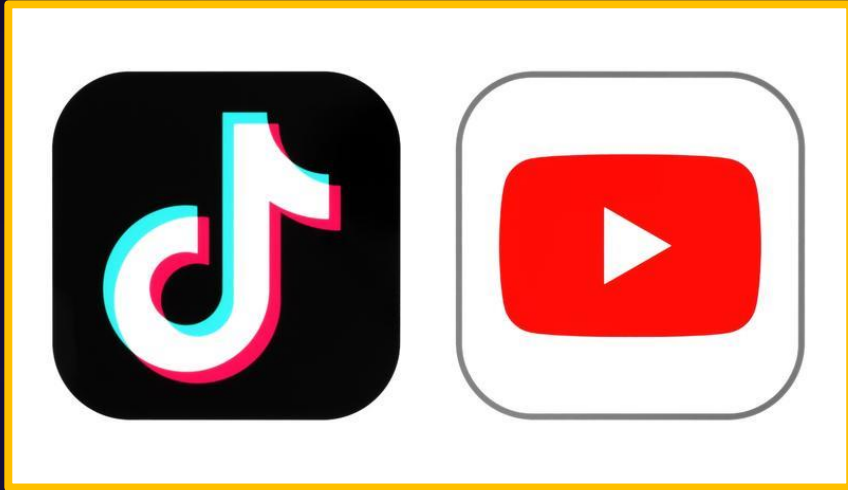
Failing to keep your presence up to date may make you appear **unprofessional**.





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Hidden Costs of Online Platforms

For example, **video sharing** and **social media platforms** are very intensive at the start-up phase, as producing high-quality videos and social network pages require lots of **resources**.

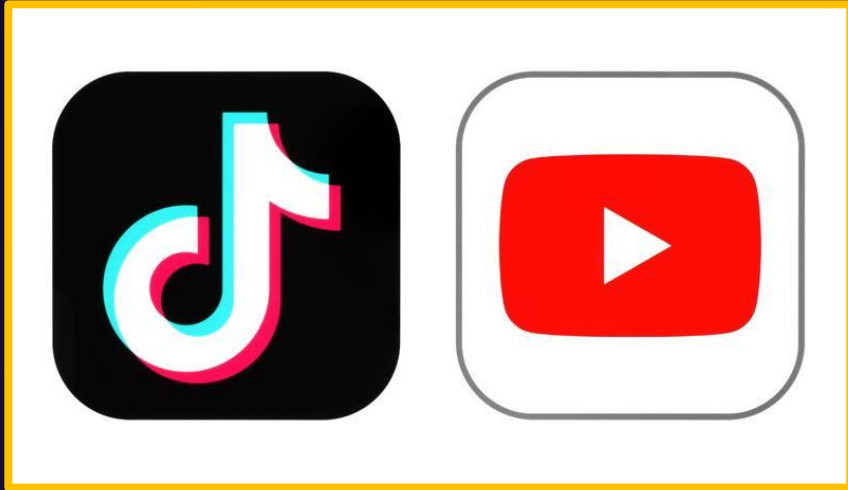


Picture sharing websites, blogs and microblogs are comparatively less resource intensive at the start-up phase.



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Hidden Costs of Online Platforms

In terms of ongoing maintenance, branded video sharing and picture sharing websites presences are relatively **less resource intensive compared to blogs, microblogs and social network websites** because the expectations of frequency of interaction are lower (Mills and Plangger, 2015).

Depending on your theme and purpose, It may be a consideration to **prepare content in advance** and release it to a pre-planned schedule to help you manage your online presence.



Hidden Costs of Online Platforms

When thinking about these **hidden costs of resources and management** of an online presence, which channels do you think would be **most suitable to your pathway** or subject matter expertise?

Consider how you would **maximise the effectiveness** of your chosen channel within your sector.



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Creating a website using Adobe Portfolio

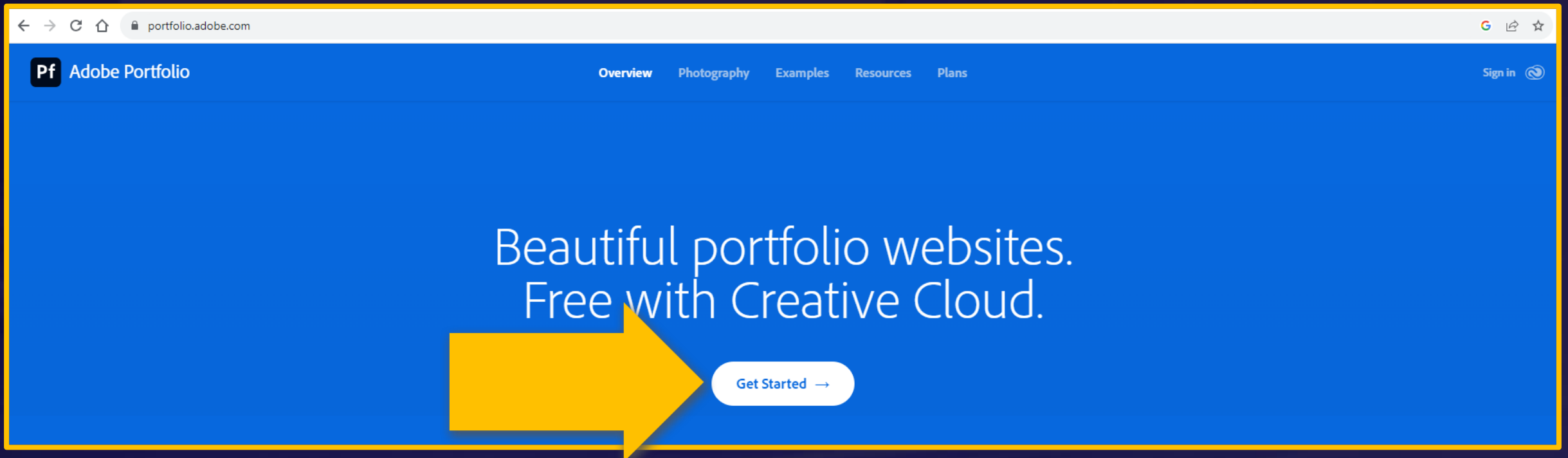


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Creating a Personal Portfolio

We can set up a basic portfolio/gallery site using **Adobe Portfolio** online. Go to <https://portfolio.adobe.com> to get started.



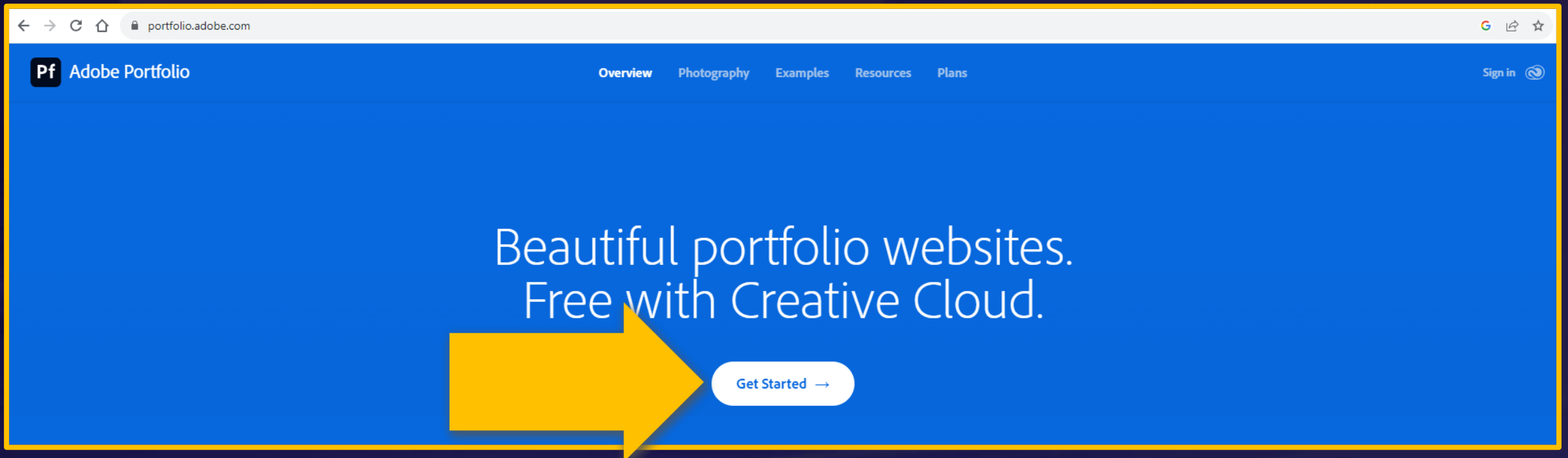


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Creating a Personal Portfolio

As students you have already signed up for **Adobe Creative Cloud**, so you should be able to log in using the same credentials without having to create a new account.





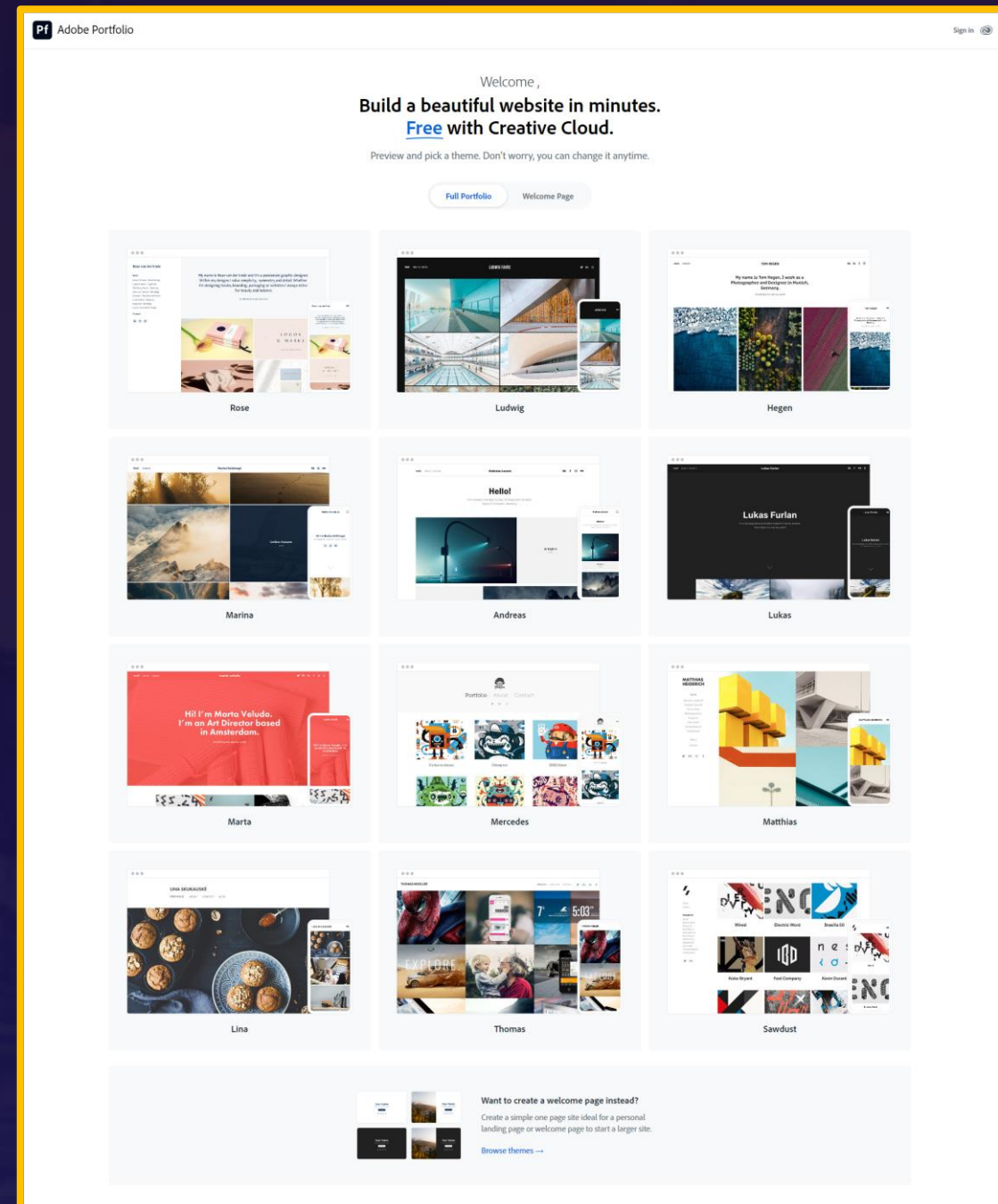
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Adobe Portfolio provides an option to work with a **template** – this can speed things up in terms of design and keep your website structure functional.

Many elements of the templates can be adjusted, so you will be able to **customize your site** to better suit your brand.





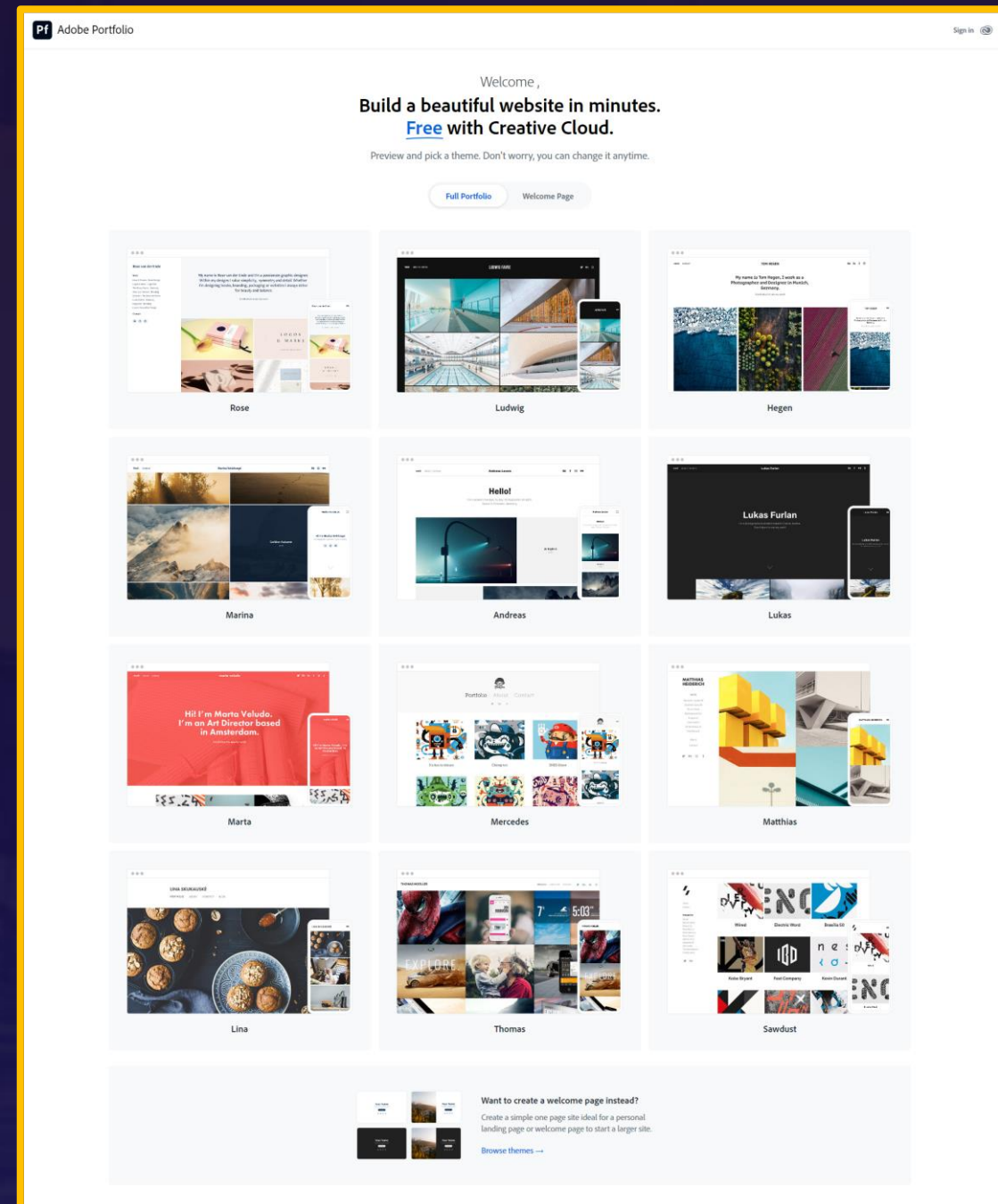
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Creating a Personal Portfolio

Consider your **primary purpose** though and keep things simple – **don't go overboard.**

Remember, your website is a platform to **support** your work – it should not dominate or distract from your original content!





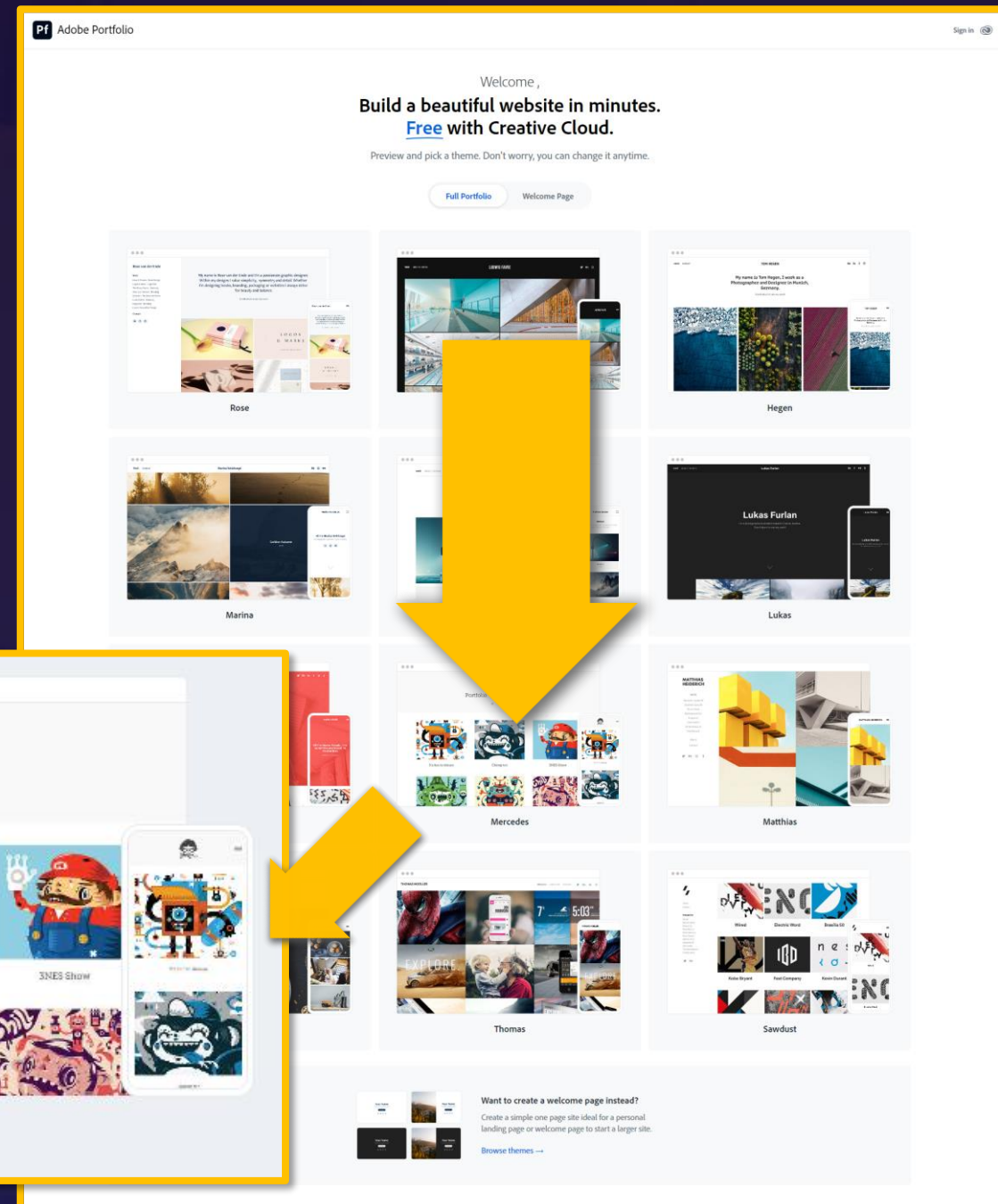
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For the purpose of this tutorial, we have selected the **Mercedes** template, as it is a good layout for a visual portfolio.

Click on the image of the theme to **open it up in your browser window.**

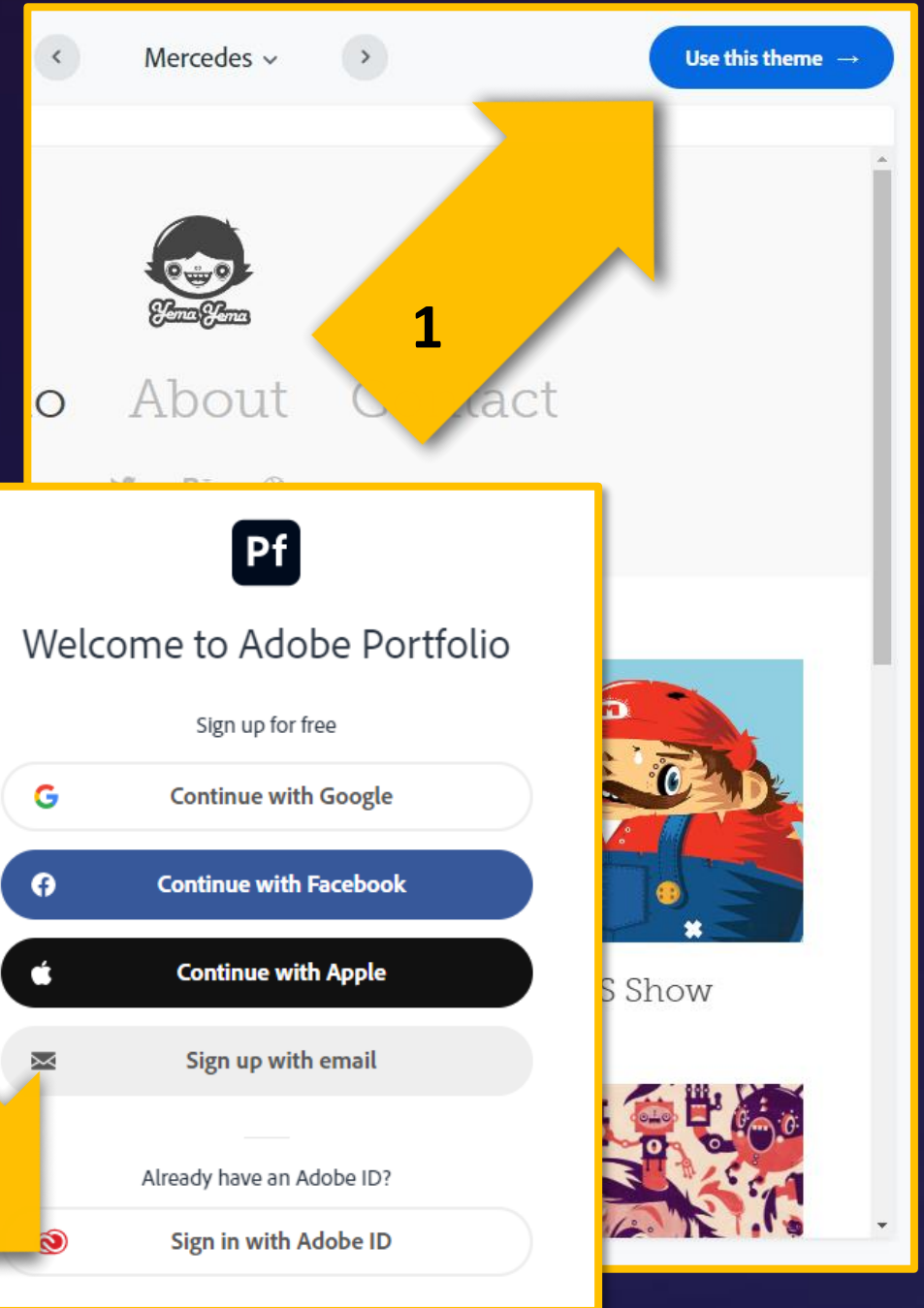




Creating a Personal Portfolio

Clicking on the '**Use This Theme**' tab on the top right of the screen will take you to a sign-in panel.

Use your **university email account** to log in to continue editing – you should already have an **Adobe Creative Cloud ID** with this address.



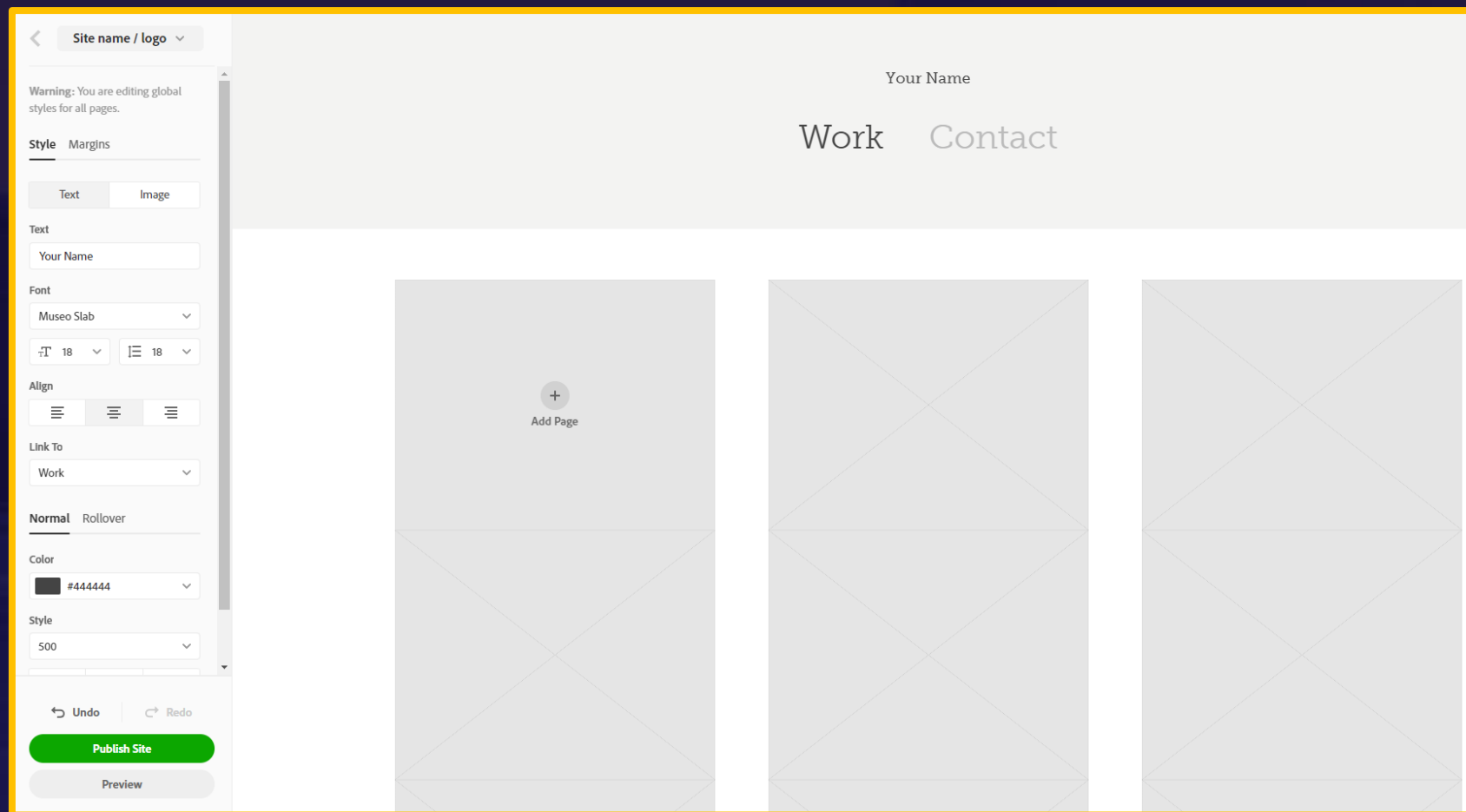


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Creating a Personal Portfolio

This is the main window in the browser editor you should see after sign-in.



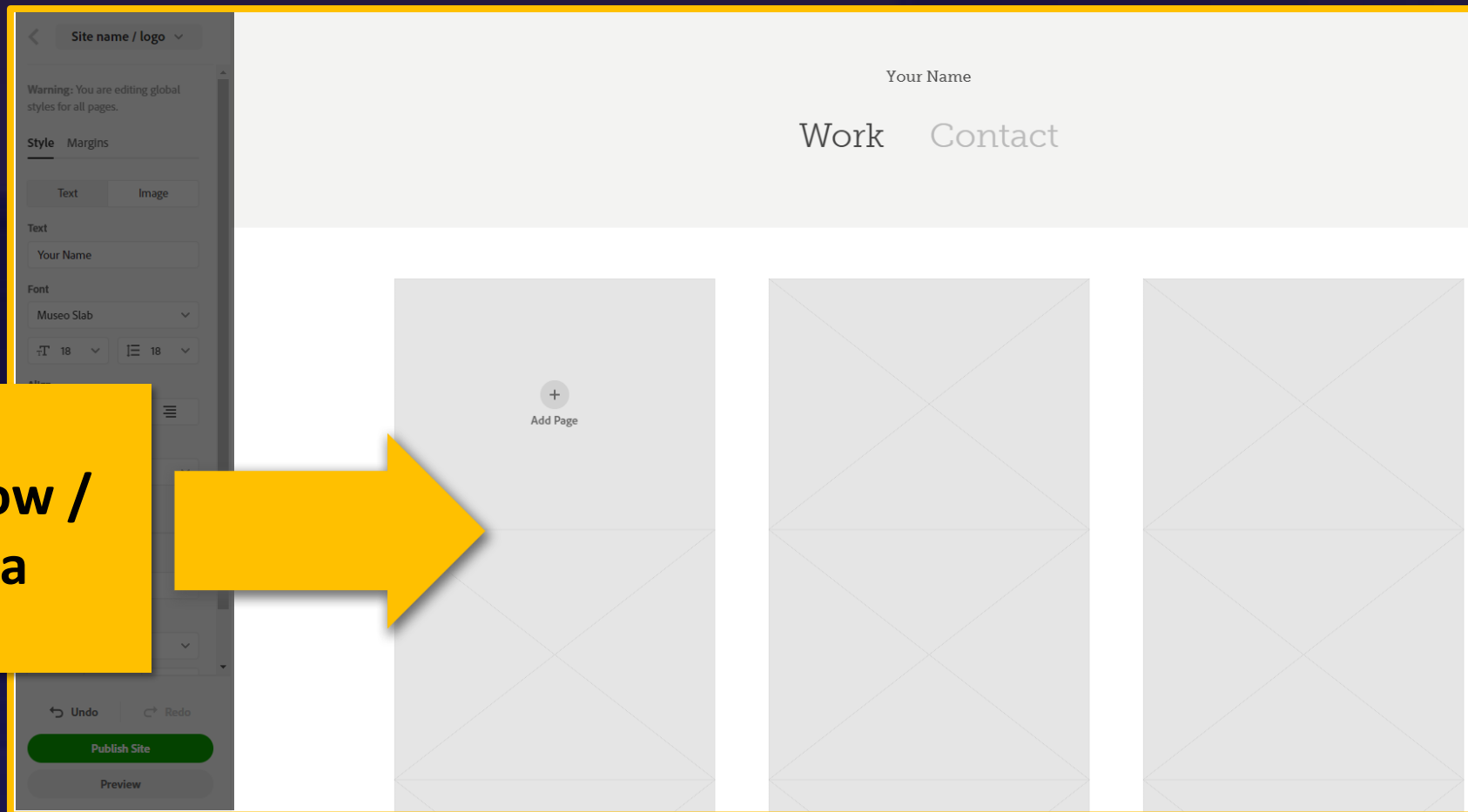


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Creating a Personal Portfolio

The site you will be editing is in the **main area** of your browser.



**Main window /
work area**

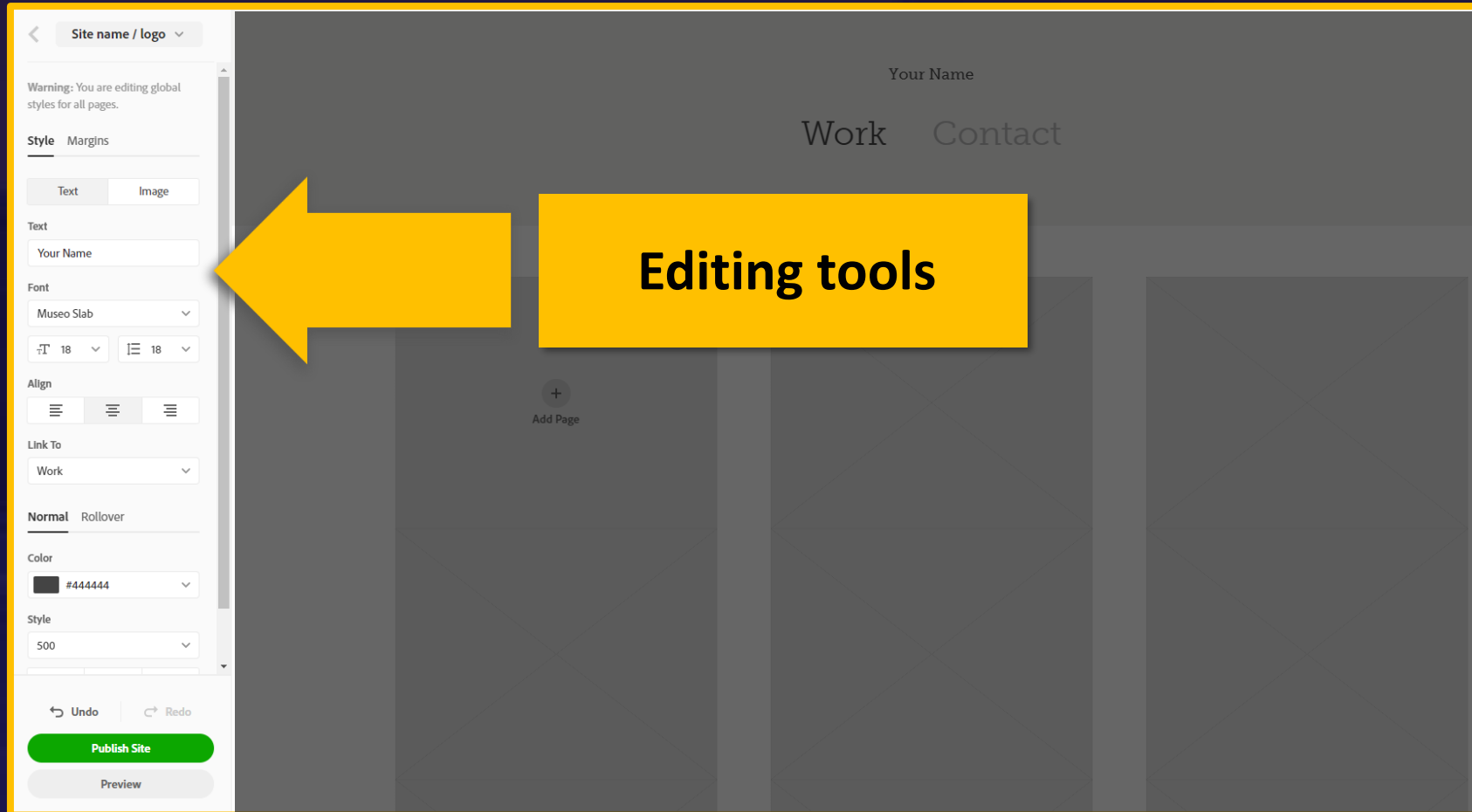


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The tools you use to modify and add content are here on the **left side** of the screen.



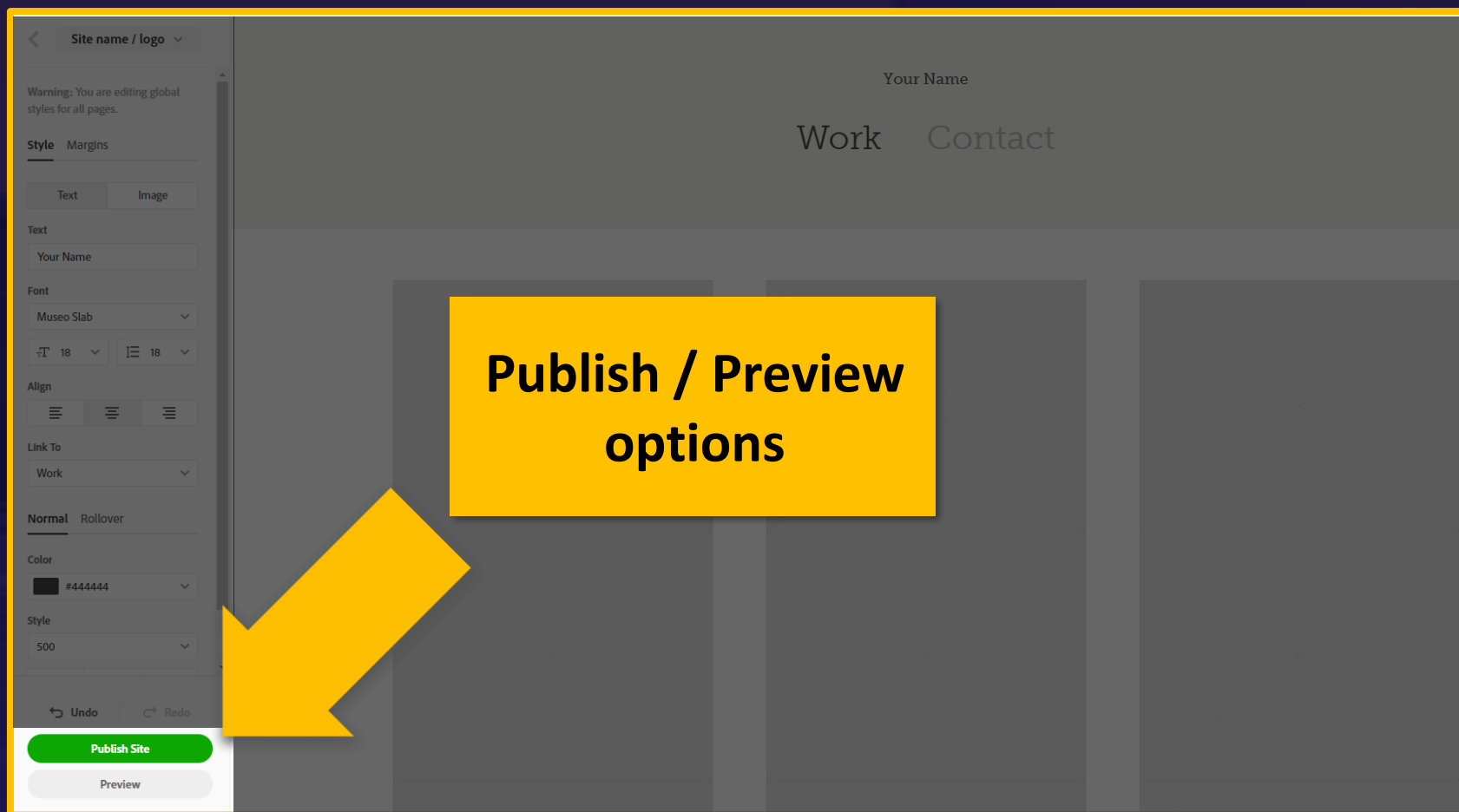


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The ability to **preview** your site (and eventually **publish** it) are on the **lower-left**.





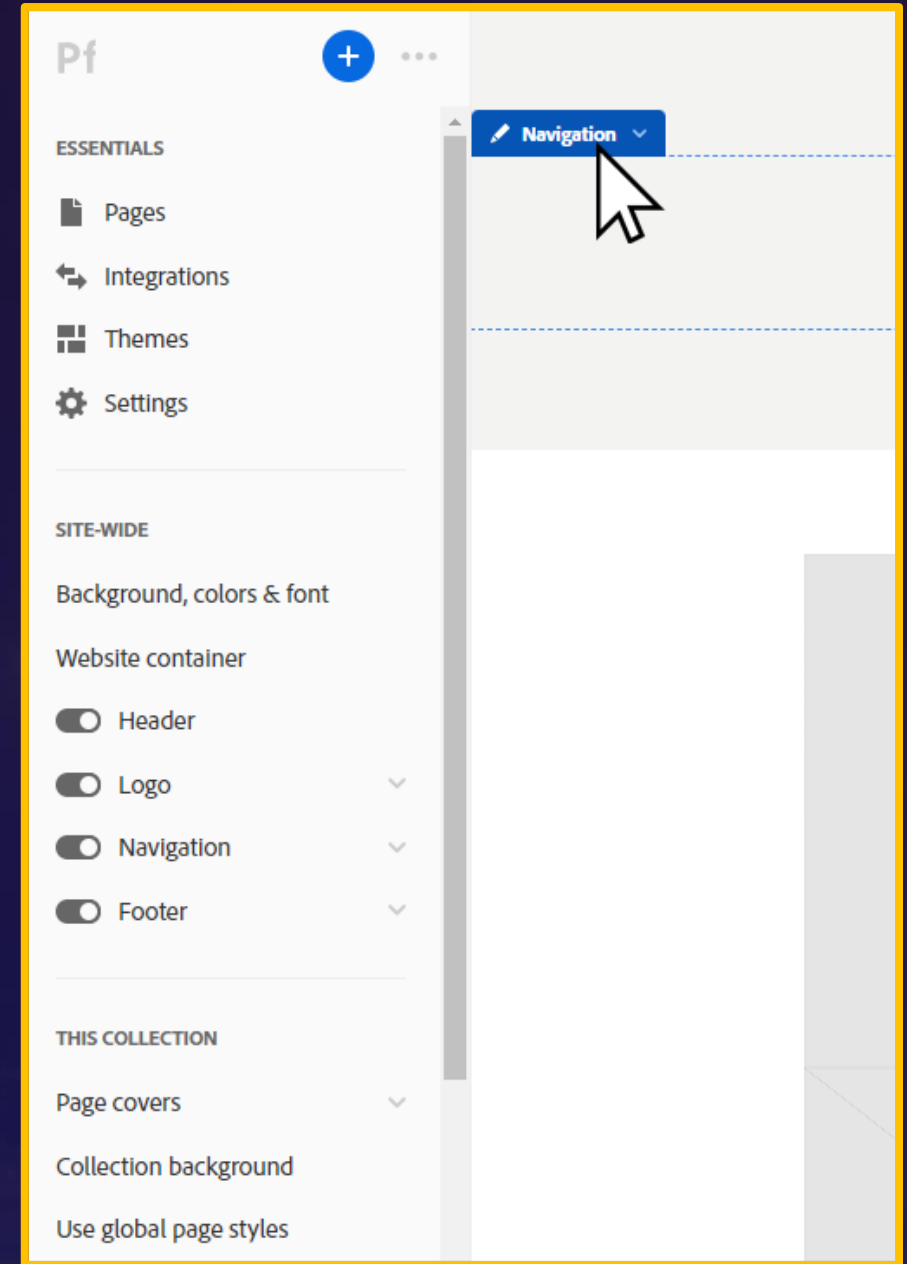
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Creating a Personal Portfolio

Various sections of your website template can be **edited and customized** to create a more suitable theme for your work.

To access these sections in the main view, **hover over them with the mouse cursor**. Each editable section will have a **small pop-up tab** that allows you to **access specific tools** on the left-hand toolbar.





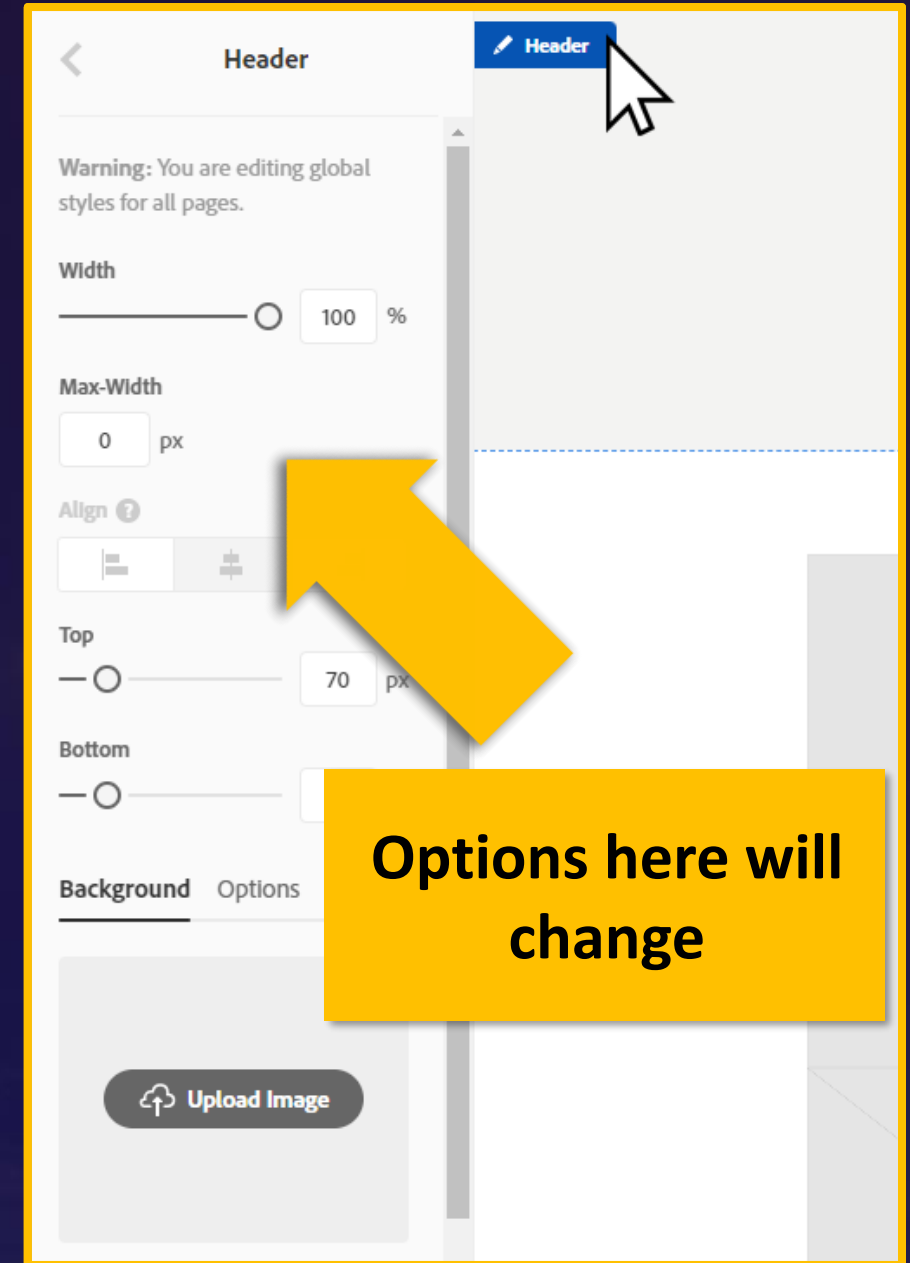
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Creating a Personal Portfolio

Each sub-menu of tools will allow **different options** for editing which are specific to that element of your website.

In the example shown here, the '**Header**' of your site allows changes to be made to the **width, height, background image, font styles** and **colours**.





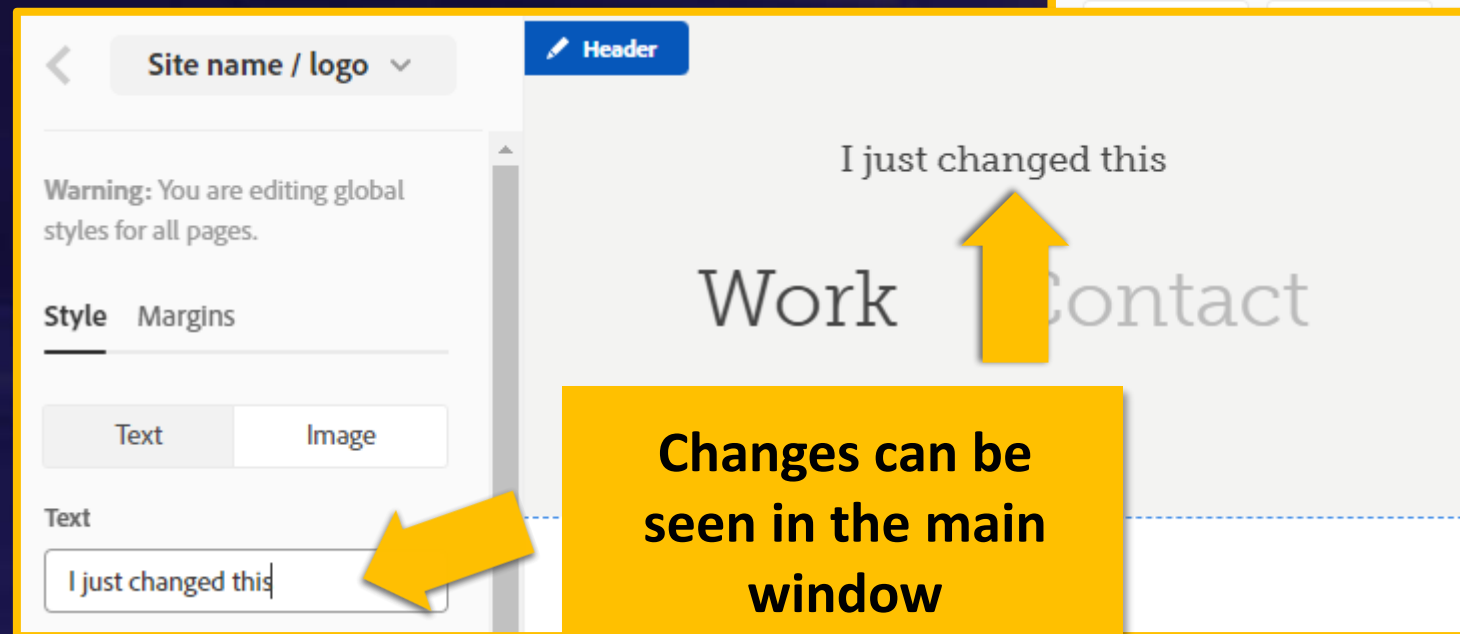
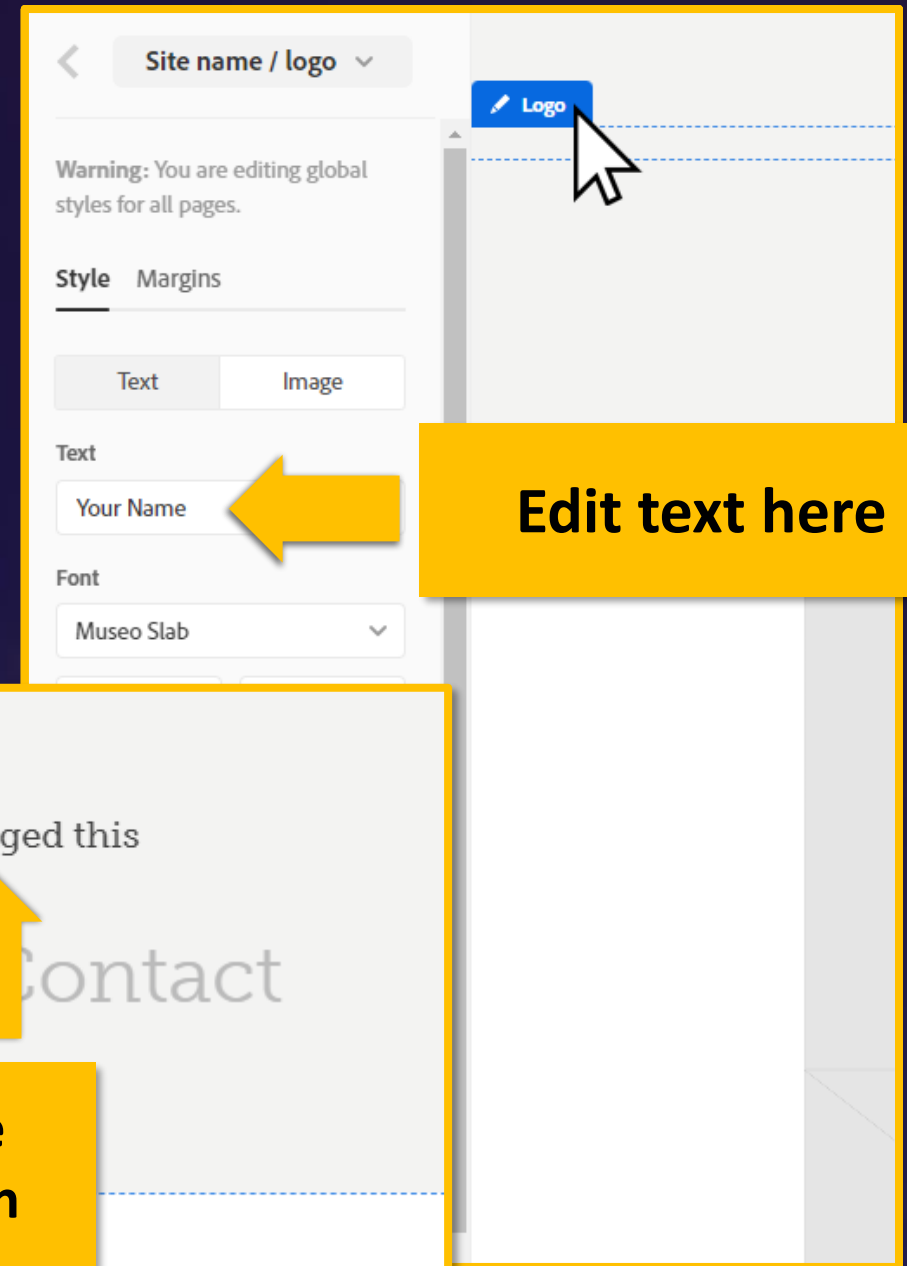
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By default, the **Site Name/Logo** will be your name or student number.

Change the input in the '**Text**' section to edit this.





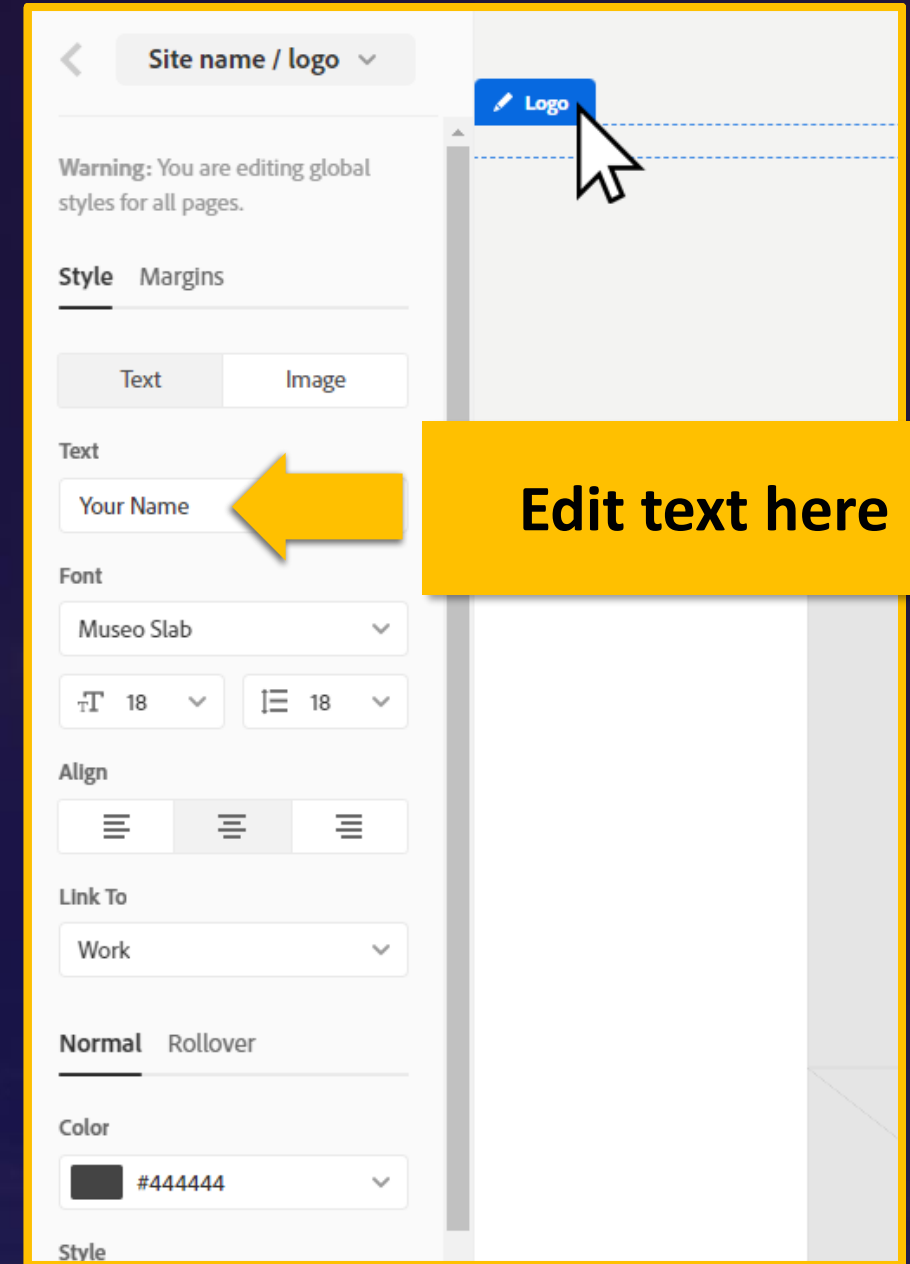
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Creating a Personal Portfolio

You can also change alignment of headings, colours and fonts – and add a **logo** if required.

A logo **can be added at a later date** if you want to incorporate your branding into the assignment.



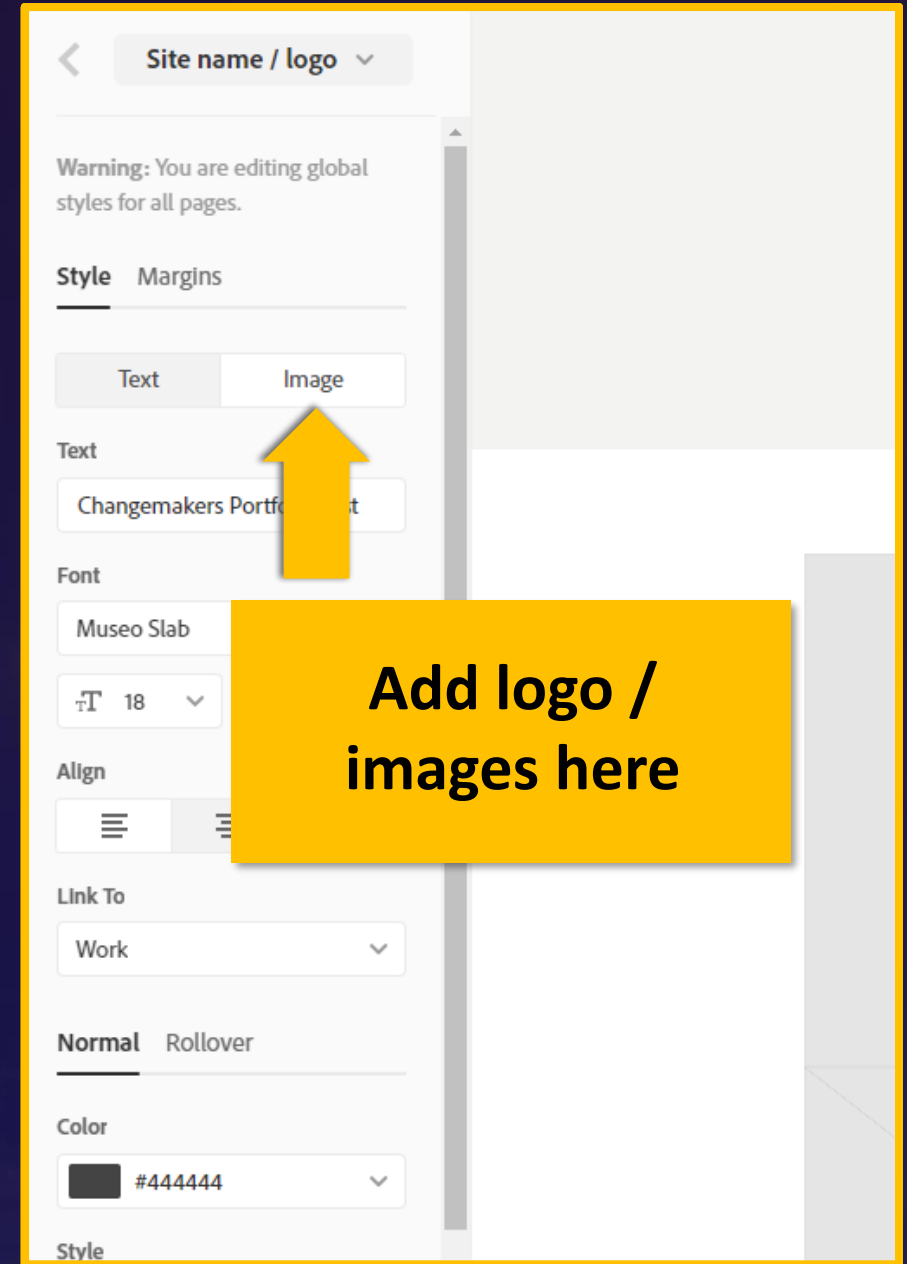


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To add images to your **Site Name/logo** section, click on the '**Image**' tab next to the '**Text**' tab (under **Style**)





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Clicking on '**Upload image**' will take you to local folders where you can select images of your own choice to place on your webpage.

The screenshot shows the 'Image' tab selected in the editor. A yellow box with the text 'Upload Image' and a yellow arrow points to the 'Upload Image' button in the image selection area. The interface includes a 'Site name / logo' dropdown, a 'Warning' message, 'Style' and 'Margins' tabs, 'Text' and 'Image' tabs, 'Normal', 'Rollover', and 'Responsive' options, a 'Max-Width' input field, 'Align' options, an 'Alt Text' input field, and a 'Link To' input field.

Site name / logo ▼

Warning: You are editing global styles for all pages.

Style Margins

Text Image

Normal Rollover Responsive

Upload Image

Max-Width

0 px

Align

Alt Text

Rich Morgan

Link To

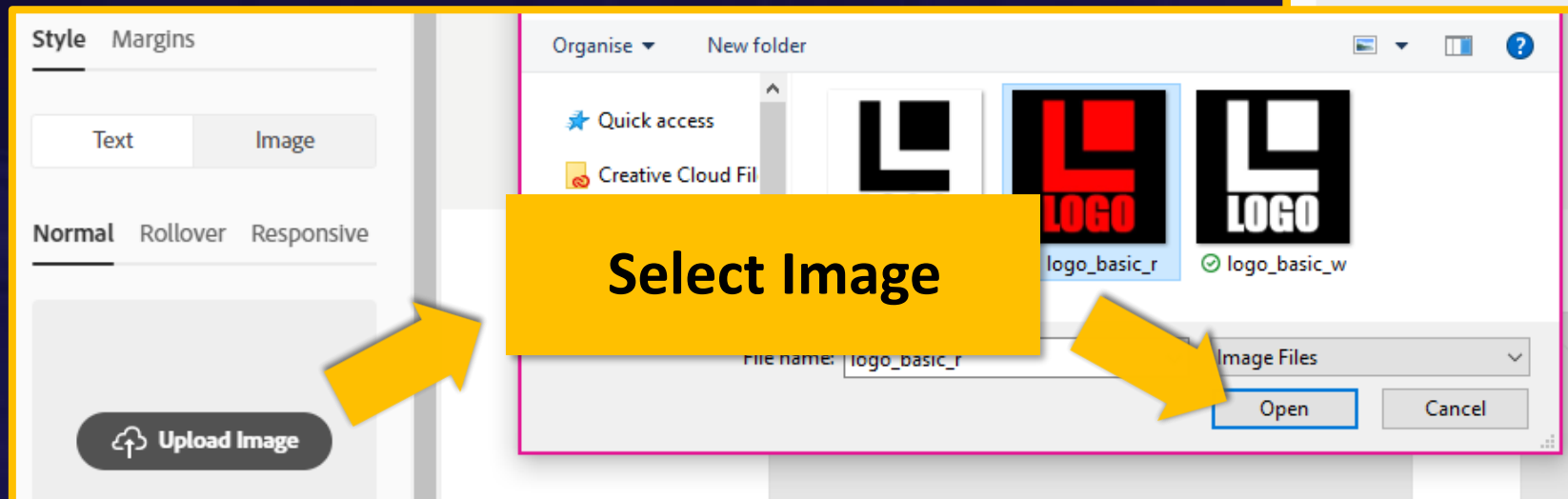
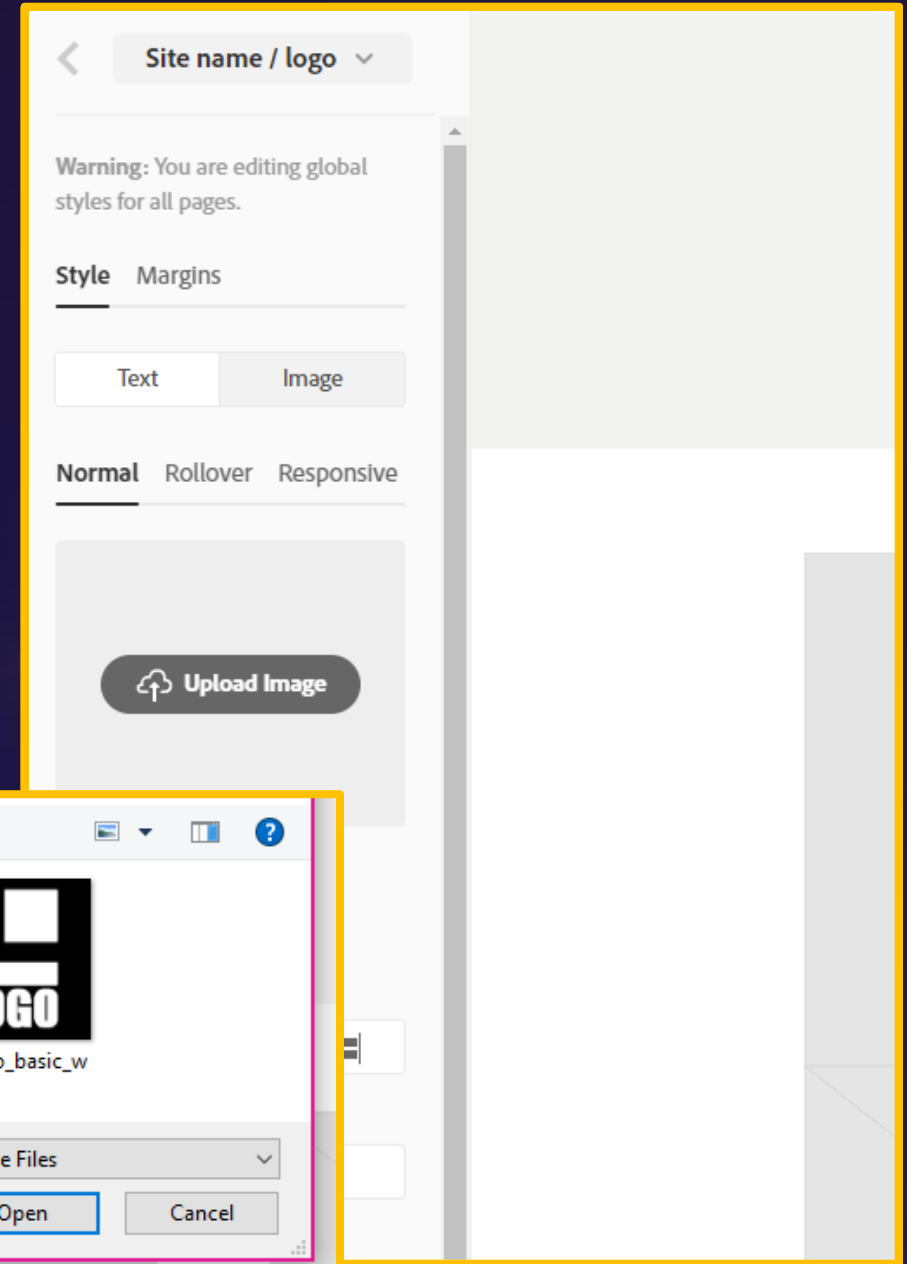


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Clicking on '**Upload image**' will take you to local folders where you can select images of your own choice to place on your webpage.



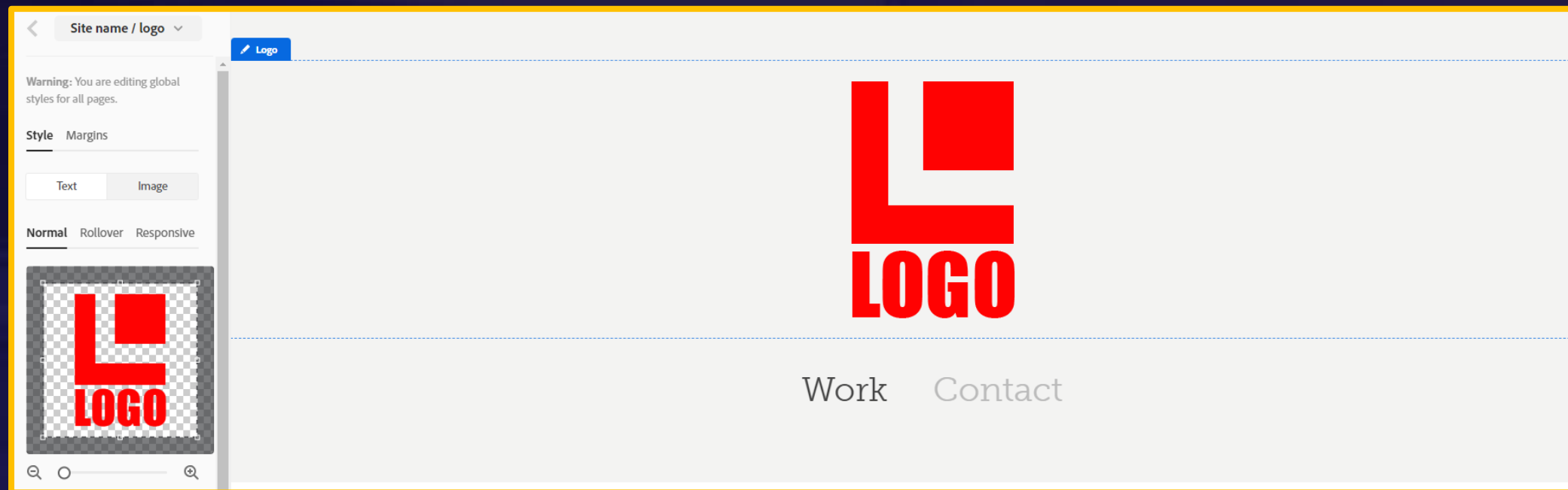


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Your selected image should now appear on your site. Note: Be mindful of file size and dimensions – it may be good to **save a 'web friendly' version of your logo** for loading and optimization!





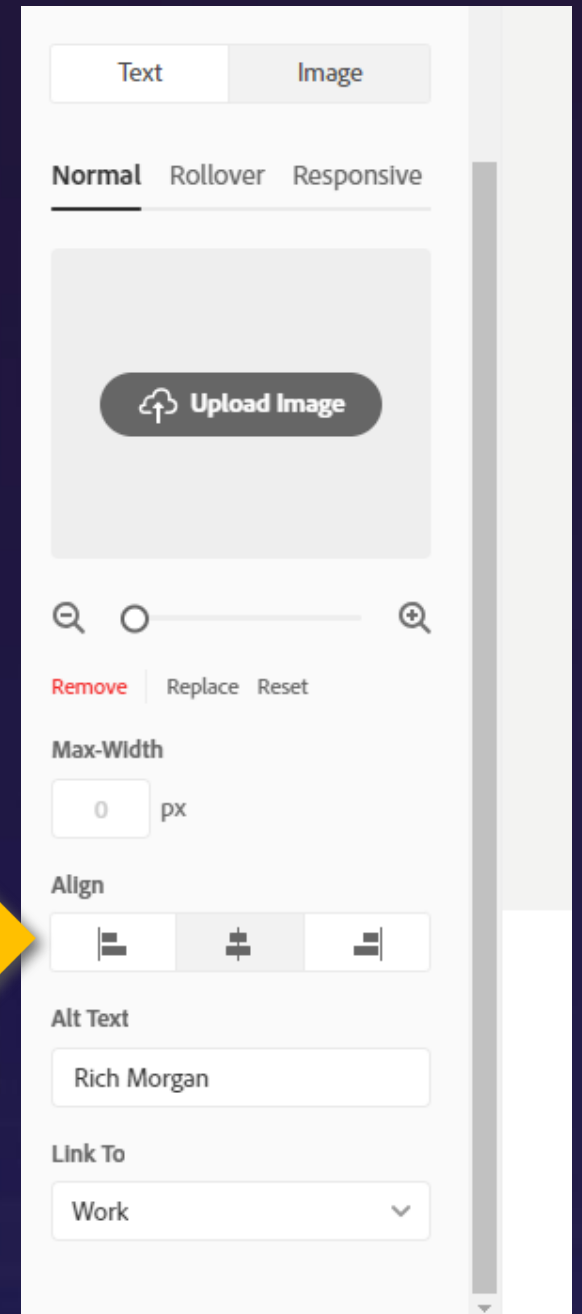
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You can change the **alignment** of your logo in the tools section if you prefer to have your logo **aligned to the right or left** of the screen.

Alignment tool





Creating a Personal Portfolio

For increased **accessibility**, you can also provide '**Alt Text**' options for **screen readers** (utilised for **visually impaired** users).

Please provide a **brief, clear description of the image here** – vague or random content will only serve to confuse visitors if they make use of a text reader.

Alt Text tool



The image tool interface is a vertical sidebar on the right side of the editor. It features a 'Text' tab and an 'Image' tab, with the 'Image' tab currently selected. Below the tabs are three options: 'Normal', 'Rollover', and 'Responsive', with 'Normal' being the active selection. The main area of the tool contains a large grey rectangle with a dark grey button in the center that says 'Upload Image' with a cloud icon. Below this are zoom controls consisting of a magnifying glass icon, a slider, and another magnifying glass icon. Further down are three buttons: 'Remove' (in red), 'Replace', and 'Reset'. Below these is a 'Max-Width' section with a text input field containing '0' and a 'px' label. The 'Align' section has three buttons: 'Left', 'Center' (which is highlighted), and 'Right'. The 'Alt Text' section has a text input field containing 'Rich Morgan'. The 'Link To' section has a dropdown menu with 'Work' selected and a downward arrow.



Creating a Personal Portfolio

Finally, the **'Link to'** function allows your image to be used as a **hyperlink to another part of your website** – generally it is good to have the logo take you back to the **main or front page**.

Options to link to pages here will be **limited to the pages you currently have in your website**. You will not be able to link to anything you have not yet created.

'Link To' function



Text Image

Normal Rollover Responsive

Upload Image

Remove Replace Reset

Max-Width

0 px

Align

Alt Text

Rich Morgan

Link To

Work

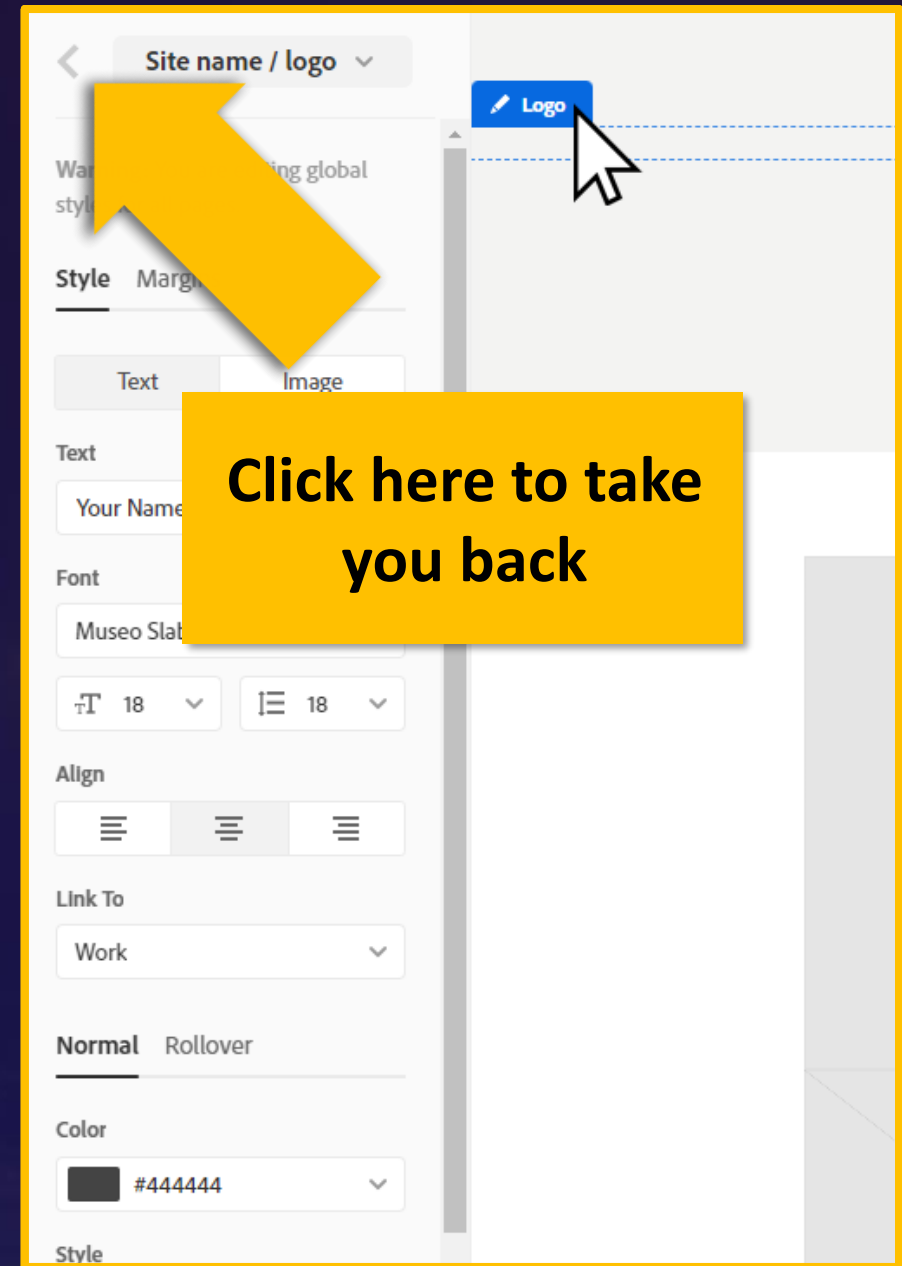


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Creating a Personal Portfolio

To go back to the main options, click the **arrow** in the **top-left corner** of the toolset.





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Website Guidance and Creation

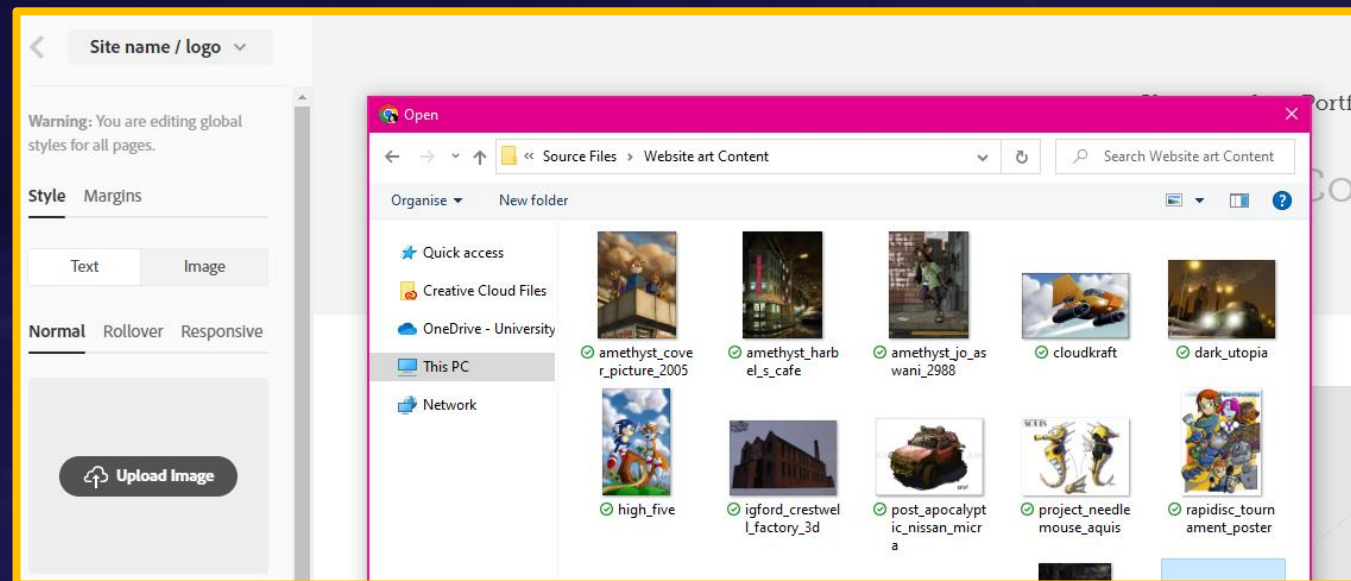
Adobe Portfolio: Adding content to your website



Adding Content

Generally you will be able to **add content using standard 'import image' procedures** using Adobe Portfolio.

It may be a good idea to **compile folders of your work in preparation** for this when building your site.



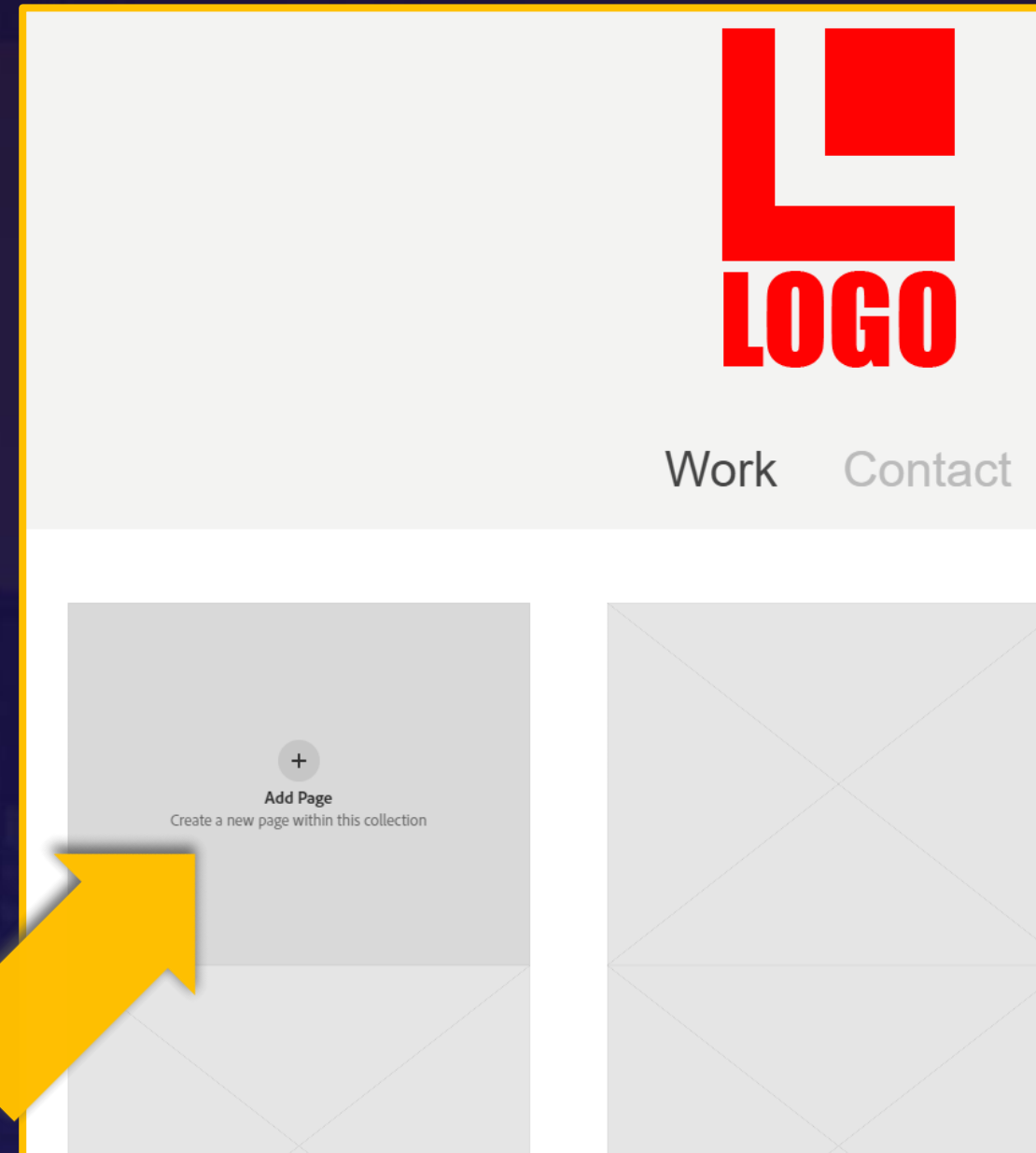


Adding Content

When starting with the **Mercedes template**, we are given a **collection** as a home page. This essentially places visual links to other pages (which can be edited).

This is ideal for setting up a gallery of images to showcase.

**Add Page section in a
'Collection' Template**



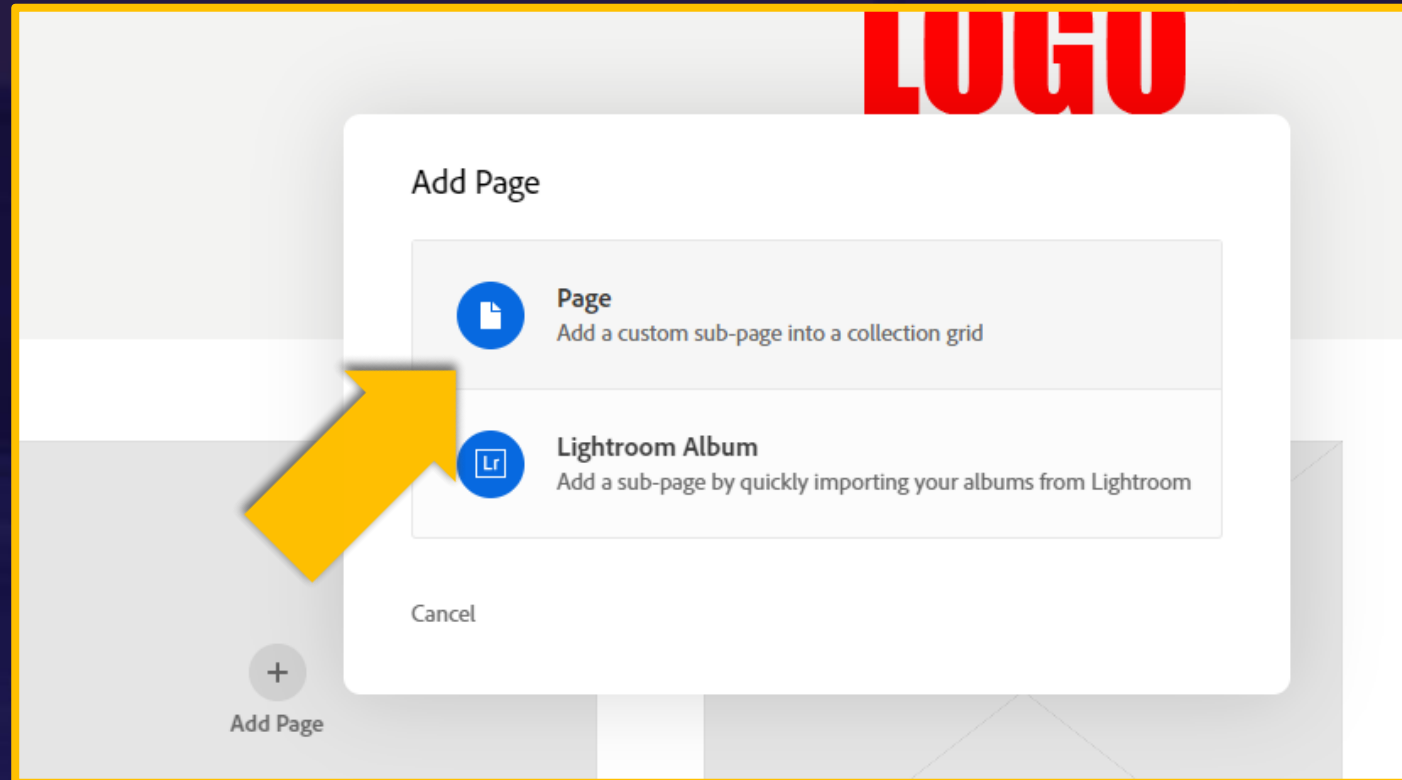


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Adding Content

Clicking on 'Add Page' will create a new page that will open up when a user clicks on the link.





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Adding Content

A New Page **menu** will appear.

You can call this whatever you like as this can always be edited.

Make sure you give meaningful or logical names however, as these will **appear** on your website's **Navigation bar**.

New Page

Destination: Work



☐ Make this my homepage

Create Page

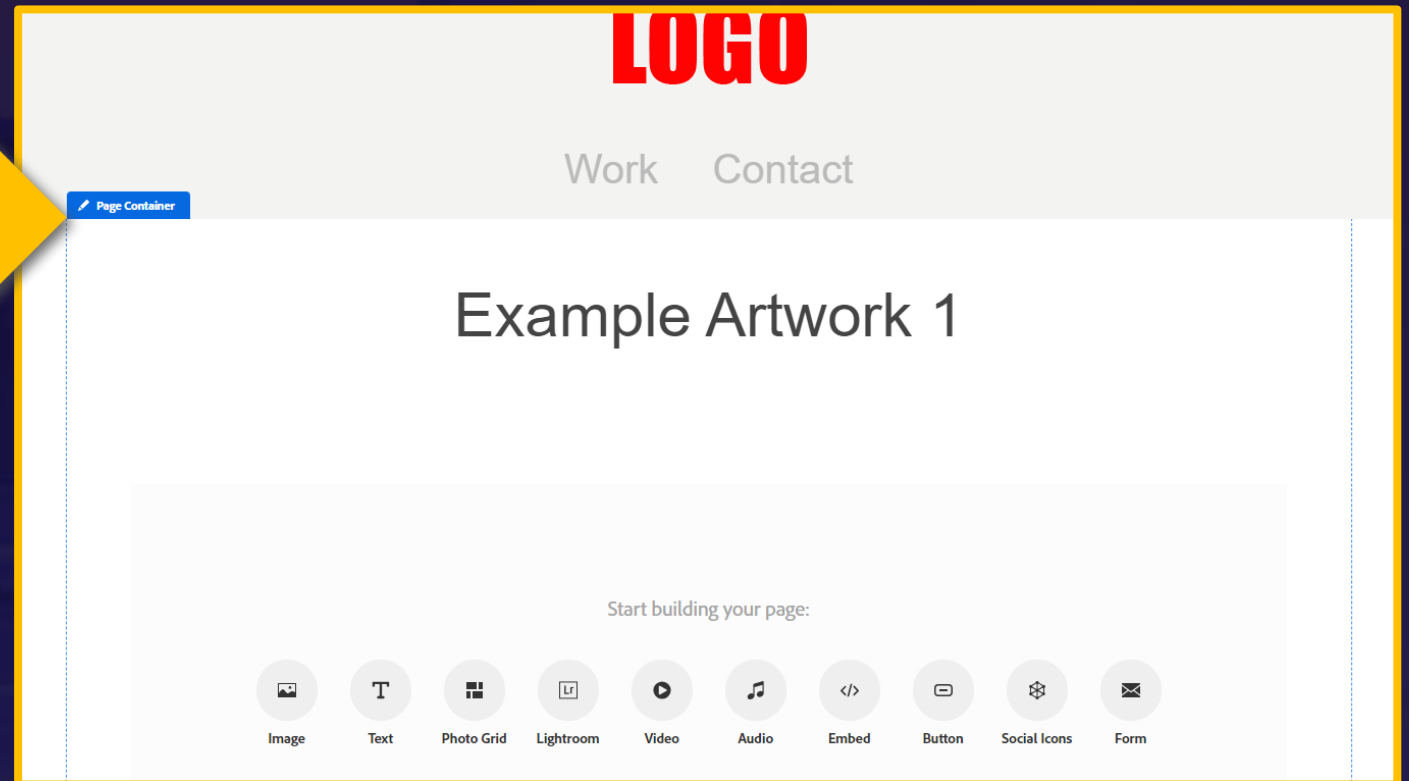
← Go Back Cancel



Adding Content

In Adobe Portfolio, creating a **New Page** will add a '**Page Container**'. This is a blank page with options for content to be added.

Page Container





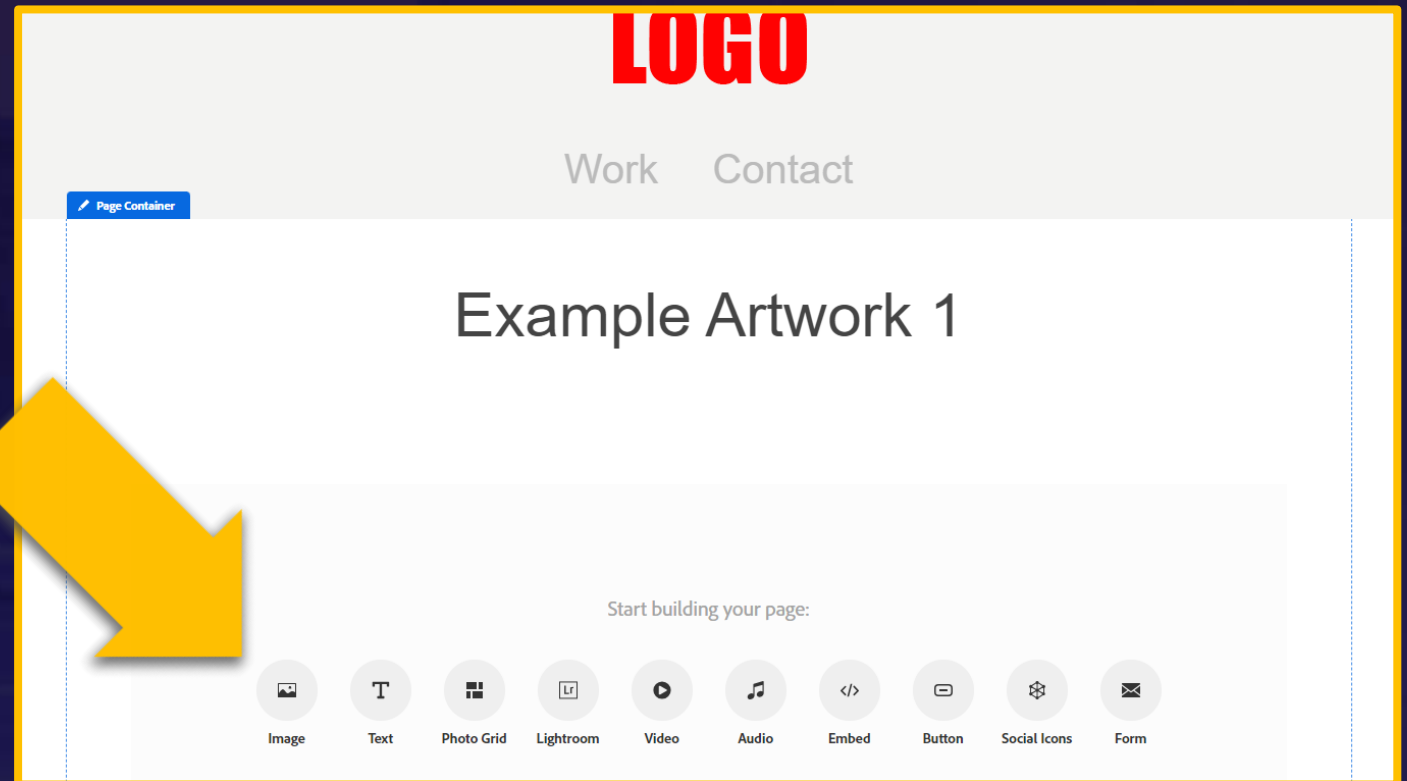
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Adding Content

Content options such as images, text, video, audio etc. are visible at the bottom of the screen.

Content Options



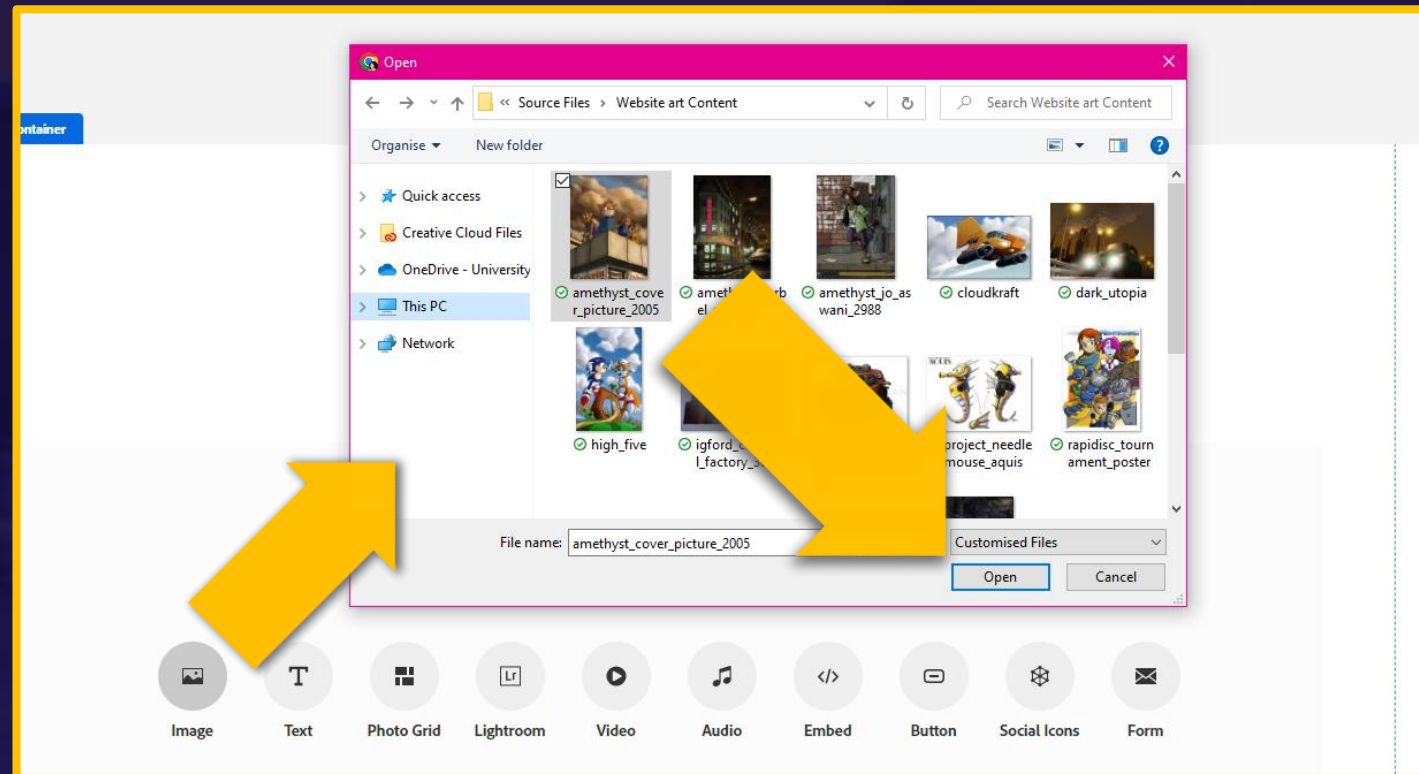


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Adding Content

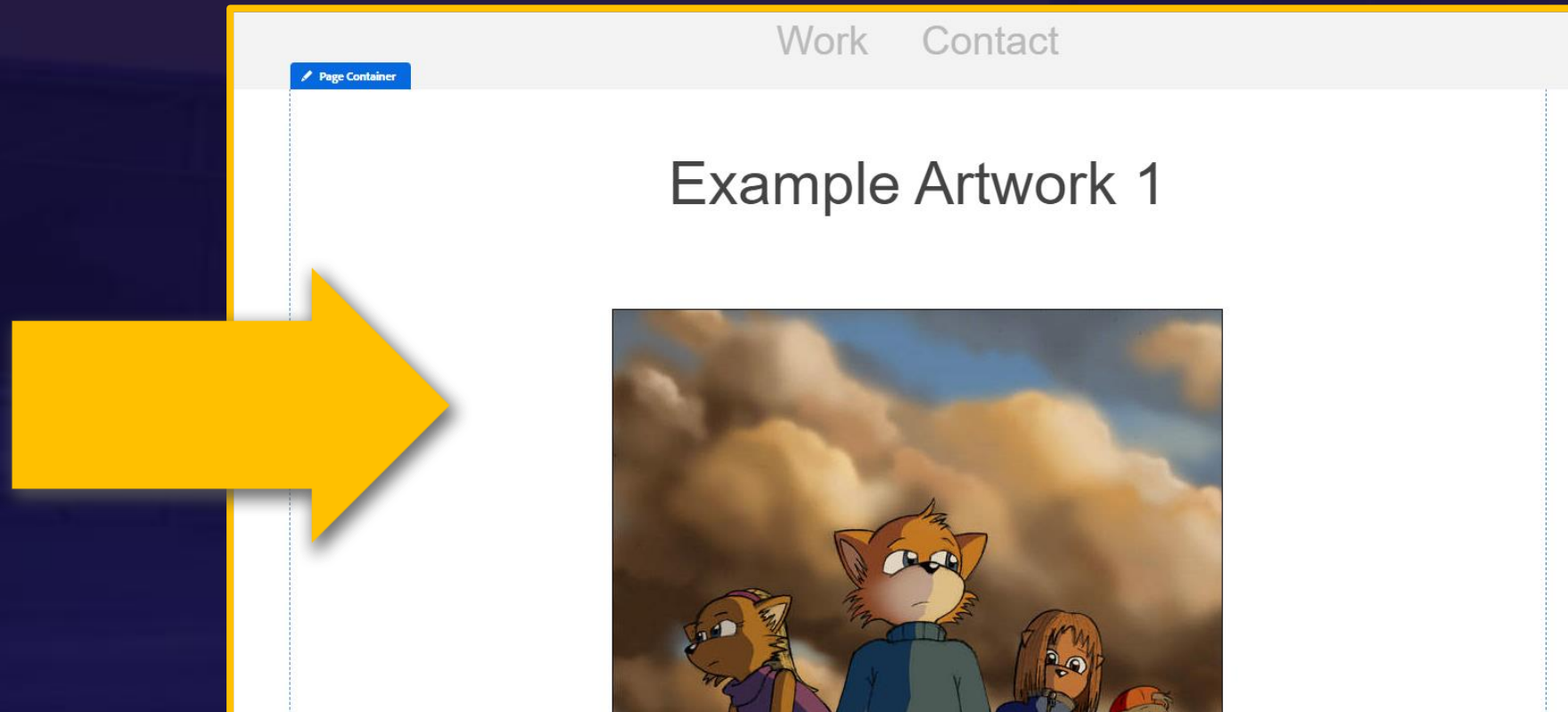
Images, video, music, text, links, and many other resources can be added to a Page Container. **Remember:** These can all be **individually edited** as well!





Adding Content

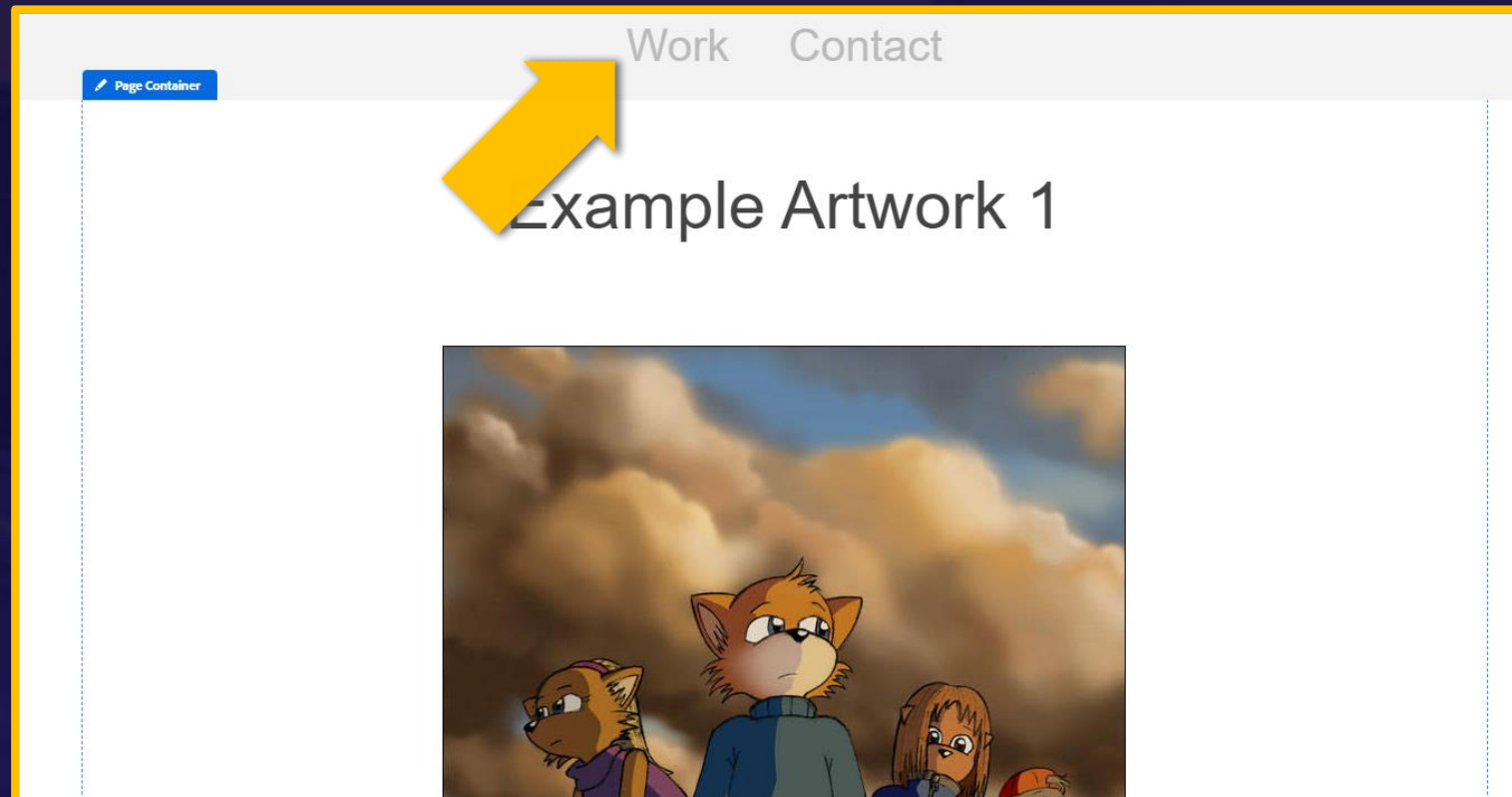
In this case, the Page Container is a new page containing an image from a portfolio.





Adding Content

When the site is live, a user can just select 'Work' from the **navigation bar** to navigate back to the **main gallery**.



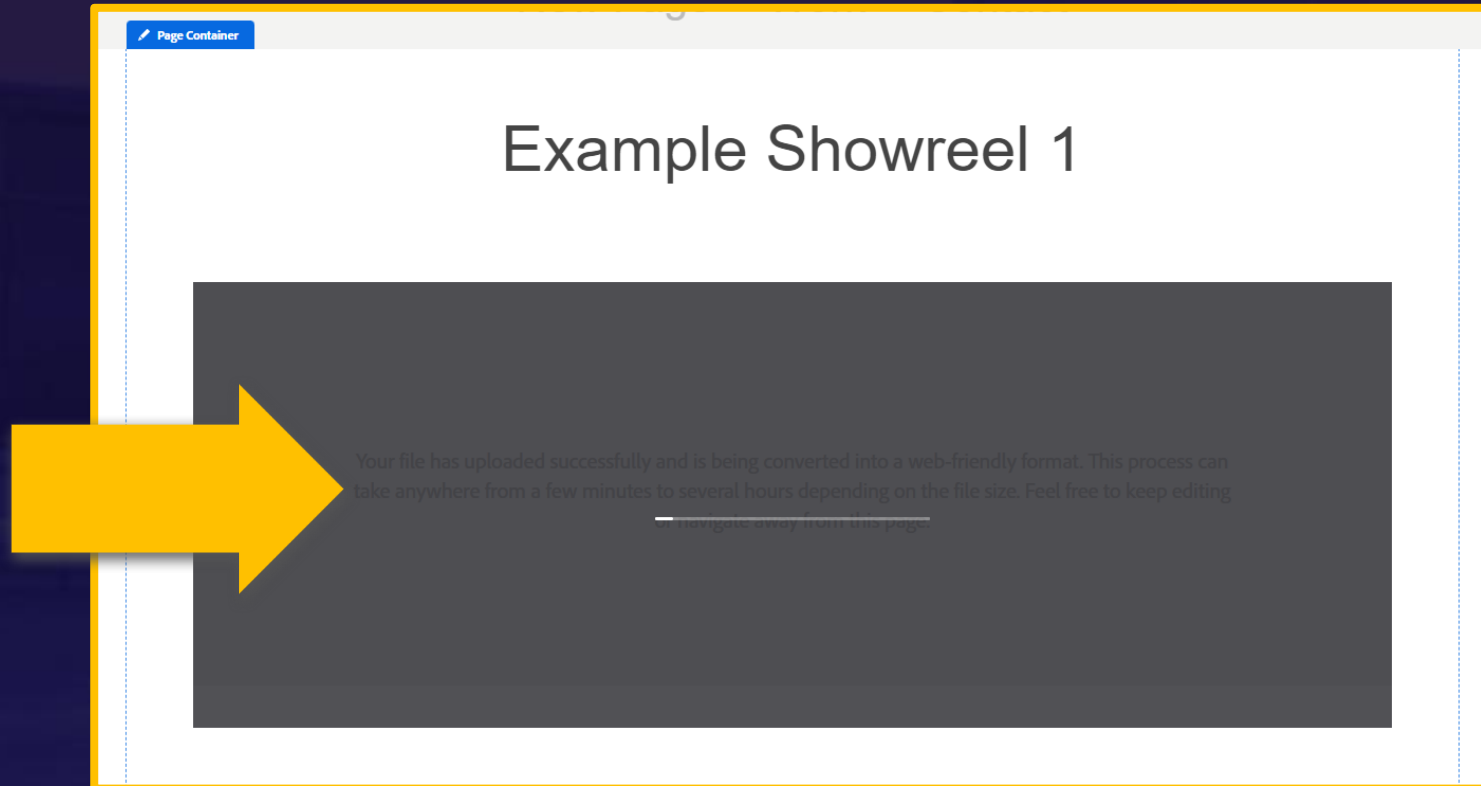


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Adding Content

When videos are uploaded they will take some time to **convert** – Adobe Portfolio will notify you of this. Feel free to **keep editing elsewhere** if required.



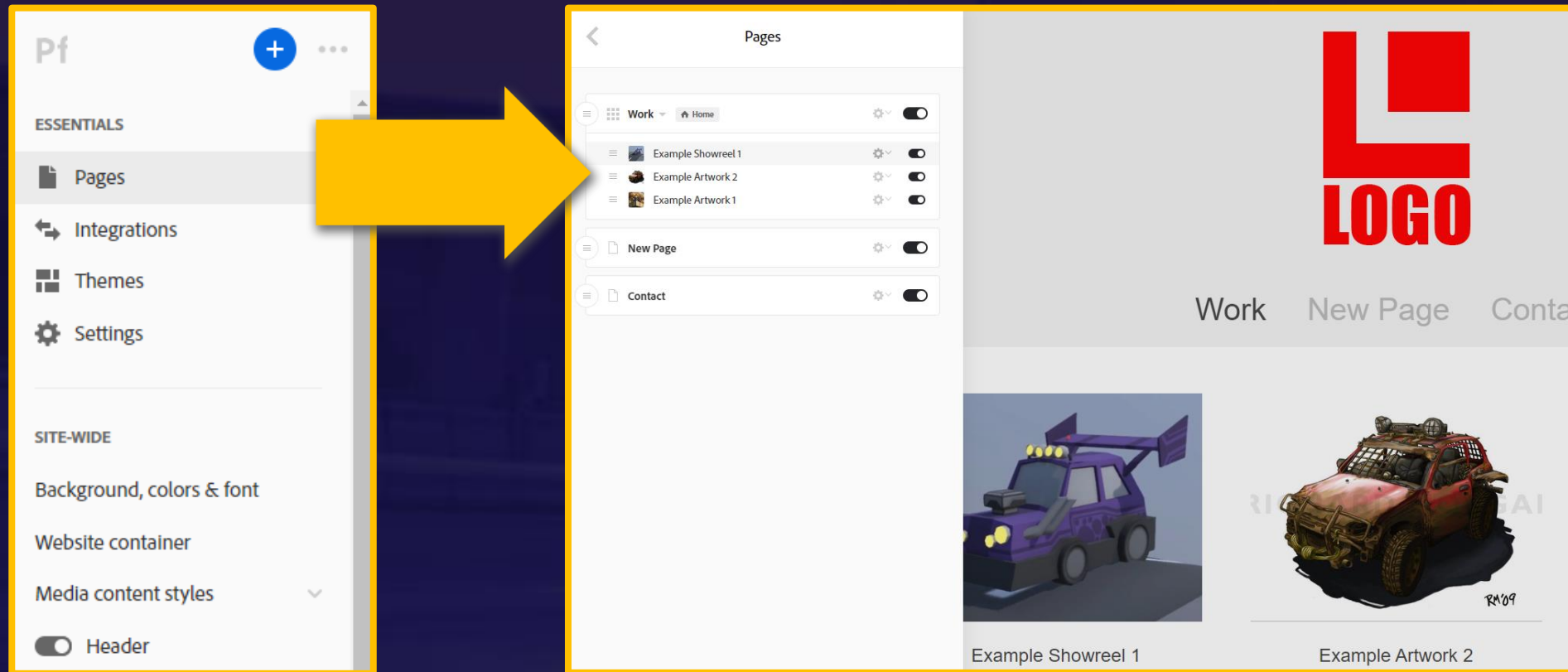


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Adding Content

To navigate to different parts of your site (in editing mode) use the '**Pages**' section of the main toolset (left hand side of the screen).



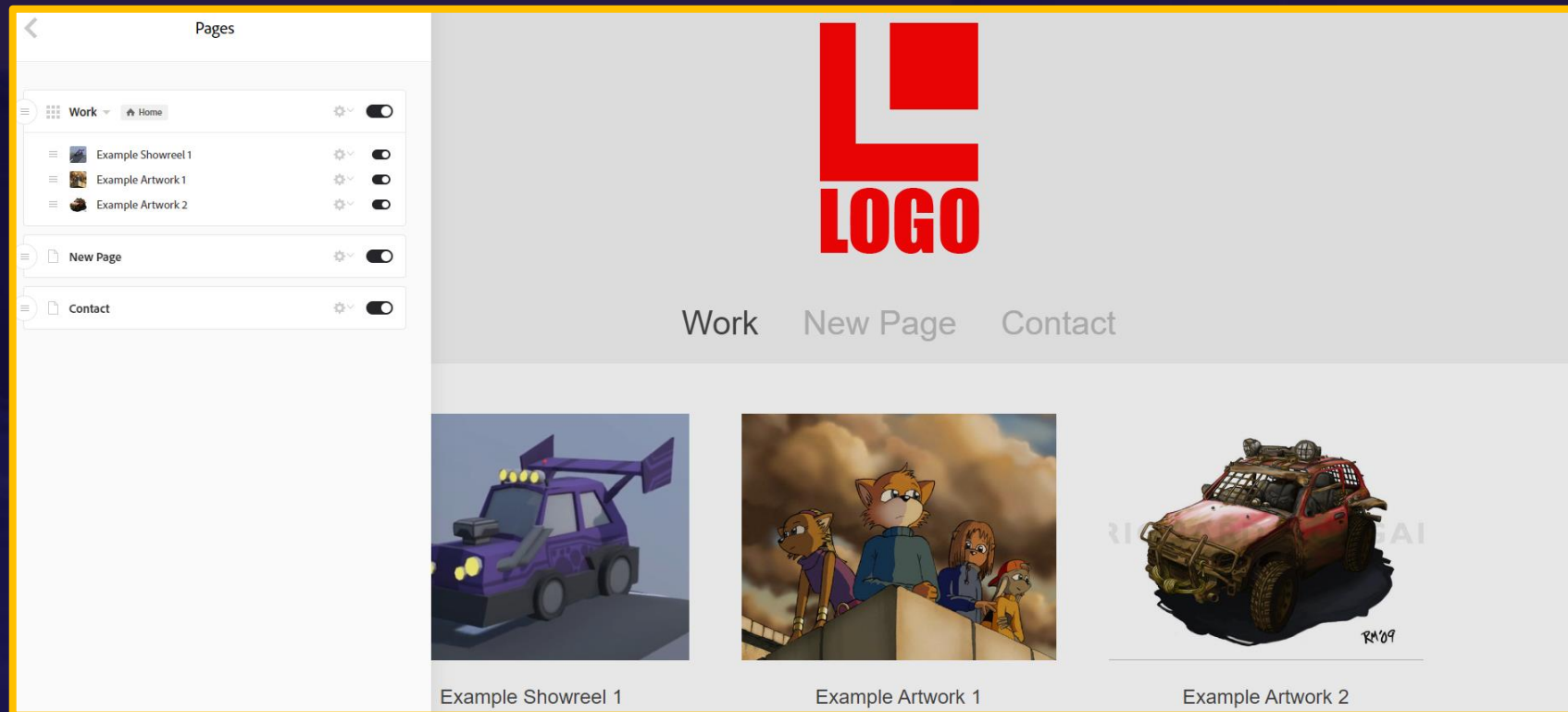


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Adding Content

Here you should see **all created pages** on your site, including content. You can select any of your content, edit, and drag the order of the pages around to suit your needs.





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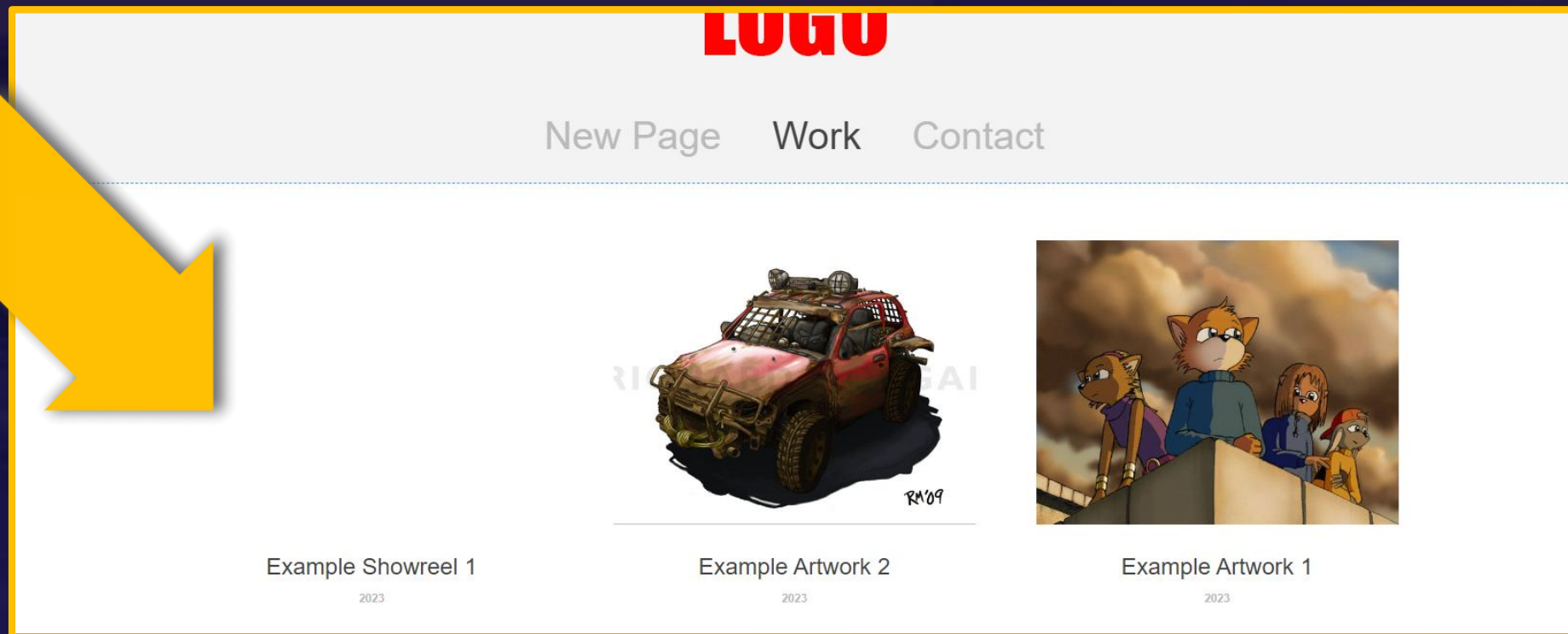
Website Guidance and Creation

Adobe Portfolio: Editing content on your website



Editing Content

You will likely need or want to **edit content** while working on your website. The example below shows one page without an image that needs to be added.



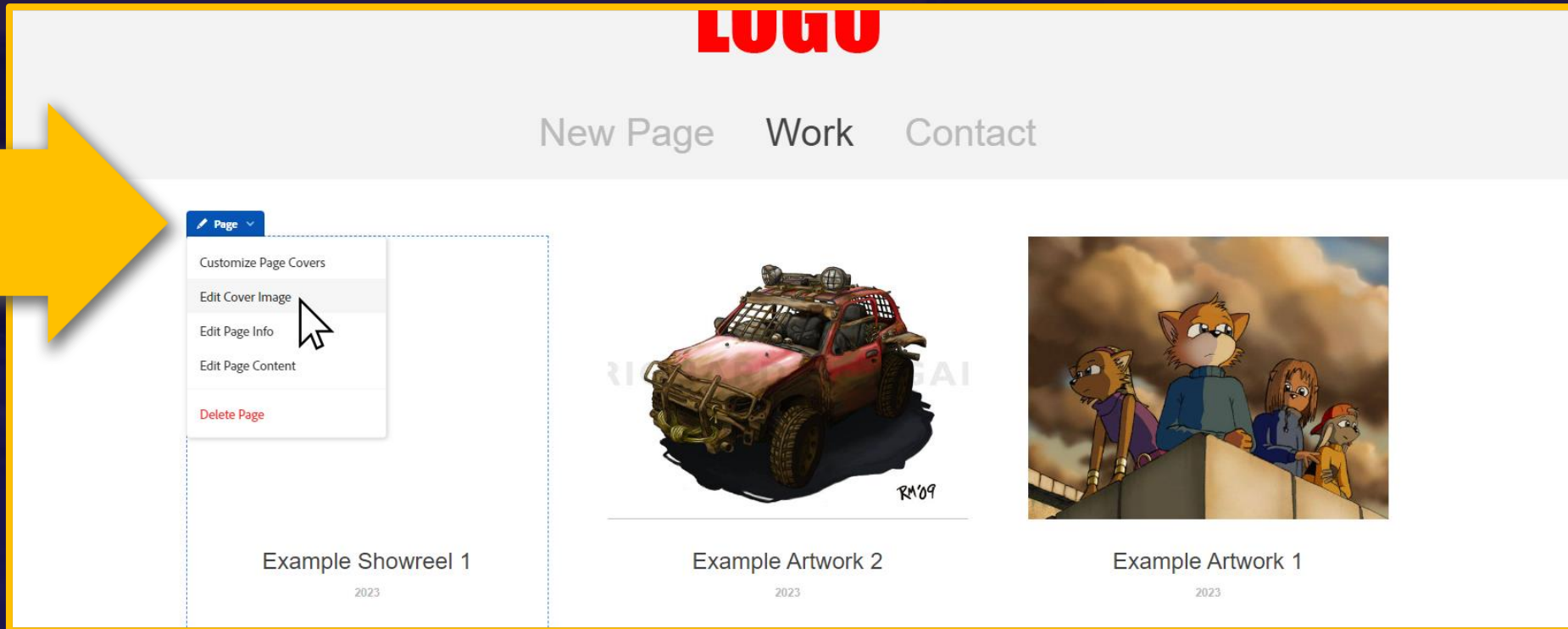


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Editing Content

To edit content, **move your cursor over the intended element** and a blue outline and tab should appear. Clicking on the tab will present a number of **options**.



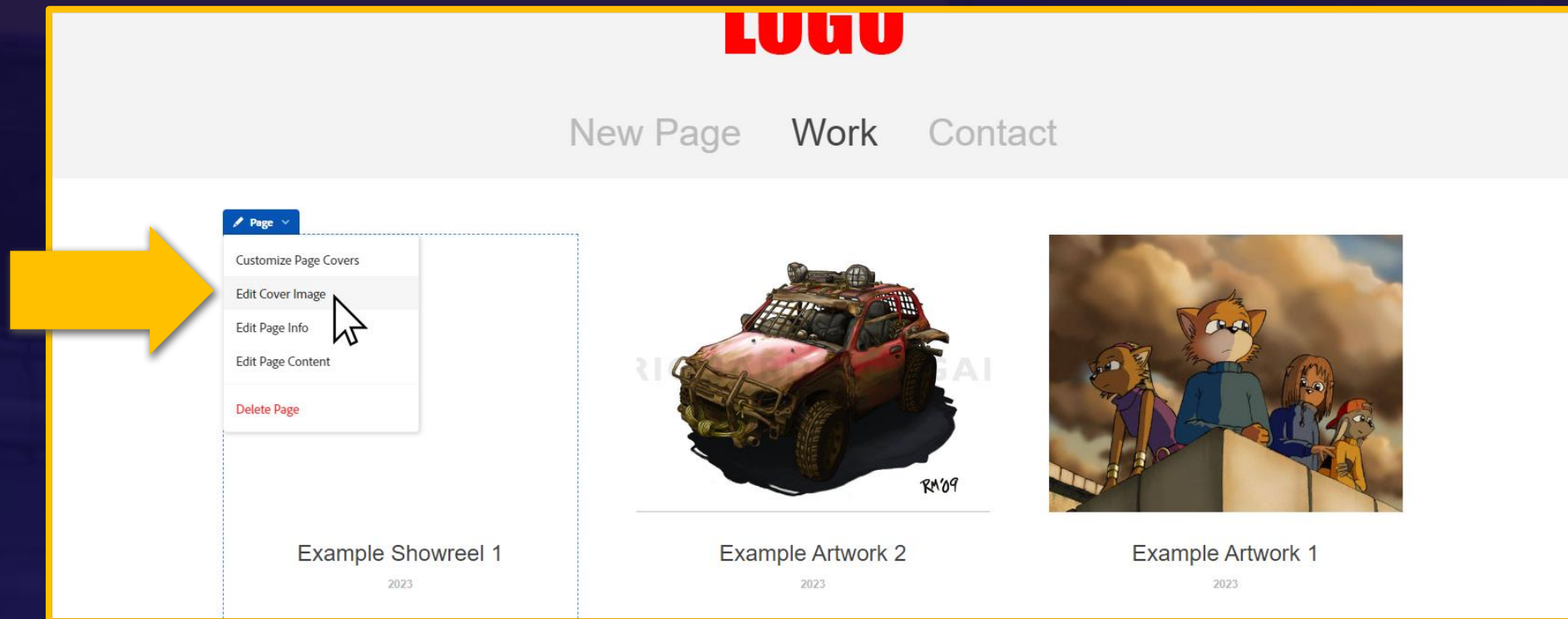


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Editing Content

Selecting '**Edit Cover Image**' will allow you to **choose a preview/thumbnail image** for that page. This is ideal for portfolios and galleries.



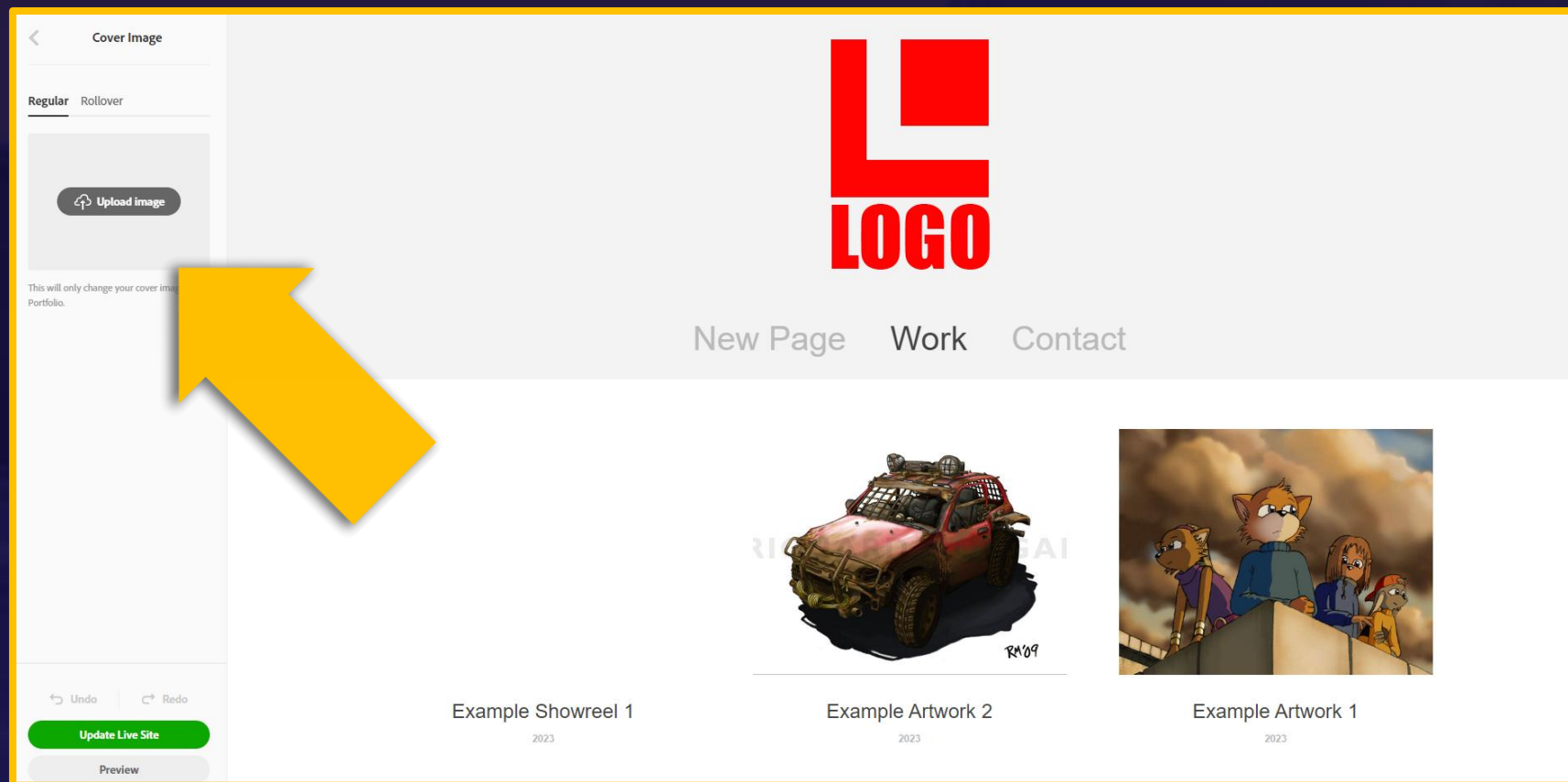


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Editing Content

Cover Image options will then appear on the left-hand side of the screen.



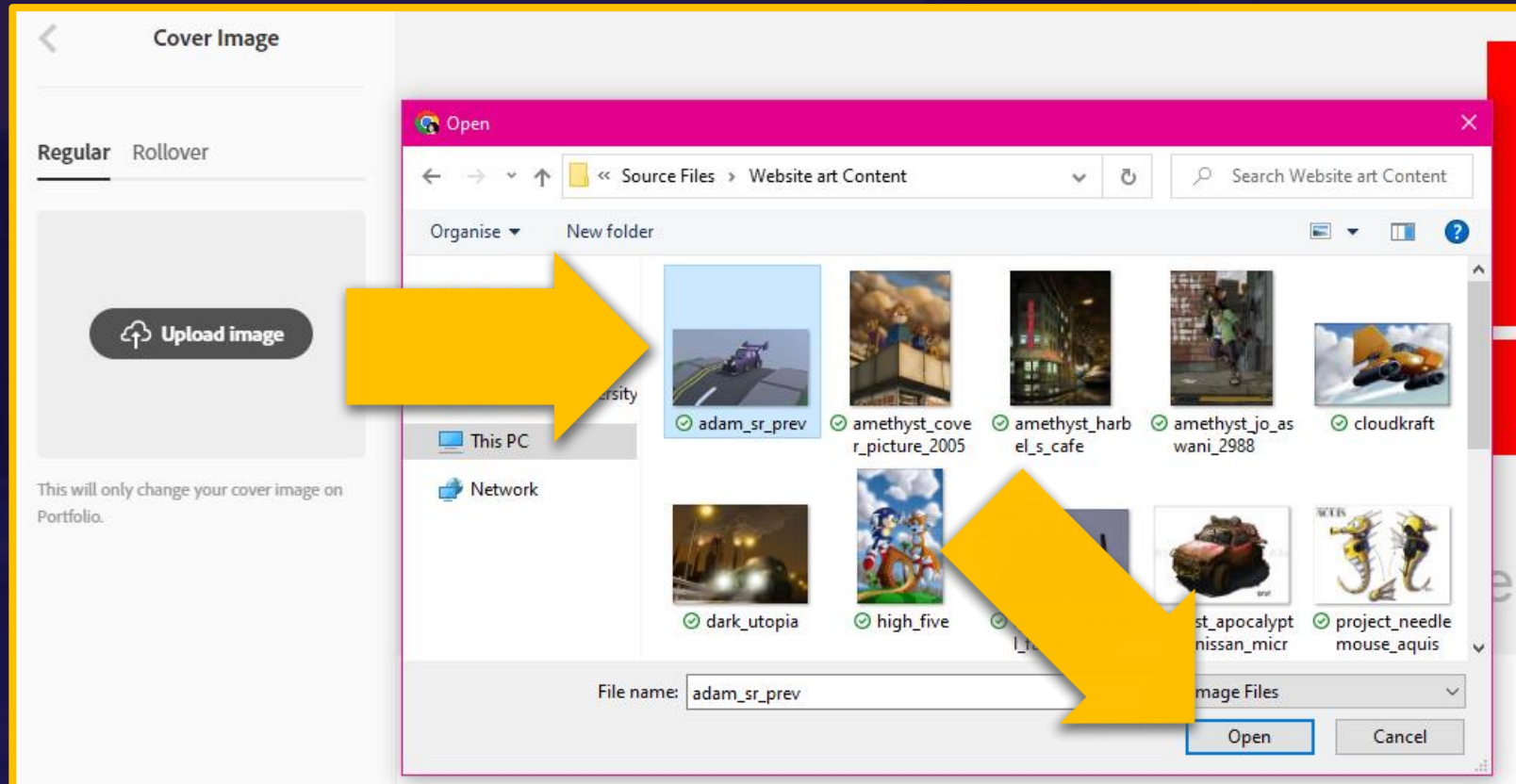


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Editing Content

You will then be able to **pick an image of your choice** to be featured as the **Cover Image**.





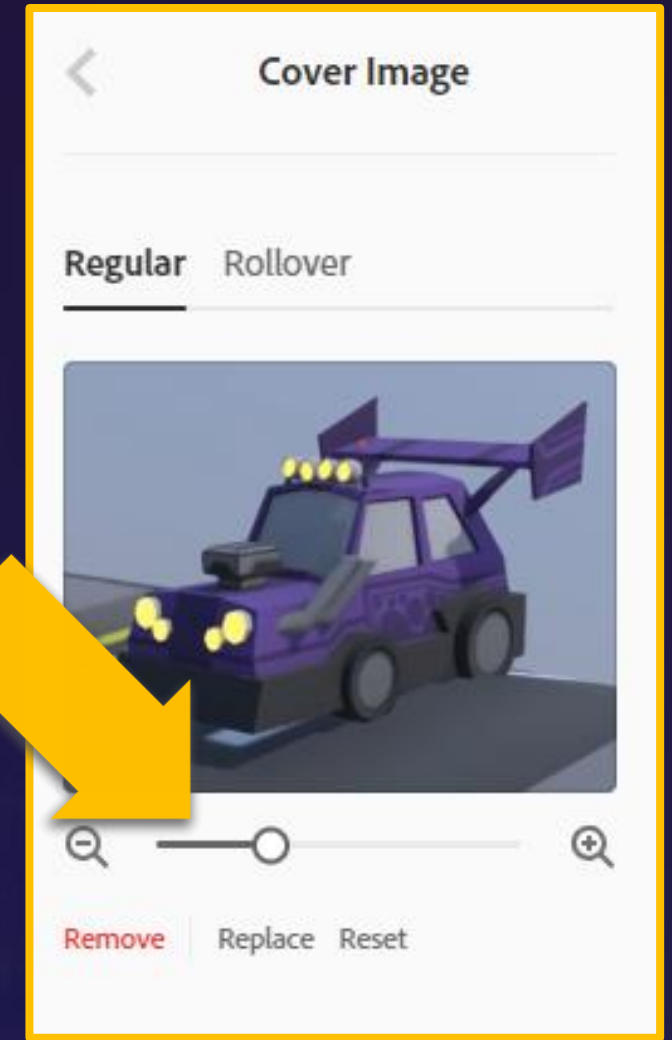
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Website Guidance and Creation

Editing Content

The Cover Image can be **scaled and translated** using the Cover Image options for better framing and composition of your images.

This can also be **replaced** with other images of your choice, or **cleared** to start again.





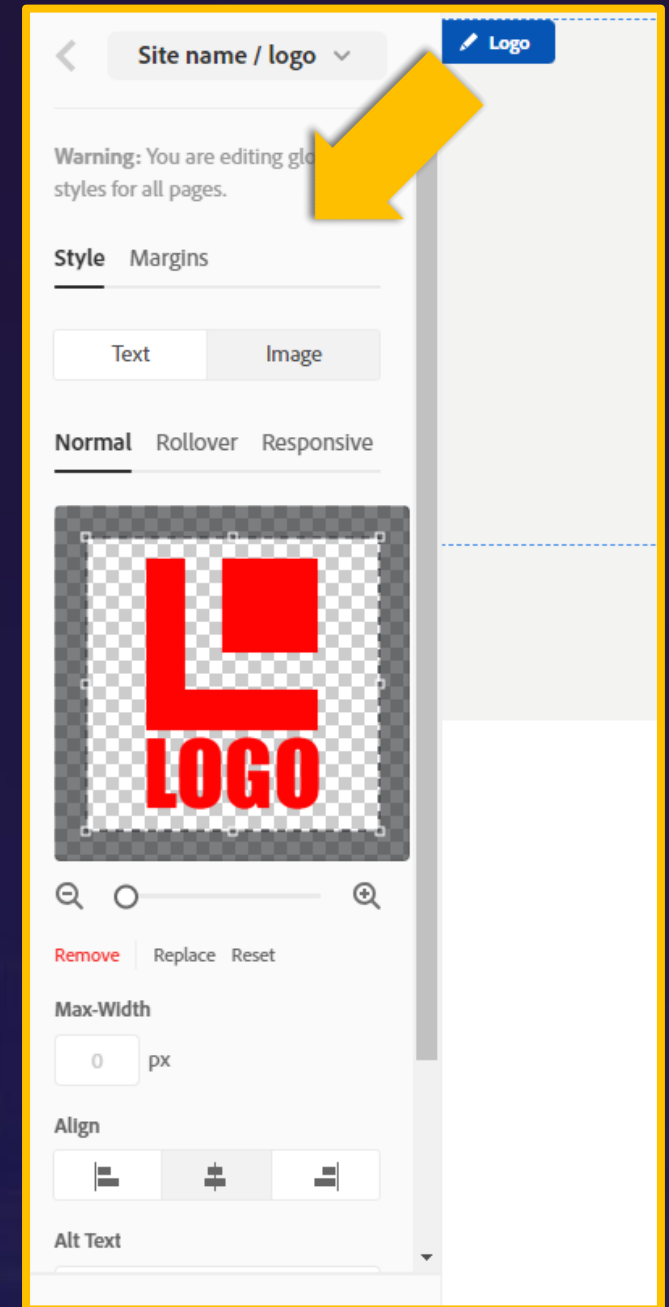
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Editing Content

Typically, all editing of content is completed by selecting **the relevant section of your site** and using the tools that appear from the blue tab's **drop-down menu**.

Options on the left-hand toolbar will **change accordingly**, allowing you to customise each element.





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Adobe Portfolio: Adding and Removing Pages on your Site



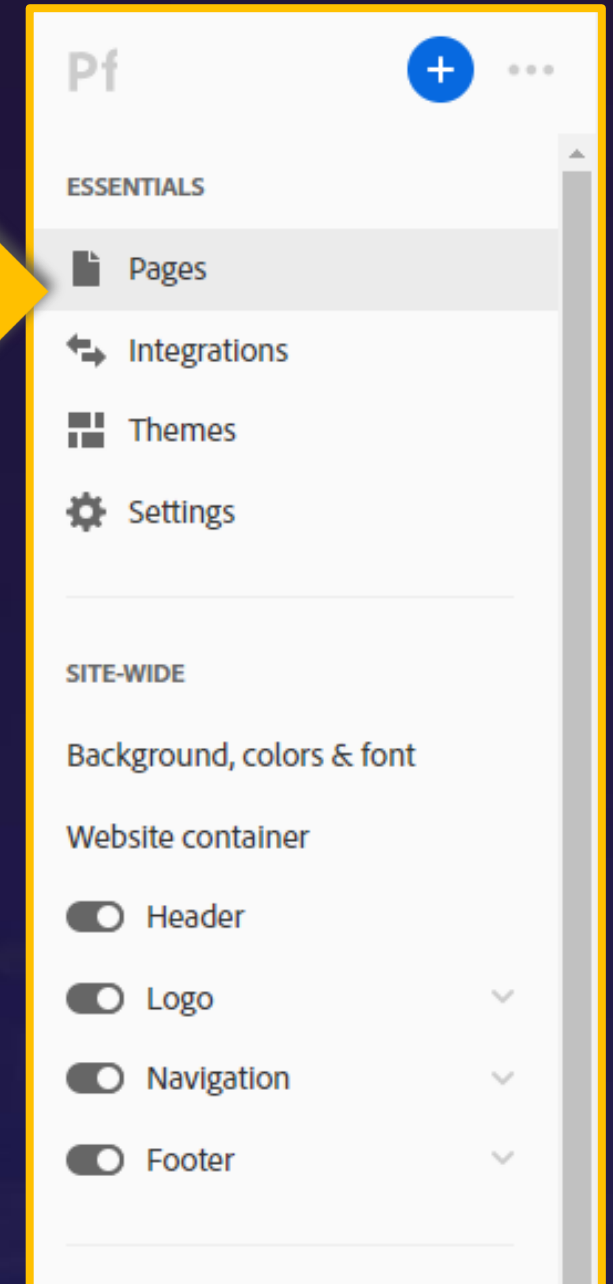
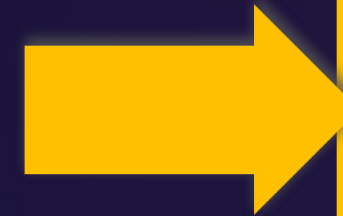
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Adding & Removing Pages

Pages can be added and removed on Adobe Portfolio using the '**Pages**' tab on the main toolbar.

This will open up a new management list of **all created pages** linked to your current website.





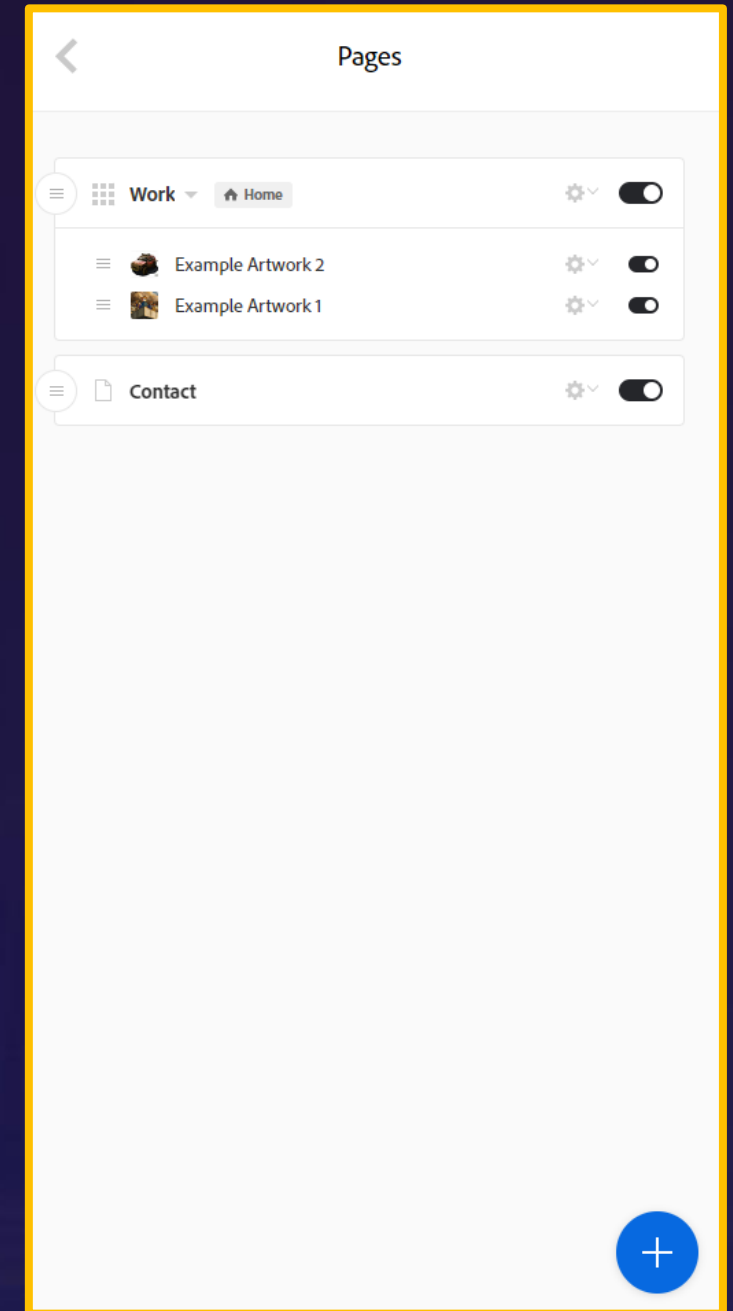
CHANGEMAKERS: Building Your Personal Brand

Website Guidance and Creation

Adding & Removing Pages

The Mercedes template lists two pages – ‘**Work**’ and ‘**Contact**’.

By default, ‘Work’ is your **homepage** – though this can be edited and changed. ‘Work’ is also a **collection**, containing sub-pages of creative content.





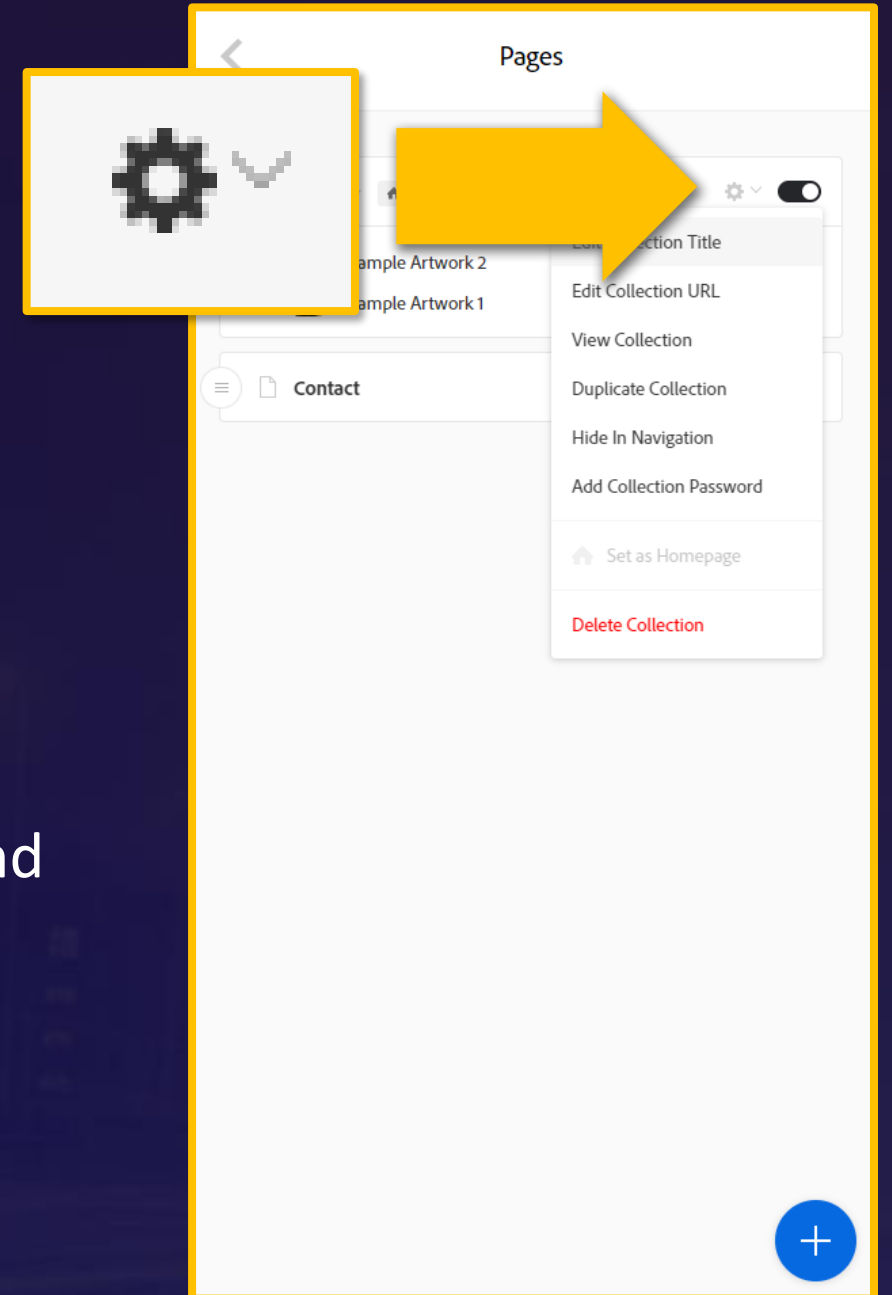
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Website Guidance and Creation

Adding & Removing Pages

In the Pages menu, you can **edit and delete** pages by clicking on the 'cog' icon on each page.

Here you can assign a homepage, duplicate content and delete pages/collections.



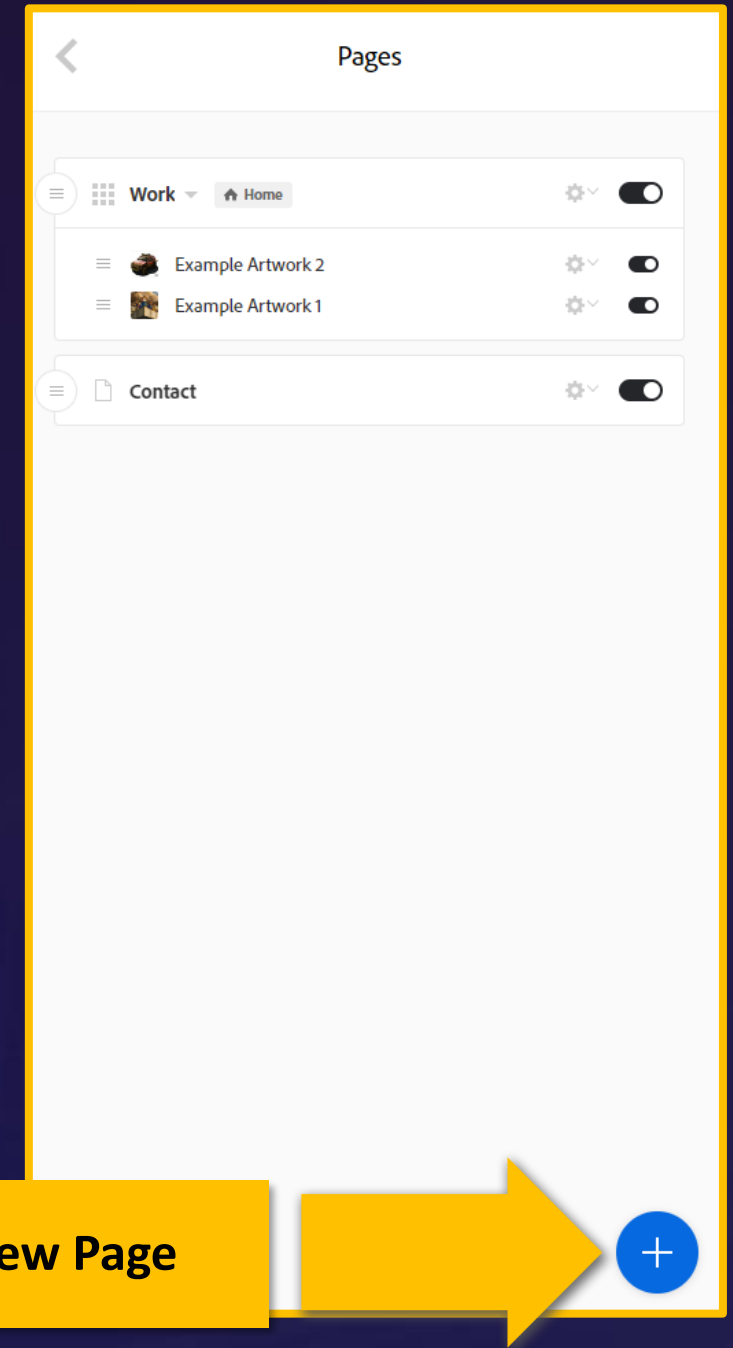


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Website Guidance and Creation

Adding & Removing Pages

Adding pages can be done by clicking on the blue plus sign at the lower-right side of the **Pages** tool.





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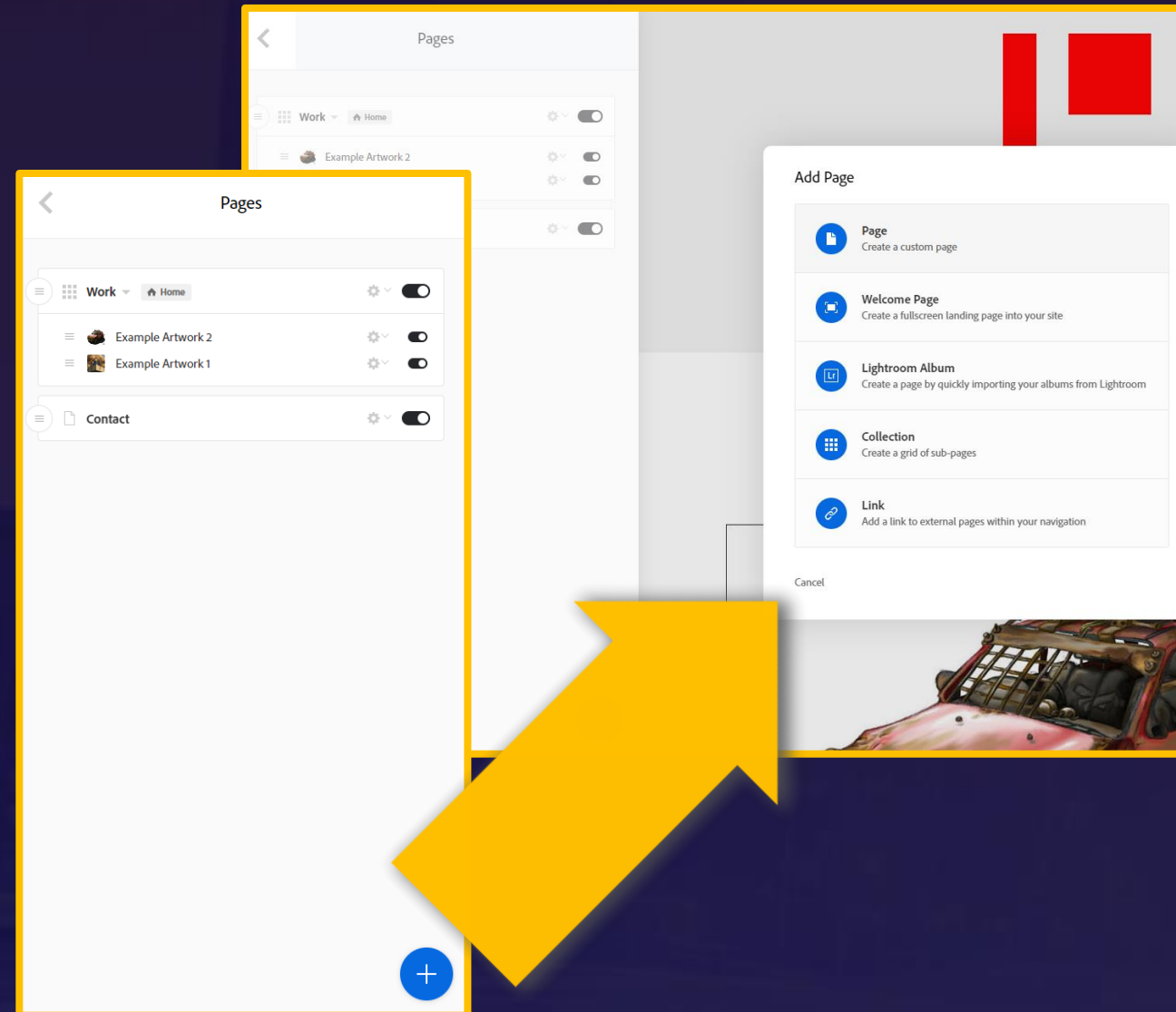
Website Guidance and Creation

Adding & Removing Pages

After clicking on the **blue plus icon**, Adobe Portfolio will ask you what kind of page you would like to add.

A **Page** provides a container for you to add images, videos, audio etc.

A **Collection** provides a list of pages in a gallery format – similar to the template we have started with in this tutorial.





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Website Guidance and Creation

Adding & Removing Pages

Once you have chosen your new page type, you will be required to **rename** it. This name will be used for navigating your site.

New Page

Destination: Navigation ▼

☐ Make this my homepage

Create Page

[← Go Back](#) [Cancel](#)



CHANGEMAKERS: Building Your Personal Brand

Website Guidance and Creation

Adding & Removing Pages

The new page and title will then appear on your **Navigation bar**, alongside the existing options.

As before, this can be **edited, renamed and removed** where required.

New Page appears
On Navigation Bar



LOGO

New Page Work Contact

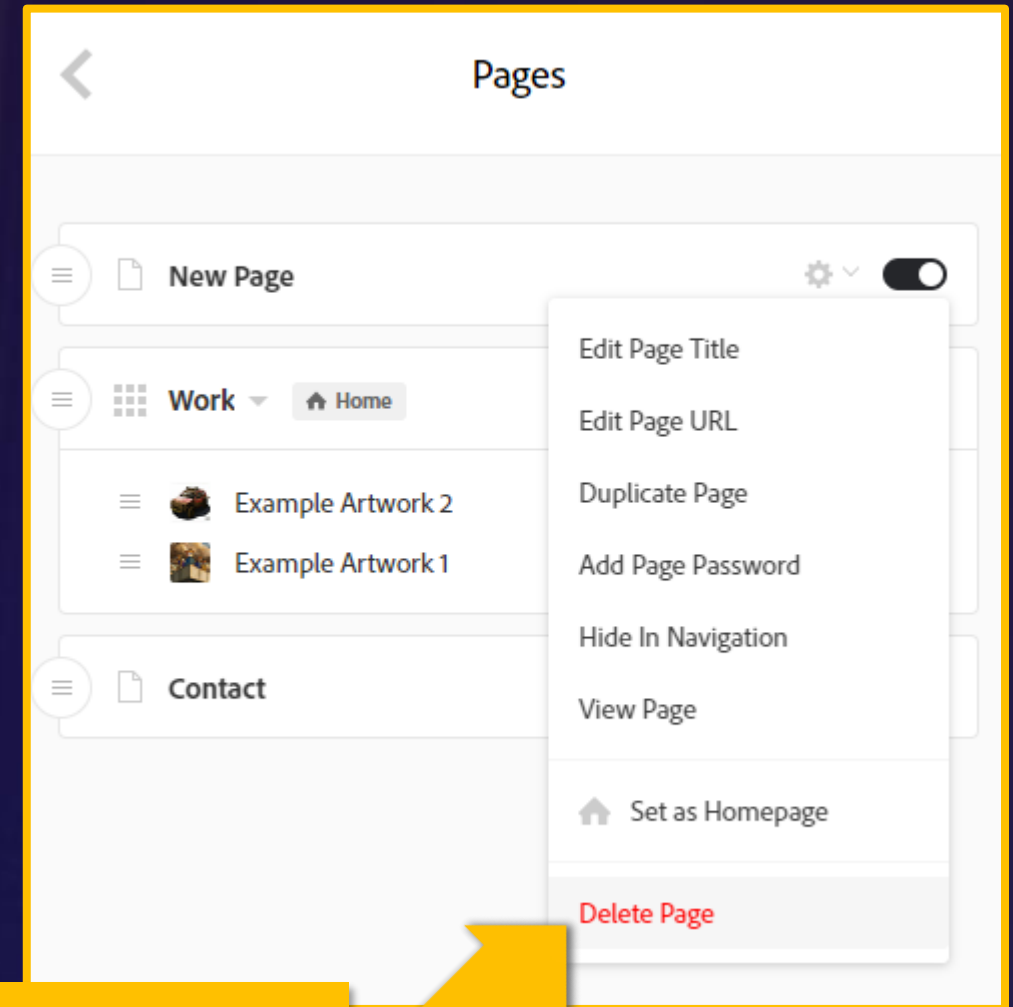
New Page



Adding & Removing Pages

To **delete** a page (and all of its content) you can select the page from the '**Pages**' tool as before, and access additional options by clicking on the **cog icon**.

At the bottom of the list should be an option to **Delete Page** – this will refer to the page you have accessed via the cog menu.



Delete Page



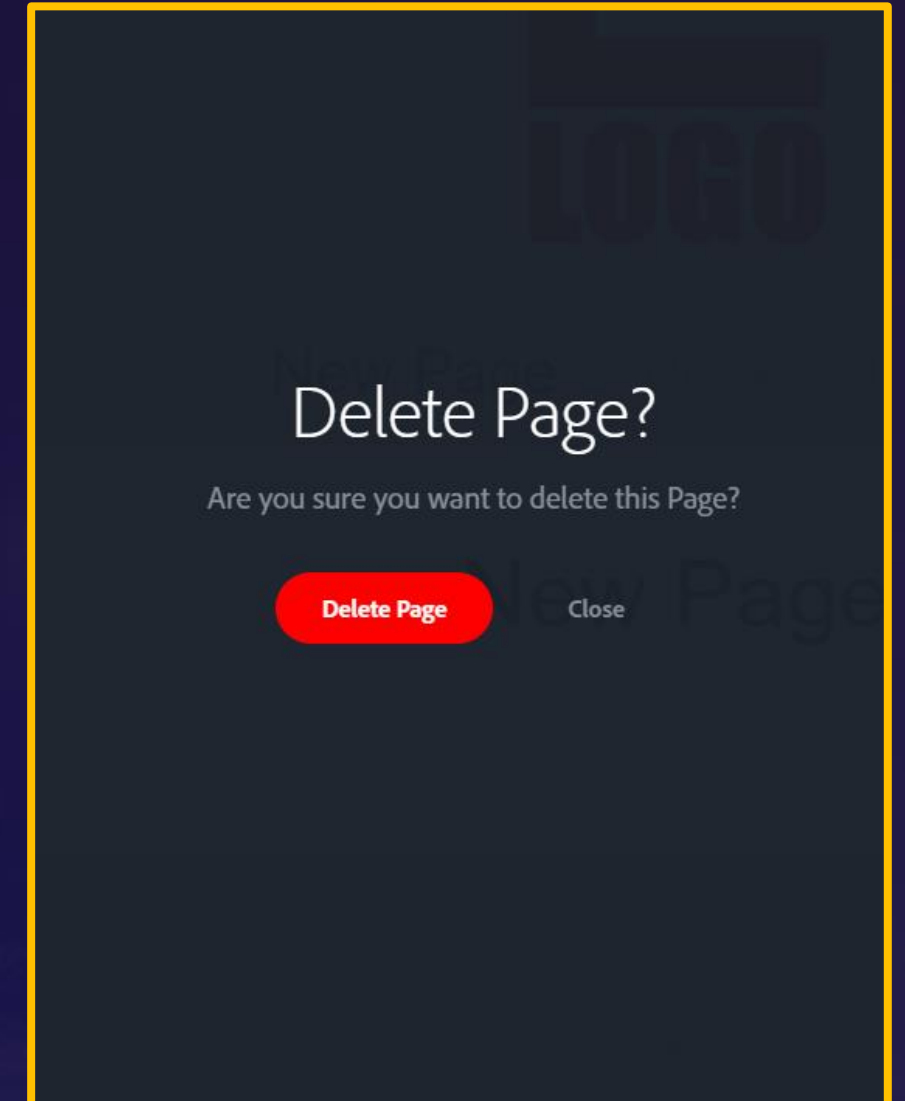
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Website Guidance and Creation

Adding & Removing Pages

After selecting '**Delete Page**' Adobe Portfolio will ask you if you want to proceed.

Make sure you have selected the right page if you are doing this as the **action cannot be undone in the editor!**



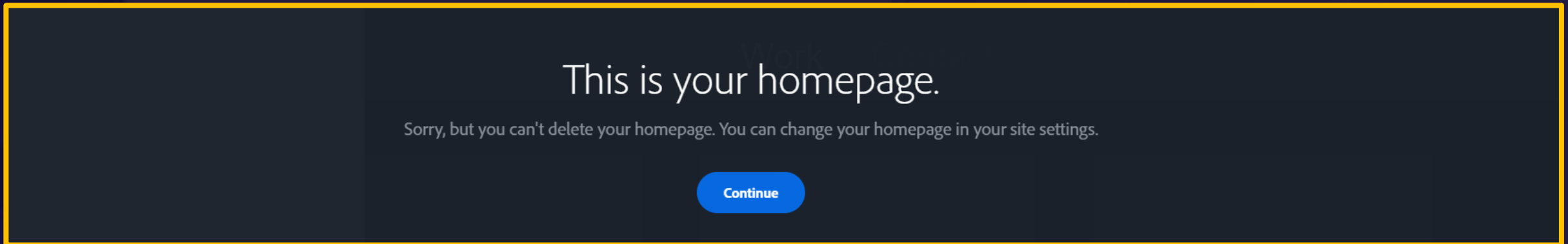


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Website Guidance and Creation

Adding & Removing Pages

If you try to **remove your default homepage** Adobe Portfolio will stop you and display the following **message**:



You can **change your homepage** if you need to. This can be done in the following way:

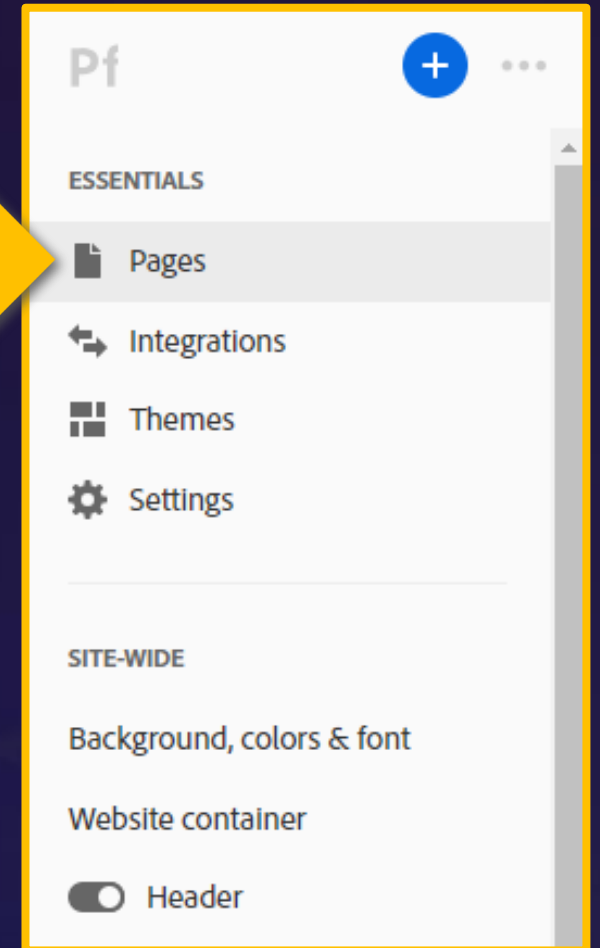


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Website Guidance and Creation

Adding & Removing Pages

To change your homepage, access the Pages menu on the main left-hand toolbar.

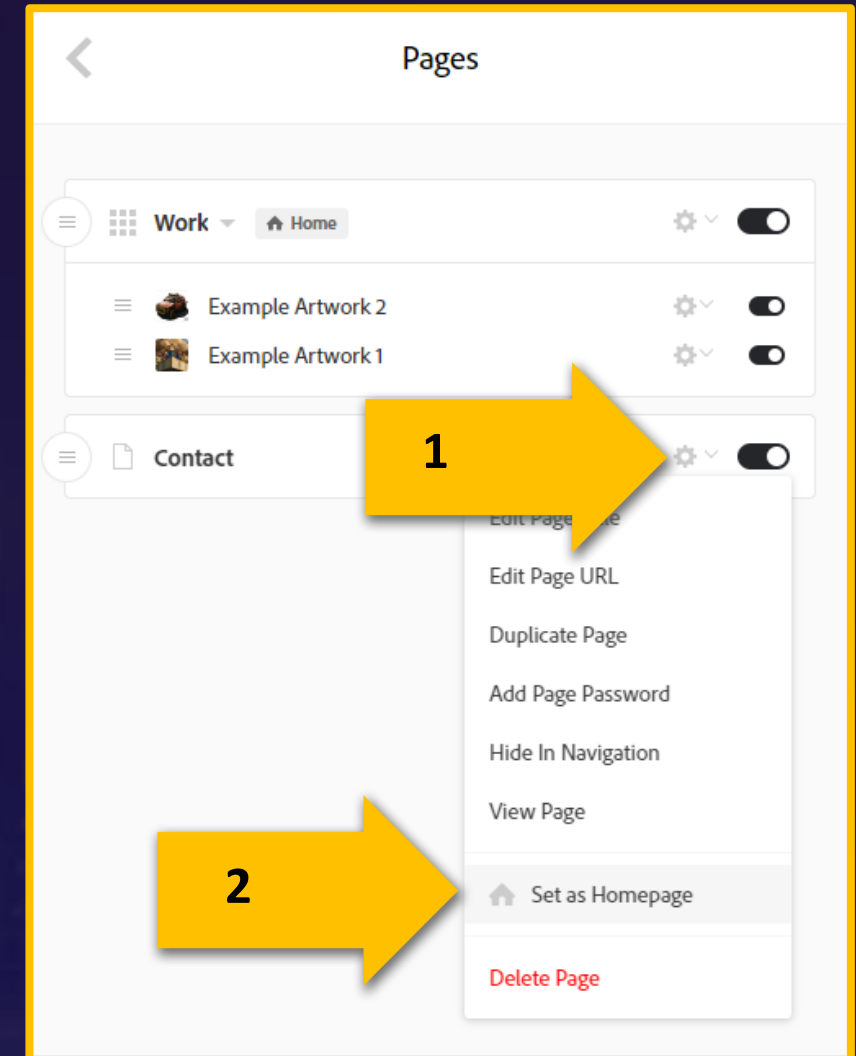




Adding & Removing Pages

When in the Pages menu, click on the 'cog' icon next to any of the pages of your website. This should produce a **drop-down tab** with additional options.

One of these should be '**Set As Homepage**'. Clicking on this will prioritise the current page and it will become the **first page that appears** when you preview or publish your site.





CHANGEMAKERS: Building Your Personal Brand

Website Guidance and Creation

Website Guidance and Creation

Adobe Portfolio: Desktop and Mobile Device Views



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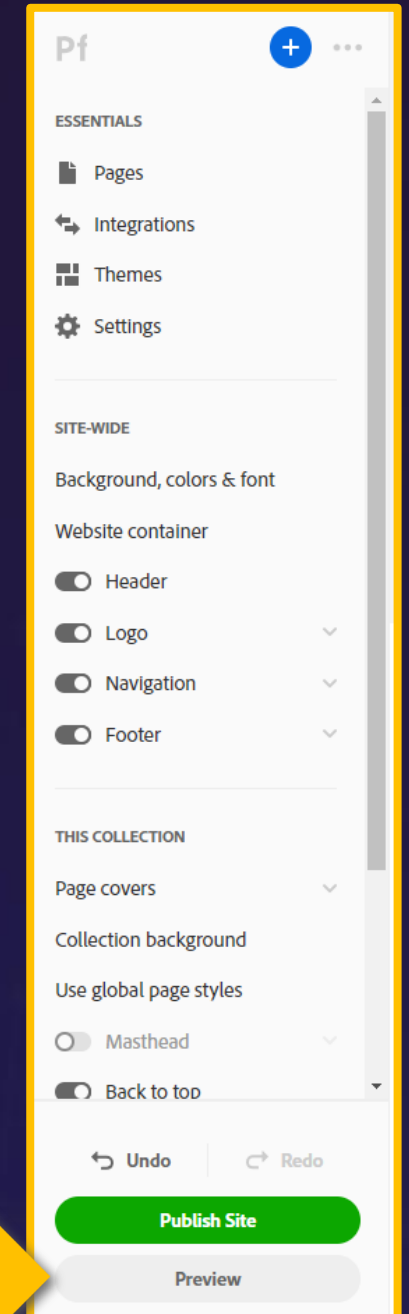
Website Guidance and Creation

Desktop and Mobile Device Views

You can **preview** your site in a number of different ways before publishing in order to see how it is shaping up.

This can be accessed at any time, **including after publishing your site**. If you accidentally publish your site before you are finished, don't worry – **you are still able to edit your site** each time you log in to your Adobe account.

To access the preview of your site, click on the '**Preview**' button at the **bottom of the main toolset** on the left-hand side of your screen.



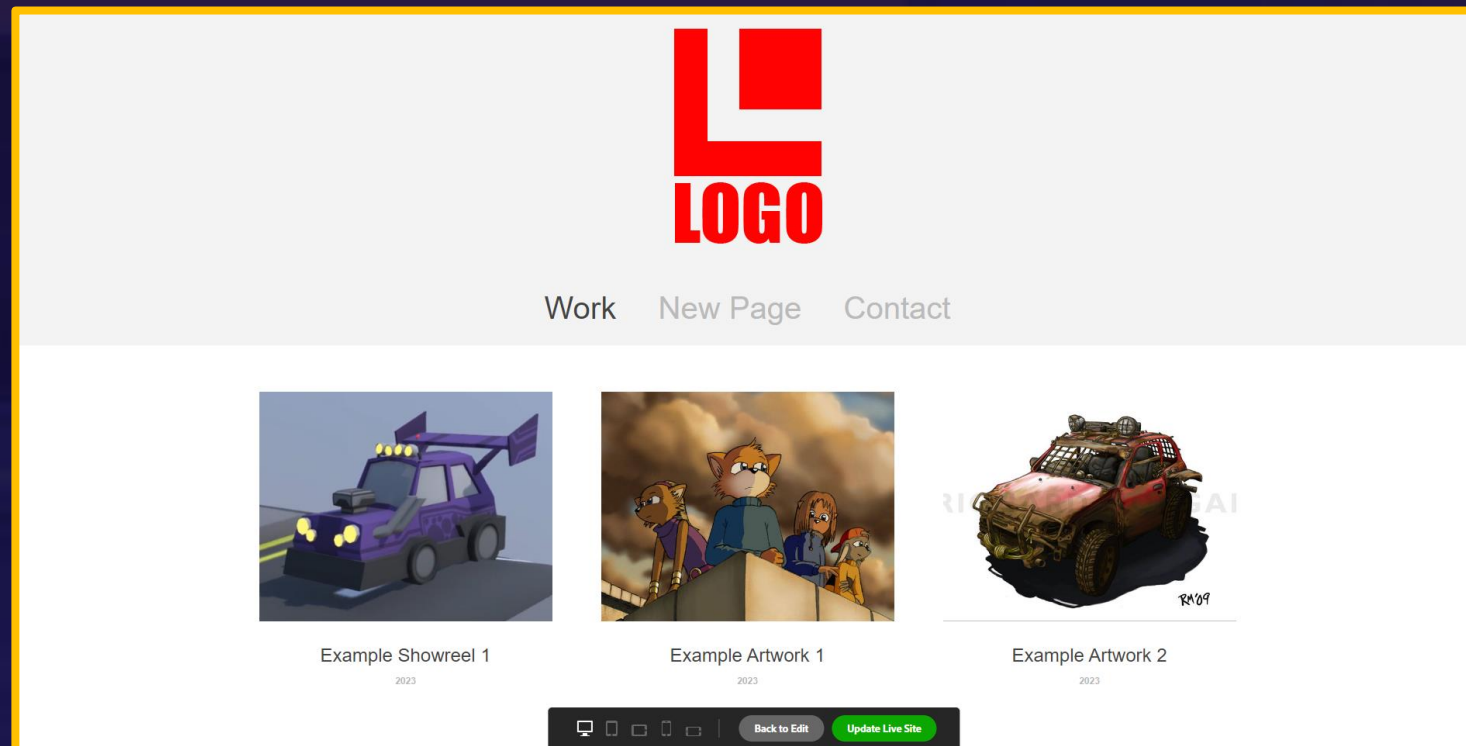


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Website Guidance and Creation

Desktop and Mobile Device Views

This will take you to a **preview of your site** where you can navigate, interact and look at your work as if it were published.



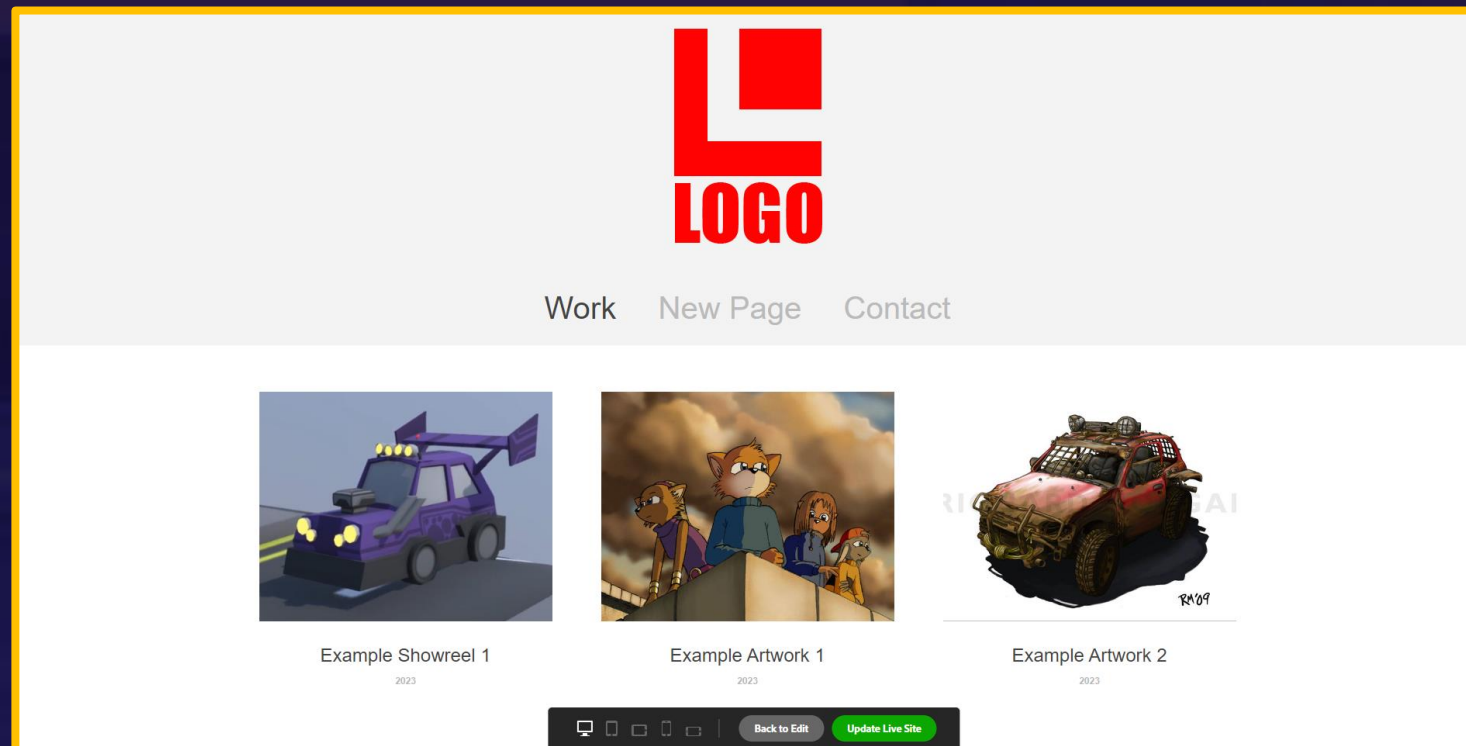


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Website Guidance and Creation

Desktop and Mobile Device Views

Preview mode is a good opportunity to test if all pages, links and content is **working as anticipated**. If not, you can continue to edit the website and preview again until you are satisfied with the result.





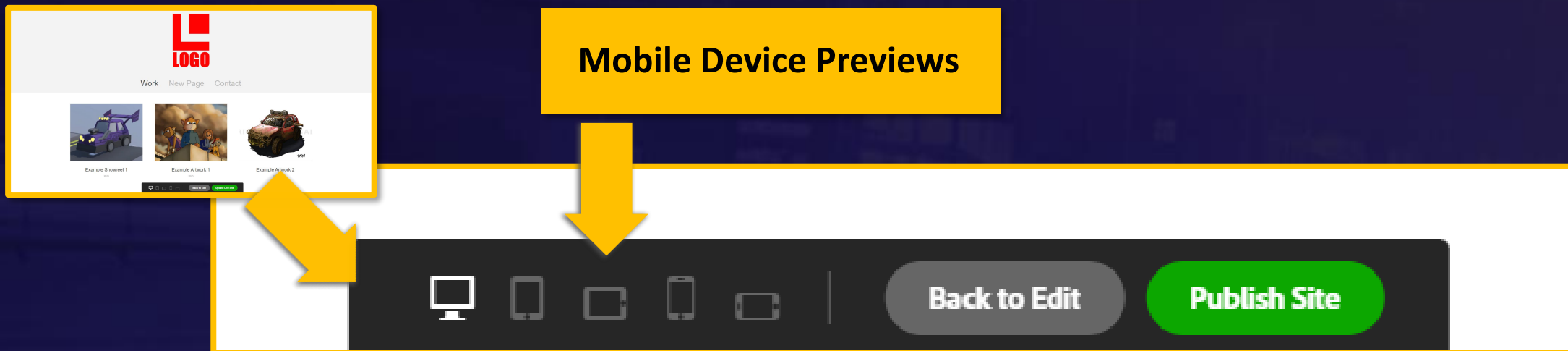
CHANGEMAKERS: Building Your Personal Brand

Website Guidance and Creation

Desktop and Mobile Device Views

In addition to a desktop preview, Adobe Portfolio offers previews of your site on different devices (and orientations on said devices).

To access these views, enable your Preview mode and then select from the options offered on the toolbar at the bottom of your desktop window view.



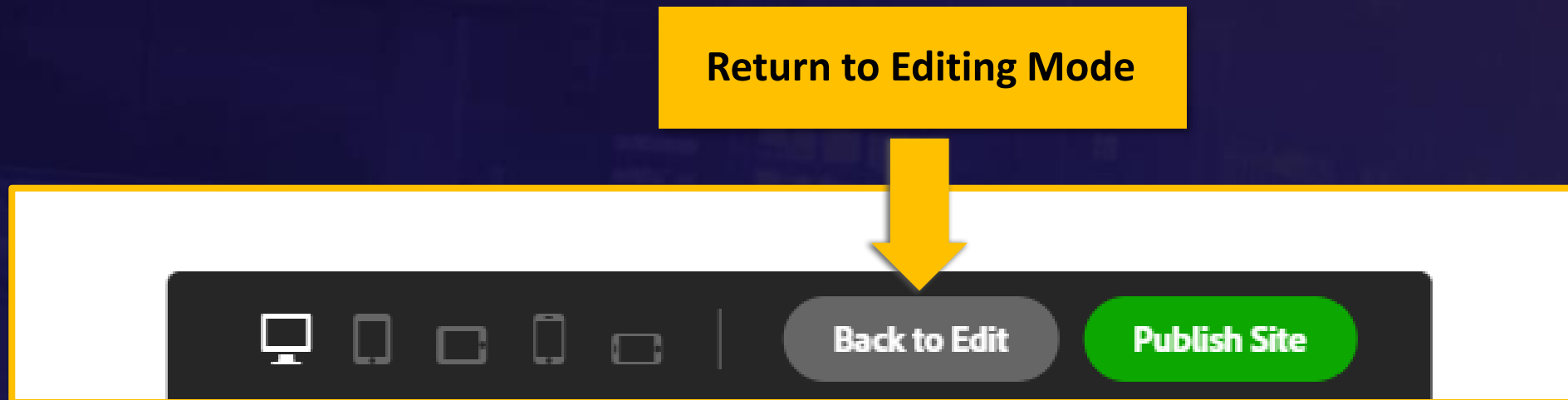


CHANGEMAKERS: Building Your Personal Brand

Website Guidance and Creation

Desktop and Mobile Device Views

To return to Editing mode, the same toolbar offers a **'Back To Edit'** button that will take you back to the editing mode with the left-hand toolbar and all of the options to select website elements on screen as before.





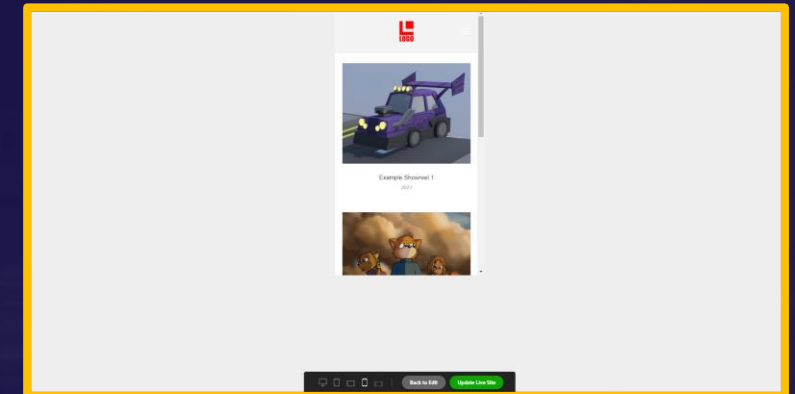
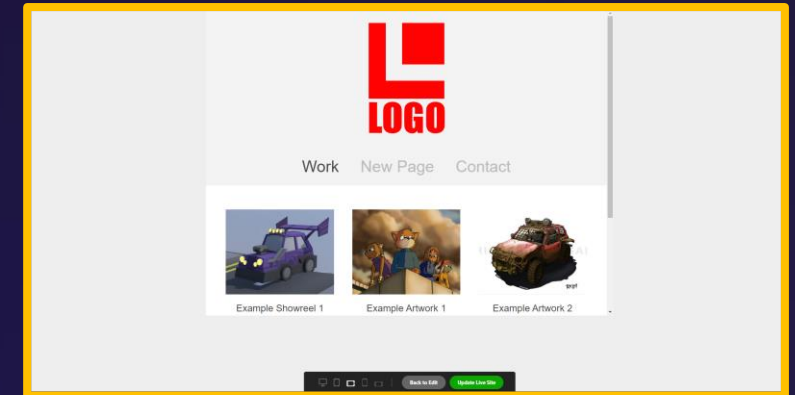
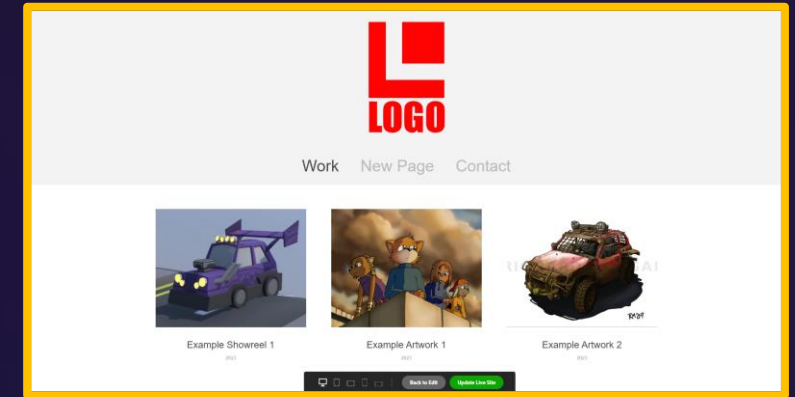
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Website Guidance and Creation

Desktop and Mobile Device Views

By previewing your work in different modes you will be able to see if your design is **effective** on different screen sizes and devices.

Please note that **you do NOT have to design a mobile-friendly version of your website** for this particular assignment... but if you hope to promote your work or brand following the assessment this should be a consideration, given how often people use phones to access the internet.





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Website Guidance and Creation

Website Guidance and Creation

Adobe Portfolio: How to Publish Your Website



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Website Guidance and Creation

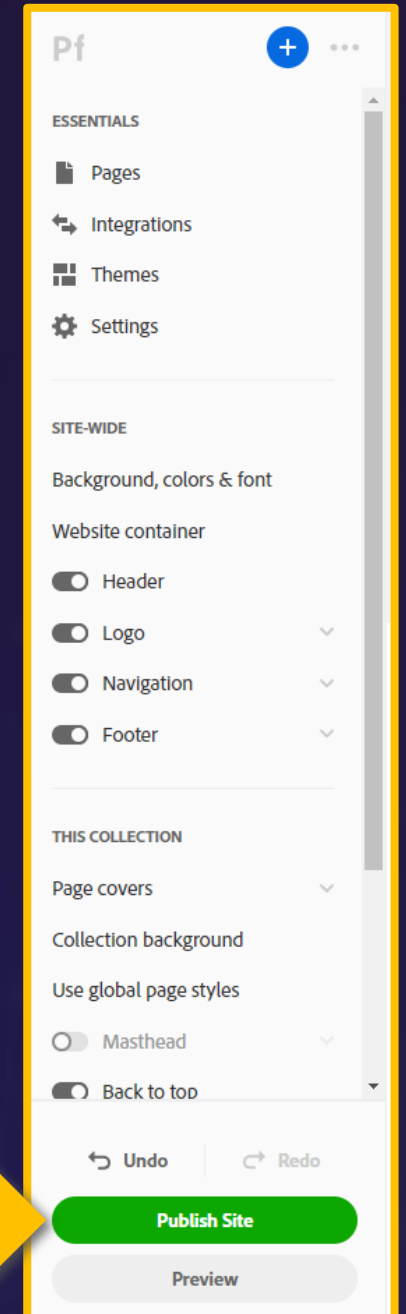
Publishing Your Website

Publishing your Adobe Portfolio site is a fairly simple process.

Once you have completed your design and are happy with the look and functionality of your work, you can use the '**Publish Site**' button at the bottom of the left-side tools.

Note: If you do this more than once it will say '**Update Live Site**'.

Publish Site here





CHANGEMAKERS: Building Your Personal Brand

Website Guidance and Creation

Publishing Your Website

Adobe Portfolio will give you the **following message** once you publish your site:

Your site is live!

View your site at <https://richardmorgan19564.myportfolio.com>

[View Your Site](#) [Back to Editor](#)

Make note of the URL address!

You will also be **given your URL** at this stage. Please make a note of this – it is this link you will share on your assignment submission.

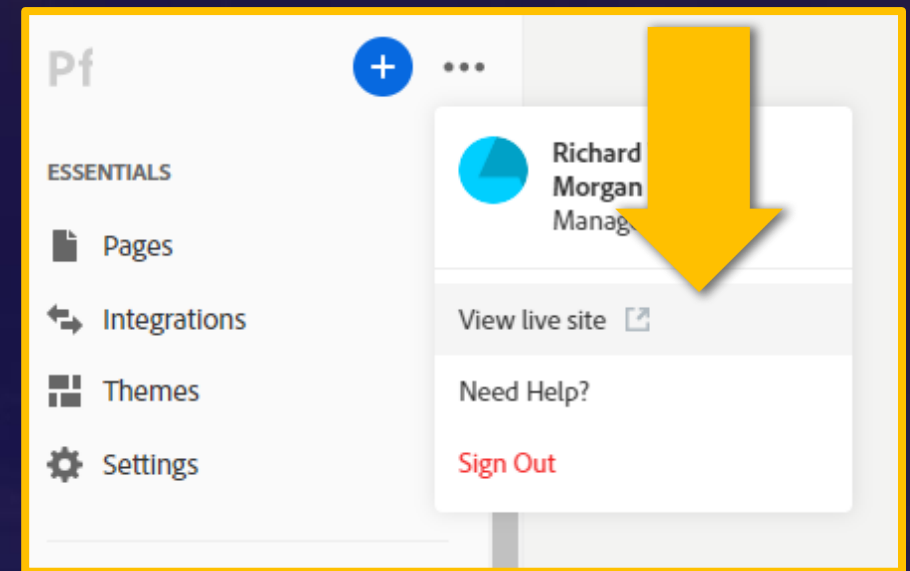
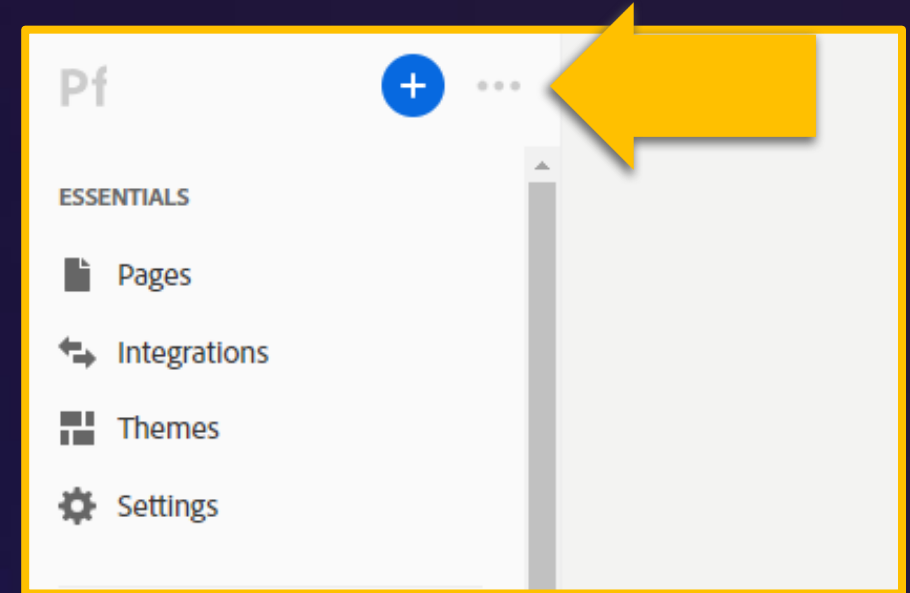


Publishing Your Website

After publishing your site, you can view the site by clicking on the **three dots next to the Blue Plus** at the top of the general tools menu.

Select '**View Live Site**' in the drop-down menu to go to a new window where your site has been published.

Remember, **you will not have a custom URL** – it will be your default portfolio address, which is fine for this assignment.





Publishing Your Website

Please also remember to **test your site before publishing or submitting** – small mistakes with navigation are often overlooked!

The URL should be **included in a word document** that also includes a 500 word critical evaluation of your website design, research, bibliography and justification of your design choices.

Make sure this can be accessed by others, **as you will likely still be logged in when testing – try the URL on a different PC** to the one you have signed in to. This can quickly show you what other people will see if they follow the link you supplied.



CHANGEMAKERS: Building Your Personal Brand

Website Guidance and Creation

Remember:

**SAVE YOUR WORK
AND SAVE IT OFTEN!**



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Website Guidance and Creation

Any Questions?



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

BA COMPUTER GAMES DESIGN / BA ANIMATION & VFX

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