ePortfolio Design Criteria

for Nancy Cheng's Arch 610 Winter 2009 class,
adapted from Eric J. Schiff's Eportfolio Standards for the Arts Administration program

A. Demonstration of Computer Graphics Proficiency

1. Network communication:
    - ePortfolio entries reflects about how each assignment has contributed to learning computer graphics.
    - ePortfolio uses language and graphics appropriate to a professional and academic audience (rather than casual myspace chitchat).

2. 3D modeling :
    - Can create and manipulate 3D forms to generate a simple building massing, room interior, façade or similar. Includes window frames, doors, furnishings or other scale-defining elements.

3. Rendering :
    - Chooses viewpoints to highlight an aspect of the design, considers options other than bilateral symmetry.
    - Controls daylighting and electrical lighting to direct attention and set the atmosphere in a scene.
    - Harmonizes material textures and colors so they contribute to the images

4. 2D imaging :
    - Seamlessly merges a building with a new background and entourage with consistent contrast, color, lighting and perspective

5. 2D vector drawing & layout:
    - Draws plans, sections and elevations with standard architectural graphics
    - Creates a unified layout that directs attention with a hierarchy of interest.
    - Imports graphics from 3D modeling as vectors to avoid the jaggies,

B. Website Design Considerations

1. Standardized layout – ePortfolio design adheres to a predetermined graphic standard. The final product is:
    a. Concise
    b. Cohesive
    c. Consistent
    d. Intuitive (Easy user interface, clear navigation)
    e. Scalable/Modular

2. Basic Design Principals Applied to Overall Site Design and Page Layout
    a. C.R.A.P. (Contrast, Repetition, Alignment, Proximity)

3. Typography Principals Applied
    a. Typeface is readable – appropriate font is used for site intents.
    b. Maximum of 2-3 typefaces – create contrast with a good set of complimentary fonts applied to titles, heads, and body copy.
    c. Appropriate types styles are applied.
    d. Appropriate type point size is applied for readability and to create contrast (titles, heads, body copy).

e. Text Color - Readability issues attended to; relationship to page background, artwork, graphic images, and reader cues.

4. Color
   a. Page background color is appropriate for overall readability, presentation intents.
   b. Each work has a unified color palette.
   c. Color fills are used to enhance titles, headlines, text copy blocks, and other page content.

5. Images
   a. Appropriate file format and image resolution are applied – JPEG @ 72dpi for screen display. JPEG @ 300dpi for download to print.
   b. Used appropriately to enhance and/or support content.
   c. Size and display is in keeping with overall page layout/design.

6. Artwork
   a. Appropriate file format, resolution, and color palette optimization applied – GIF file format.
   b. Used appropriately to enhance and/or support content.
   c. Examples include backgrounds, screens, watermarks, rules, etc.

7. Navigation
   a. Fits overall site architecture, page design and layout.
   b. Maximizes usability/intuitive user interface.
   c. No dead ends

C. Technology

1. Directories and Files
   a. Directories are arranged in a hierarchy and follow a logical/standard naming convention.
   b. Files are located in appropriate directories and sub directories and follow a logical/standard naming convention.

2. Website
   a. Site architecture has a clearly identified and defined directory structure with a logical hierarchy of necessary folders and sub folders i.e. – content categories, html files, image files, video files, sound files, pdfs, etc.
   b. Graphic files follow naming convention 610.1a.jpg for assignment 1, 610.2a.jpg for assignment 2, etc.
   c. All links work and call correct actions or functions.
   d. ePortfolio site is cross platform and browser compatible.

3. Images
   a. Are optimized for quick loading and quality display.
   b. JPEG format is used with appropriate compression and resolution.

4. PDFs
   a. Used where appropriate to provide downloadable content on demand:
      NOTE: upload as File not image, link from an embedded JPG file.