

PROJECT PLAN



STUDY CONDUCTOR:

Tammy Hotchkiss

Project Plan

Project: PORTFOLIO WEBSITE DESCRIPTION

PURPOSE

The purpose of this project is to allow the student to convey his or her expertise in the graphic design field. It will be used by the student as a portfolio website for a college level student seeking a masters degree in art and/or employment in graphic design field.

CONTENT

The website will be designed for a graphic artist containing various images of their own artwork. The artwork chosen will reflect a competent college level student in the Informatics program and will provide the viewer a detailed description of each piece of artwork shown. The website will contain information and content relevant to the art industry. A comment section will contain a database that will store visitor remarks for the student to review from the visitors.

GOAL

The goal of the website is to assist the student in obtaining scholarships and/or employment. The portfolio will be submitted to various art colleges for admission purposes and various businesses seeking employees in the graphic art industry.

TARGET AUDIENCE

The target audience will be professionals in the admissions department of the various colleges which the student has applied as well as professors and teachers who may be on the board during the decision making process to admit the student to said college. The other potential audience will be human resource individuals and management staff who may be on the board during the decision making process of hiring this student where this student has recently applied.

All parties are expected to have a higher level of education background in the area of study for a graphic designer and have experience or knowledge of the expectations in this field of study. The age of the user is expected to be in the range of 40-65 years of age.

Reflection

Website should reflect a competent graphic artist as a potential employee or student.



Above: Former Portfolio Site

The purpose for redesigning the current portfolio is the student feels the current site is outdated and insufficient representation of my work to get admitted to this level of college or employment.

The student desires a portfolio that looks aesthetically pleasing and professionally created reflecting a competent artist who will be an asset to the organizations which it has been presented to.

These are the requirements for portfolio submission at one of the intended colleges:

“Graduate audition, portfolio or writing submissions are required for graduate enrollment and scholarship consideration. Portfolios should be specific to the intended course of study, should represent the applicant's best work, presented as professionally as possible. Portfolios should demonstrate the applicant's interests in and aptitudes for advanced study and, specifically, potential for success at SCAD.

Applicants are encouraged to submit only their best work. It is not necessary to add extra work if it is not consistently strong. Applicants should not submit work copied from film, television, photographs, magazine/book illustrations or other sources. All materials submitted should be clearly labeled with applicant's name and contact information and cannot be returned.

Graphic Design

Applicants applying to the Graduate Program in Graphic design should submit portfolios presenting graphic design as a problem-solving methodology by following the below criteria:

- Work Presented for consideration should rely less on visual craft and page decoration and more on how the aesthetic decisions/techniques employed apply to the intended concept. Although this can be evidenced in the final outcomes, applicants may choose to submit design process strategies and/or a written narrative that addresses the context and the intended target audience of the designed outcome to aid the review committee.
- Work presented for consideration must include typography executed across multiple pages and/or multiple media options under the same topic and/or aesthetic. Although single component projects are acceptable, they must not make up the bulk of the body of work presented for admittance.
- Work presented for consideration must include typographic execution in large quantities. "Large quantities" may be defined as 500 words or greater (including headlines, subheads and body copy).
- Typography samples must include words and letters used as an expressive tool aligned with the intended conceptual direction.
- Work presented for consideration must include aesthetic execution of visual storytelling across multiple media outcomes. This can include -but not be limited to- print, mobile media, e-publications, responsive web media, and alternative, guerilla-style media.
- Work presented for consideration must demonstrate a high level of craft in all media. This includes related software execution and "comping" techniques. The method of documentation of the work presented for admittance will also be reviewed for craft, including -but not limited to- photographic documentation."

These are the requirements for employment application at one of the intended companies:

“Graphic Designer

The Graphic Designer will utilize experience with current graphics design technology using Adobe design software applications to conceptualize and create cutting-edge graphics and illustrations for use in technical publications, proposals, storyboards, oral presentations, training materials, and other visual communications media.

Primary Duties & Responsibilities:

- 1 Gather raw data from various sources, including from in person interviews, e-mail, briefings, meetings, and phone calls and develop comprehensive, clear, and visually engaging graphics, charts, and briefings.
- 2 Work in a collaborative team environment, managing projects against proposal timelines.
- 3 Analysis of the RFP graphic guidelines and implementation of the criteria; communication with the proposal manager to resolve any questions arising from requirements, and adherence to all schedules.
- 4 Operate production equipment, including digital presses, folding and cutting machines, and laminating and binding equipment. Some overtime and weekend work will be required.

This position will require a portfolio or samples online at the time of the interview.

Required Education:

Bachelor's Degree (or equivalent experience)

Required Experience:

2+ years of experience with a Bachelor's Degree

Required Skills:

Adobe Creative Suite (Illustrator, Photoshop, InDesign), Microsoft Office (PowerPoint, Word), Ability to travel as needed

Preferred Skills:

Flash and/or other animation software, Web/HTML application knowledge, experience with Government proposals

BAE Systems is a premier global defense and security company with approximately 100,000 employees delivering a full range of products and services for air, land and naval forces, as well as advanced electronics, security, information technology solutions and customer support and services.

Support Solutions, based in Rockville, Maryland, provides a wide range of services in engineering, system integration, ship repair, and readiness and sustainment for military platforms. Its Technology Solutions & Services unit addresses the full life-cycle needs of U.S. Department of Defense and federal civilian customers with capabilities in systems engineering and technical assistance, system and subsystem integration, operations, and maintenance. TSS serves every branch of the U.S. military and numerous civilian agencies, operating the U.S. Army's munitions plant in Kingsport, Tennessee; integrating communications systems and developing and integrating precision tracking radars; and providing design and support services for air and missile defense systems.

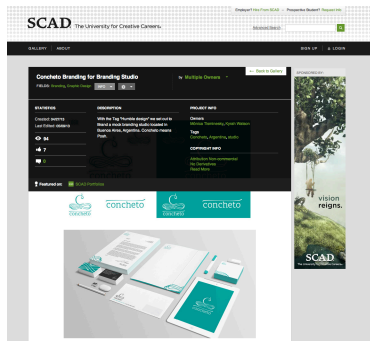
The Ship Repair business is the leading U.S. provider of non-nuclear ship repair, conversion, and modernization services. It focuses on drydock and pier-side ship repair and sustainment services for the U.S. Navy, other defense agencies, and commercial customers.

The Readiness & Sustainment business focuses on customers' growing need for through-life platform support.

People are the greatest asset in any Company ...

BAE Systems is committed to a high performance culture and provides an environment that challenges our employees to be remarkable and obtain their full potential.”

PROS and CONS



By changing the portfolio to a more updated website, the artist is able to provide a better representation of his or herself which will enable more opportunities for higher funding for scholarships and higher salary negotiations. Through careful research of other competition, the graphic artist will also be able to ensure that they meet the standard set forth by current job applicants and students in this field of study. Creating a new portfolio sets a stronger precedence of the artists ability.

A disadvantage would be the cost that is incurred and time necessary to accomplish the re-design during the entire process. The concern with this is alleviated through consideration of the amount of scholarship monies and salary negotiations that will be available if the site is successful.



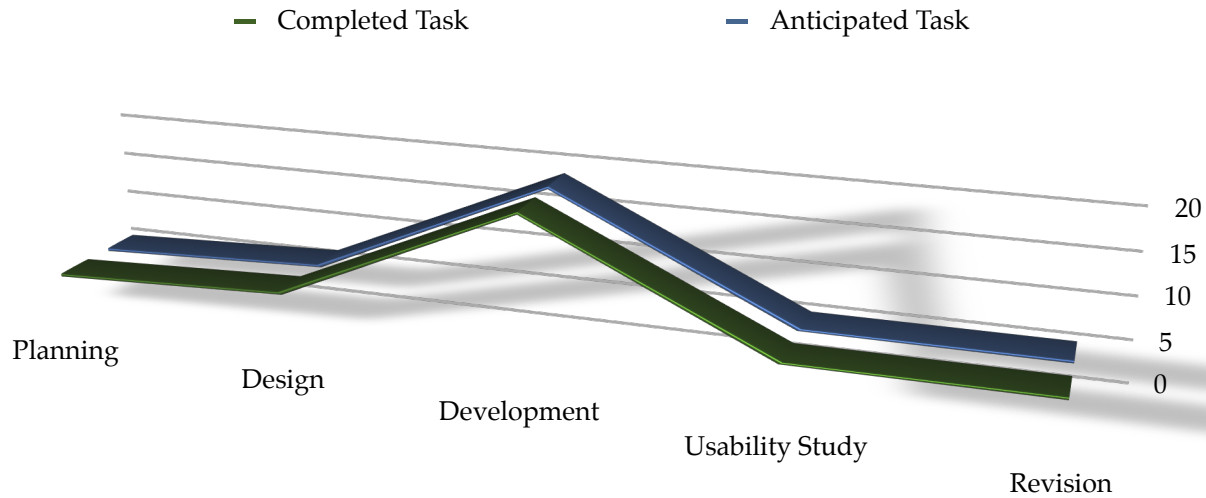
Above: The primary goal is to display the artist to their fullest potential.

SCOPE OF PROJECT

Budget Expenses

	\$2000
Design and Development	\$500-2000
Images	\$ varies
Domain Name	\$10-20/yr
Hosting Service	\$5-20/mo
SSL Certificate	\$5-10/mo
Updates	\$50-250/hr

TIMELINE



Planning **7 days**

Project Planning Document	1 day
User Analysis	2 days
Task Analysis	2 days
System Specification	2 days

Design **8 days**

User Interface and Storyboard	2 days
Function Design	2 days
Database Design	2 days
Scenarios Design	2 day

Development **20 days**

System Testing (Version 1.0 release)	20 days
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Usability Study **7 days**

Tester Demographic Area	1 day
System Usability Questionnaire	1 day
Testing and Observation Design	2 days
System Usability Analysis Report	2 days
External Evaluator Report	1 day

Revision **7 days**

Revisit the System	5 days
Version 2.0	2 days