

SCENARIO



Those who will be viewing the portfolio will be educated in the field just as the scholars in the image above. The scenarios included in this section will help you understand how one might approach the task of easily achieving your primary goals by knowing your audience.

STUDY CONDUCTOR:

Tammy Hotchkiss

Scenario

Project: PORTFOLIO WEBSITE

Scenario:

“no comments of what she sees... not a beautiful site
tasks she goes through
evaluation will give those details
more step by step where to go
like a process...like how to bake a cake....”
need at least 3-5 scenarios
different type people and the goal they will have when reviewing the site
scad employee
scholarship review employee on board
human resource personnel

An employee, named Sarah, who works at the Savannah College of Art Institute in Atlanta has been given the following website to review a students portfolio for college admission consideration. Sarah currently works as a professor with this institution in the Graphic Design Department where this student is applying. Her job is to review this portfolio and determine whether or not this student is capable of completing the tasks required within this course of study. As a professor in this field she will be able to adequately determine the students abilities from viewing the art work contained in the portfolio as she has experience daily working with students on class tasks as well as larger assignments and projects during their course of study.

She was provided with the following link to the portfolio site for reviewing:
<http://informatics.mercer.edu/~tammyh/folio/index.html>.

Upon clicking the link Sarah opened the portfolio site for Tammy Hotchkiss. The site appearance was clean and professional. The design pallet was grey and white in color with textured background. She was able to view the students image and have an idea of who the student is from a visual perspective.

The first page was the Home page, which gave a description of the site and explained that the purpose of the site was for a college application. There was an image on the left side of the page drawn by the artist with a short description of the image. There was an image of the student applying on the right of the page in the colored container. There were 5 main links and three secondary links dropping down from the gallery button on roll over. Sarah then clicked the second link titled “About the Artist” in the navigation bar which was located at the bottom of the page.

The second page was the “About the Artist” Page which provided an image of the applicant and gave a short description about why she wanted to attend Savannah College of Art and Design. In the sidebar on the right of the page further information was provided about the students personal interests, club involvement, and volunteer work in her community. Sarah then clicked the third link titled “Gallery” in the navigation bar which was located at the bottom of the page.

The third page was the Gallery page which allowed Sarah to view the ten best images by the artist. The first image was located on the left hand side of the page and contained as small paragraph of text beside it. The text was contained in a container that allowed the viewer to click it to open more text about the image. The first drop down box of text described how the image was created. The second drop down box of text provided an interesting story behind the drawing. The third drop down box of text gave the details of what software or medium was used in creating the image. The sidebar had links to various other works by this artist such as pdf booklets, flash video presentation, other websites, and marketing type works of art from her place of employment (Mercer University) that were all accessible by clicking onto a link from the title word provided. Sarah also noticed beside the word was a short description of the item being chosen. Once Sarah completed viewing all of the items, she then clicked the fourth link titled “Contact” in the navigation bar which was located at the bottom of the page.

The fourth page was the Contact page which allowed Sarah to input her name into a form that was stored into a database. The form asked her to input certain information about her such as her name, employer, address, phone number, email, and even allowed her to make comments about the website and artwork provided in the site by the artist. Upon clicking the submission button a new page appeared thanking her for her submission.

The fifth page was the SITE MAP. This page was a link based page with links to the various areas of the site. The contact information for the web designer was linked on this page as well as at the bottom of each page next to the copyright information.

By viewing this site, Sarah was able to make an accurate assessment of this students abilities to handle the structure of the Masters Degree level program and make an approval of her admission with no doubt of her abilities to succeed.