

Class #13

DIGITAL MEDIA FOUNDATIONS

Class #13

**ADOBE DEMOS + FIGMA
+ WEB DESIGN ON WIX!**

Today's agenda

Wix Demos (Portfolio Creation)

Adobe Photoshop Demo (Color Corrections)

Mockups!

Homework Reviews

Part 1

**PORTFOLIO CREATION +
WIX DEMOS**

Q: How long do you want a recruiter to spend on your portfolio?

80% of recruiters spend
3 minutes or less on
each portfolio

What makes your
portfolio stand out?

What makes your portfolio stand out?

1

Be relevant

2

Quality over quantity

3

Clearly articulate your story

4

Inject personality

5

Overall design & UX

So, What do you need?

1

Story



2

Text/Images



3

Folds & Pages



4

Navigation



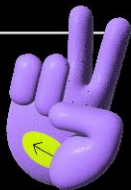
5

User Flow



SPICE IT UP!

6 Animations / Gifs!



7 Videos!



8 Interactions!



1 Story



2 Text/Images



3 Folds & Pages

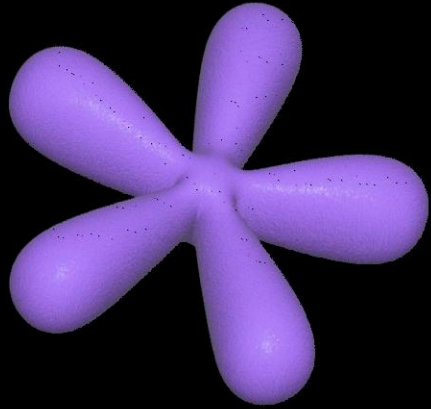


4 Navigation

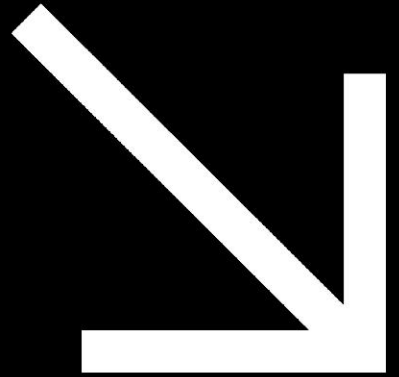


5 User Flow



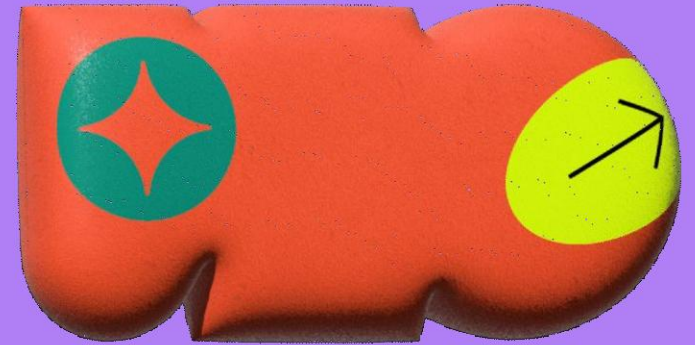


Here are some
examples:





Wix Studio: Live Demo



Wix has 3 Products (Editors)

1 Wix Studio

Design Professionals

2 Editor X

Design Professionals + Developers

3 Wix

Small business owners

Wix Studio: Live Demo

1 Start from **Template**

2 **Interface** Intro

3 Add **Effects**

4 **Layout** Tools

5 **Q&A**

Go to:
let-me-wow.com



Entrance

Apply Entrance animation
on the card



WIX CLASSIC EDITOR DEMO

Wix has 3 Products (Editors)

1 Wix Studio

Design Professionals

2 Editor X

Design Professionals + Developers

3 Wix

Small business owners

WIX WEBSITE EXAMPLES

Spark creativity with web design inspiration

Explore these web design examples built by real Wix users. Get website design inspiration for the best ways to build your own site just the way you want.

All

Portfolio

eCommerce

Business

Create Your Site →



NEDAVIUS

[Explore This Site →](#)



Daniel Aristizábal

[Explore This Site →](#)



Ivy Chen

[Explore This Site →](#)

IVY CHEN



m e n u

fashion - illustration



Pick the Website Template You Love

Search all templates... 

Business & Services ▾ Store ▾ Creative ▾ Community ▾ Blog ▾

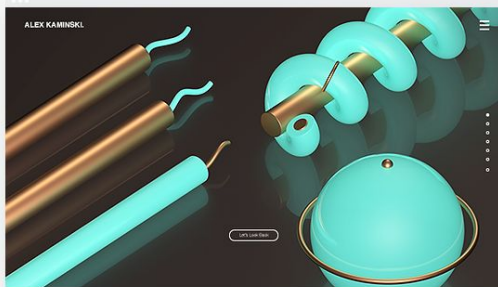
All Templates | Blank Templates | Collections ▾

Design /

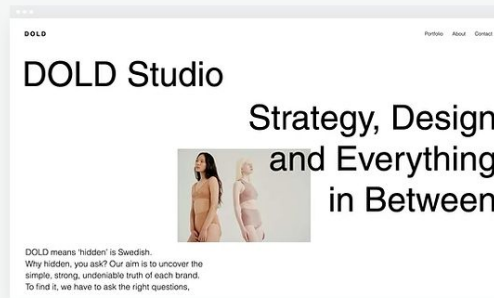
Graphic & Web Website Templates

Sort by: Recommended ▾

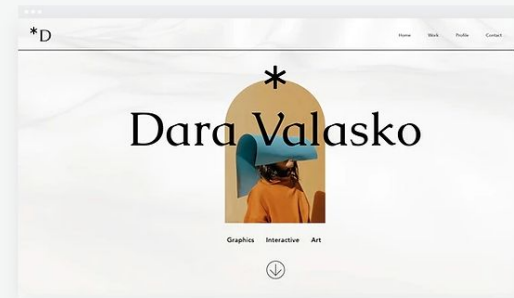
All | Architecture | Art & Illustration | Branding | Fashion Design | **Graphic & Web**



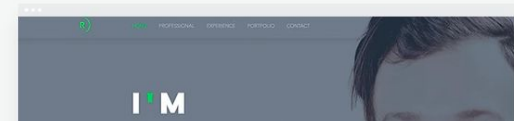
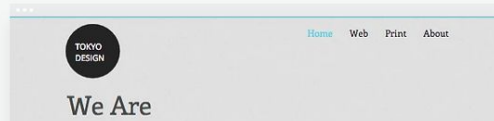
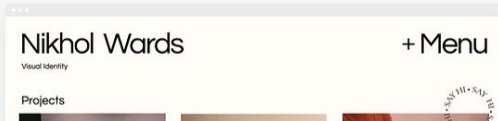
3D Designer



Branding Portfolio



Graphic Designer



Nespola Studio



About

See Works

DEMO

Part 2

ADOBE PHOTOSHOP DEMOS

Adobe Photoshop:

- *Color corrections with Match Color*
- *Color corrections with layer effects*
- *Cinemagraph (video layer)*
- *Questions?*

Figma:

- *Create file*
- *Add grid*
- *Create responsive layout*
- *Questions?*

Part 3

MOCKUPS!



STYLES





Plain minimalistic background





Clean minimalistic colored backgrounds





Textures: fabric/ silk





Textures: stone/ paper





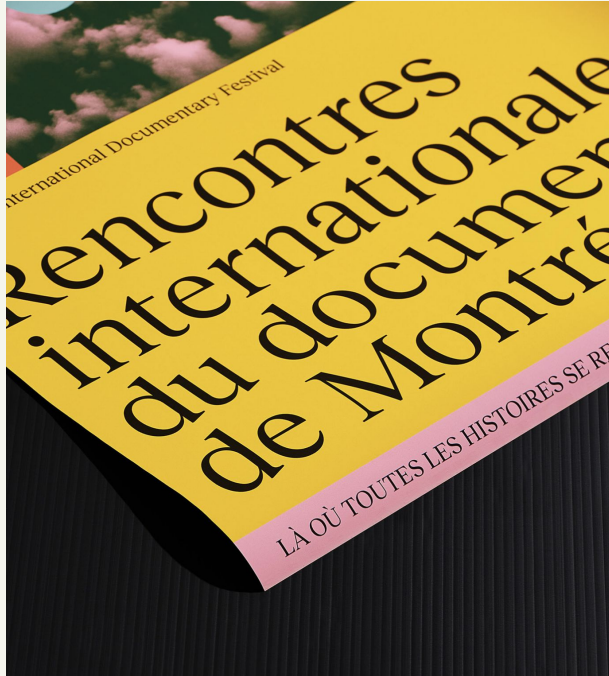
Textures: fabric/ silk





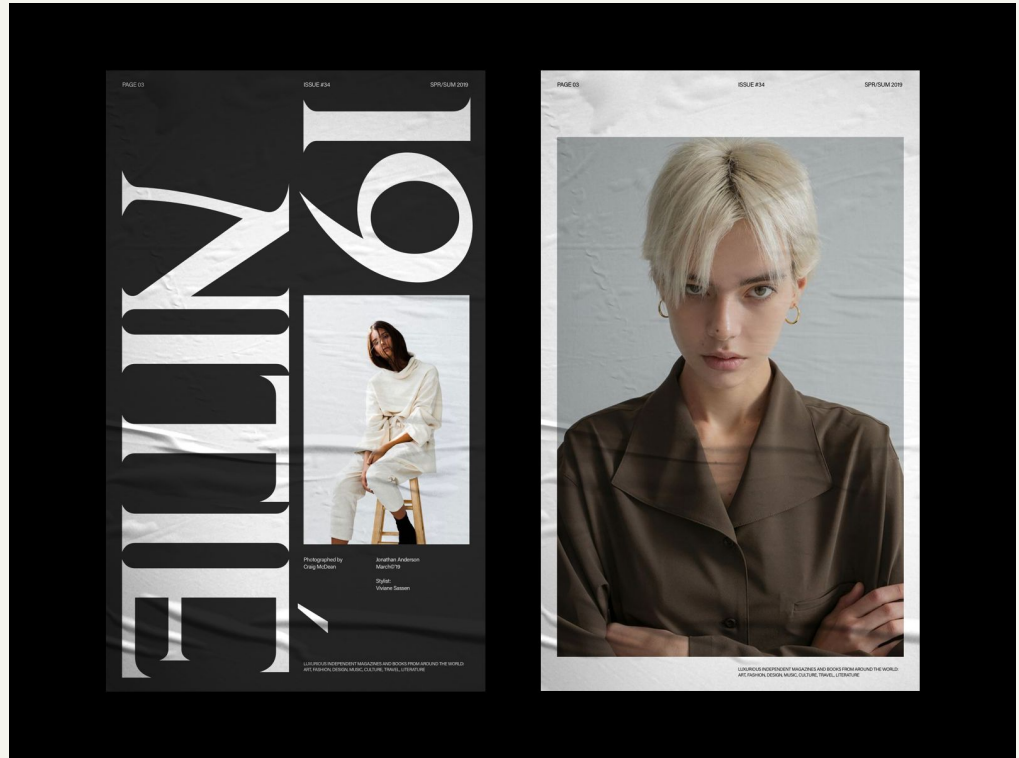
Outdoor / Shadowplay





Textures: Paper





Textures: Paper





Print white background





Shadowplay





Piles for greater impact





Textures: Plastic/ metallics





Textures: Plastic/ metallics





Surprising materials





Elements on materials





3D mockups





3D bags





Surprising ways to present logos





Floating elements





Figures holding graphic elements



A tube of toothpaste is shown inside a light blue archway. The tube is tilted and has a white cap. The word "VARIETY" is written in a large, white, serif font across the middle of the archway, partially overlapping the tube.

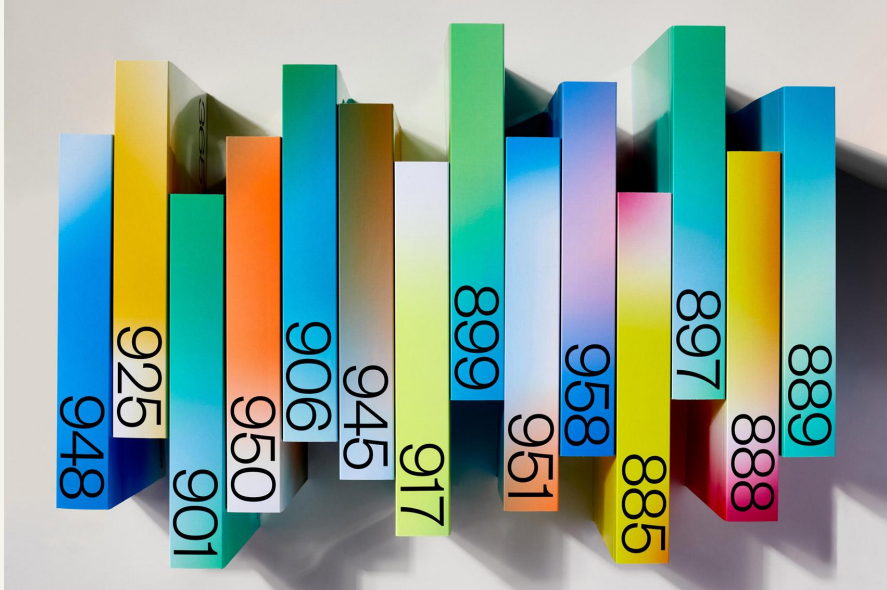
VARIETY





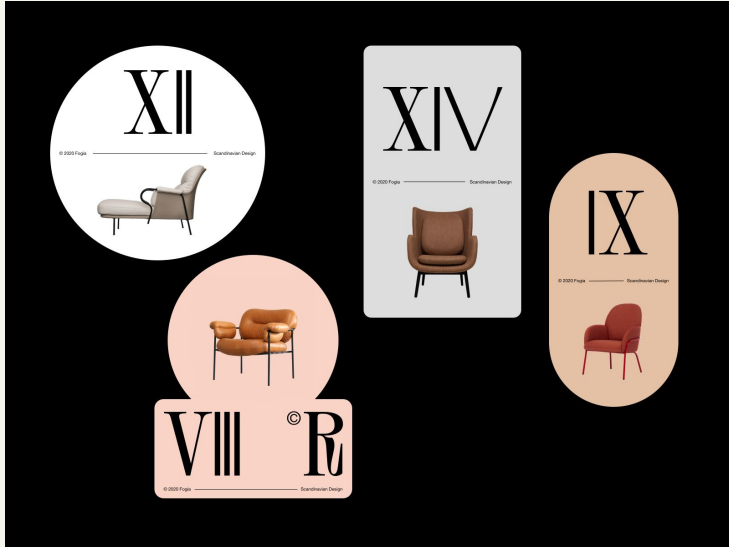
Variety of multiple products





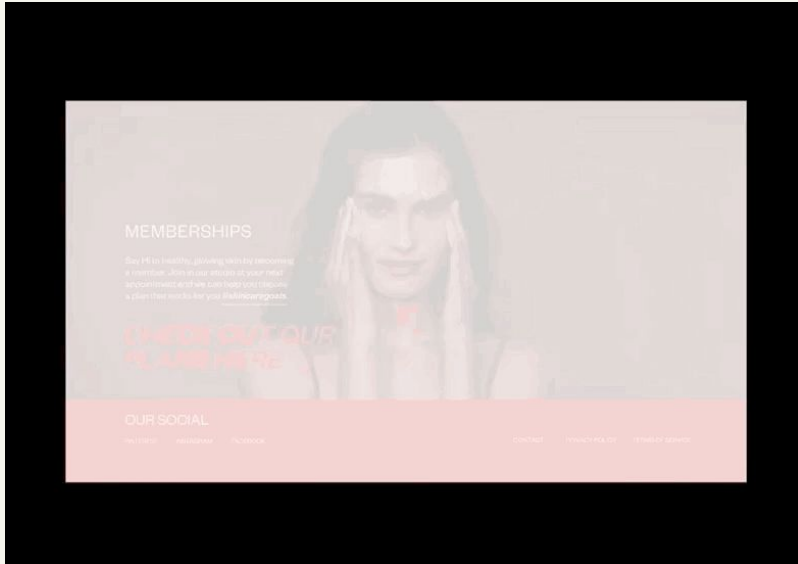
Variety of multiple products





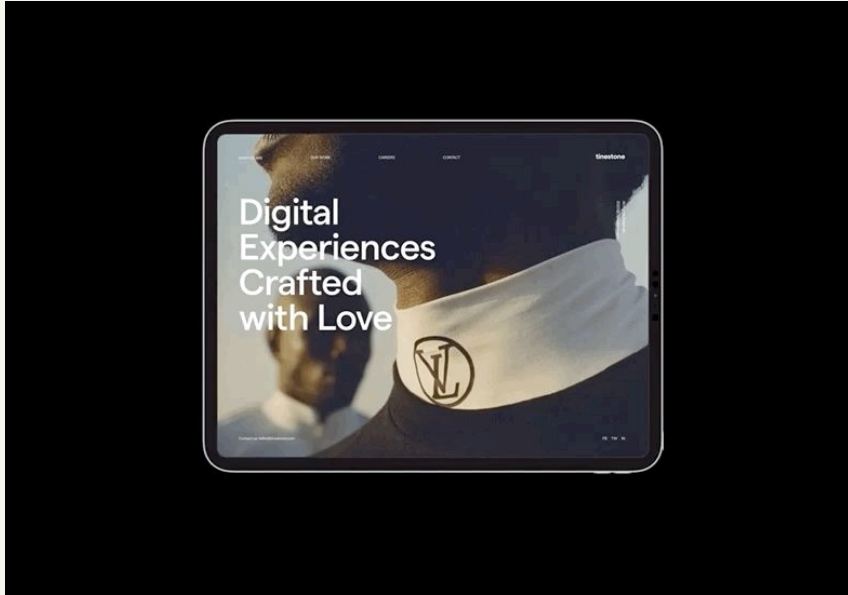
Stickers





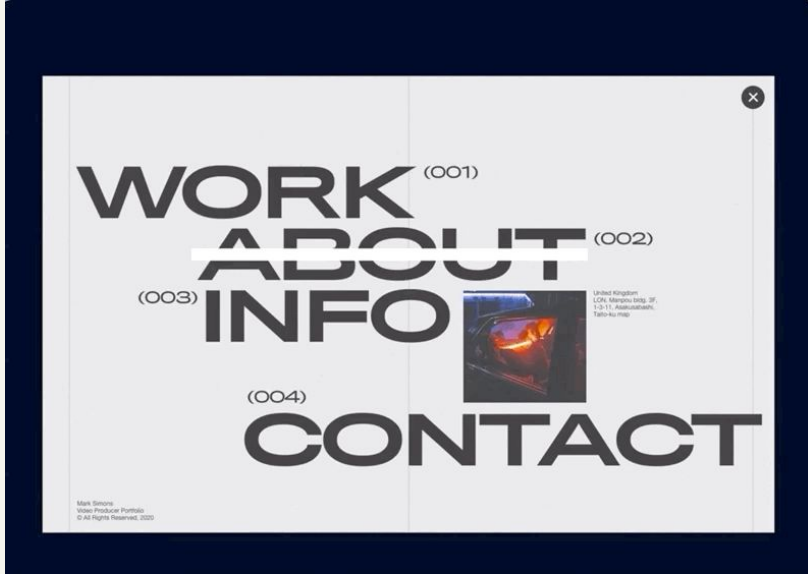
Video/ 3d





Video Devices





Video web layout





Mockup Example



We created a list of mockups for you

[go to list of mockups](#)



**ANY
QUESTIONS?**

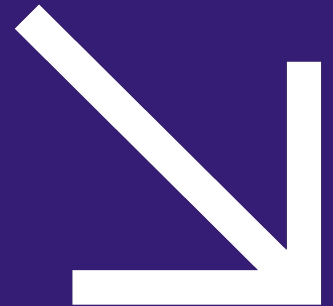
Homework Part 1

Deliver your digital creations!

Continue with:

1. **Wrap up and send me your final files** (via email or drive)
2. **Write about your experience:** in a few lines write about your design process from start to end, give examples and tell the story of your creation.

[Present next class for feedback](#)



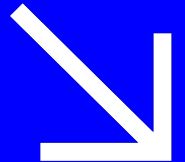
Homework Part 2 (optional)

Portfolio Pieces

Start with:

- 1. Select your top 2 design projects**
- 2. Draft information and text for each project (role, year, client, team, etc...)**
- 3. Select a platform to present (ePortfolio, Adobe, Wix etc...)**
- 4. Create a quick layout sketch for your portfolio project page (think of it as a template)**

[Present next class for feedback](#)



Homework Review



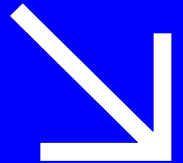
Final Homework! (optional)

Portfolio Pieces

Continue with:

- 1. Design your project pages - only prototype**

[Present next class for feedback](#)



**ANY
QUESTIONS?**

**THANK
YOU!**

