

IxDA
G E O R G I A T E C H

A web portfolio is becoming
more and more necessary
by the year

All the top design firms will
be asking you for a url.

Don't design something
last minute.

This is also a way for you to passively show off your work, even when you're asleep.

General Design Principles

Use whitespace on your site and within your work. You shouldn't need long paragraphs of text to explain process, if you do, then you're doing it wrong.

General Design Principles

Don't vary your fonts, any more than two and it strikes discord.

General Design Principles

If you include sketches/graphics/photos, make sure they are appropriate in size. Often times they are too small. Bigger is better.

Telling a story

It's important to photograph and scan everything you do.

Keep multiple copies of your work, and invest in either cloud storage or an external hard drive to back up everything.

Telling a story

Don't simply throw your work into a page, you have just a few seconds to make an impression on the viewer.

You want your images to speak for themselves.

Reduce the amount of text you use, they won't read it.

Telling a story

Introduce the problem first, take them through your process and thoughts, only show your best sketches/graphics/models and be prepared to redo them.

Tips and Advice

Research potential employers. It's easy, fast, and free. Use Core77, hours of Googling and coroflot.com to stalk employers.

Tips and Advice

Start early. Start very early. Companies start accepting applications up to 5 months in advance.

Tips and Advice

Get/make business cards. They're relatively cheap and add a substantial layer of professionalism to your name. (i.e. Moo.com, etc)

Plus, use them to pick people up at bars.

Tips and Advice

Differentiate yourself.

Create a persona and style that's apparent through your work.

Remember there are thousands of thirsty ID grads out there and anything you can do to set yourself apart and show off your strengths is good.

Things to do **today**

Buy your name domain name or the next best thing possible.

It'll cost you maybe \$9 per *year*.

You can keep it for life.

i.e. www.basheertome.com

Things to do **today**

Recommended registrars

[Hover.com](https://www.hover.com)

[Namecheap.com](https://www.namecheap.com)

Things to do **today**

If you're going to make a website yourself from scratch, recommended hosts:

nearlyfreespeech.net

linode.com (if you're more technical)

namecheap.com

You don't have to re-invent
the wheel.

You're not all web designers.

Recommended Portfolio Creation Sites

Cargo Collective .com

Price: Free or \$9/mo

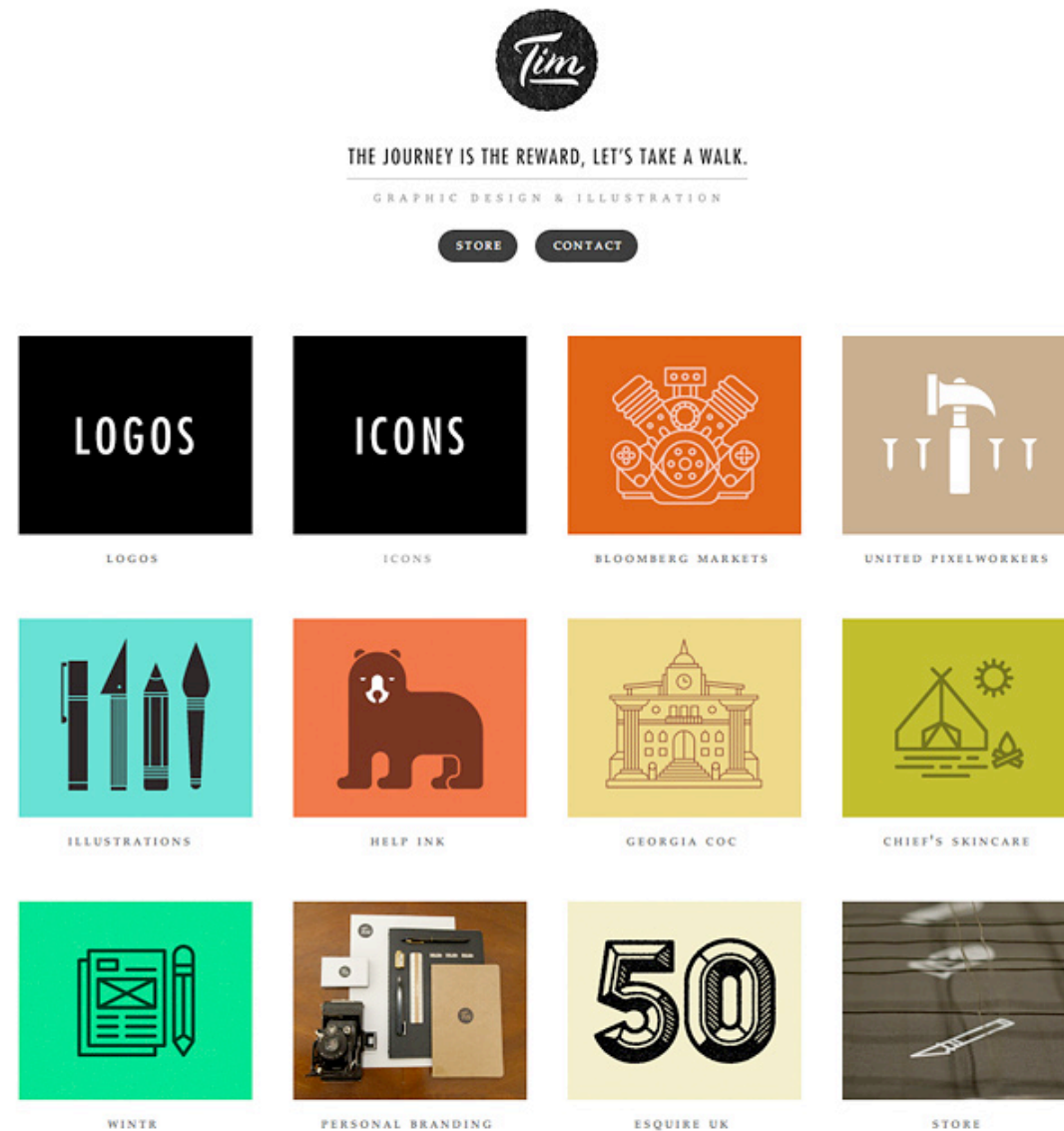
Simplicity: High

Updateability: High

Customization: Medium

Skill required

to design: Medium



Behance .net (Prosite)

Price: Free or \$11/mo

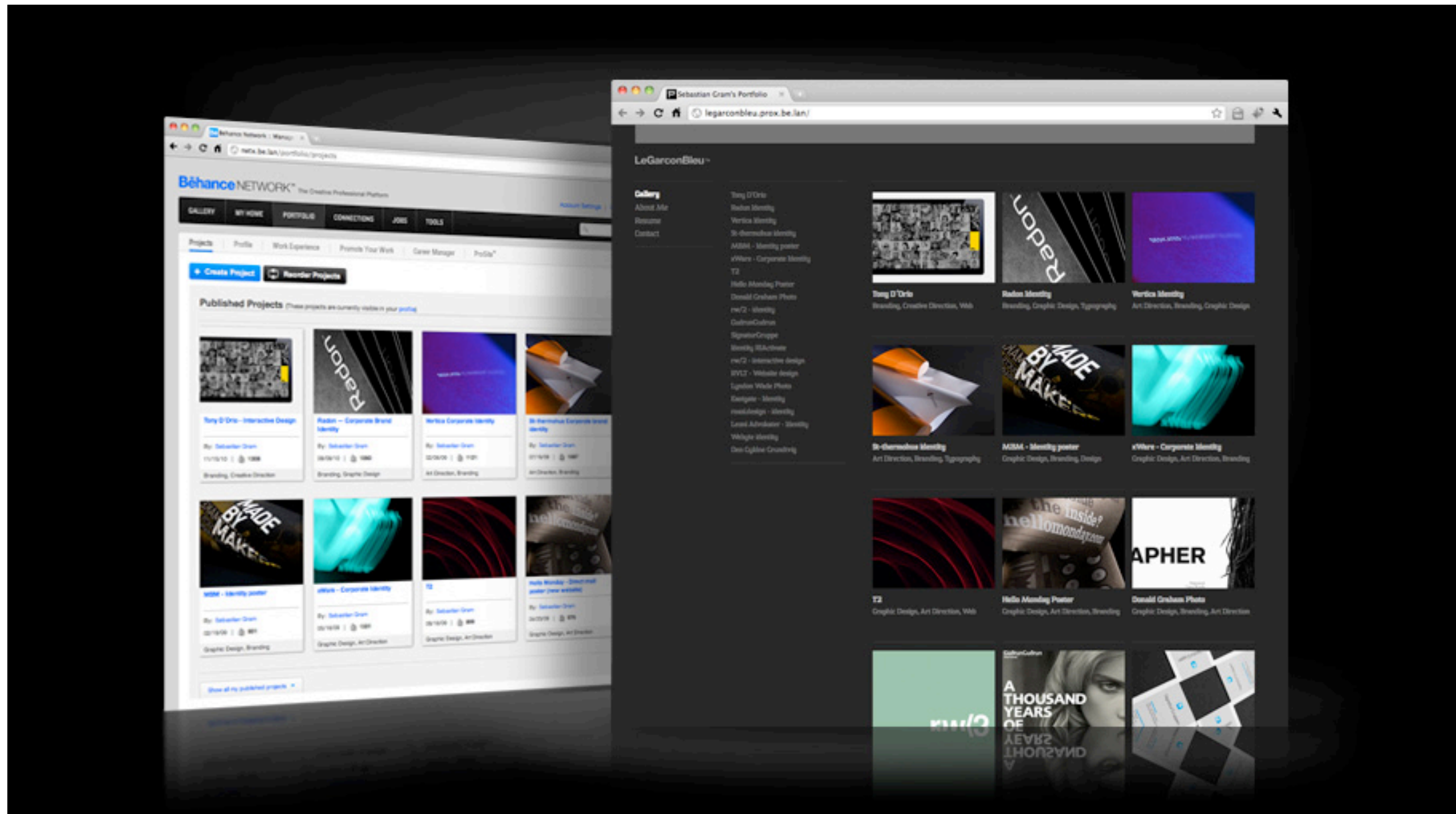
Updateability: High

Skill required

Simplicity: High

Customization: Medium

to design: Low



Carbon Made .com

Price: Free or \$12/mo

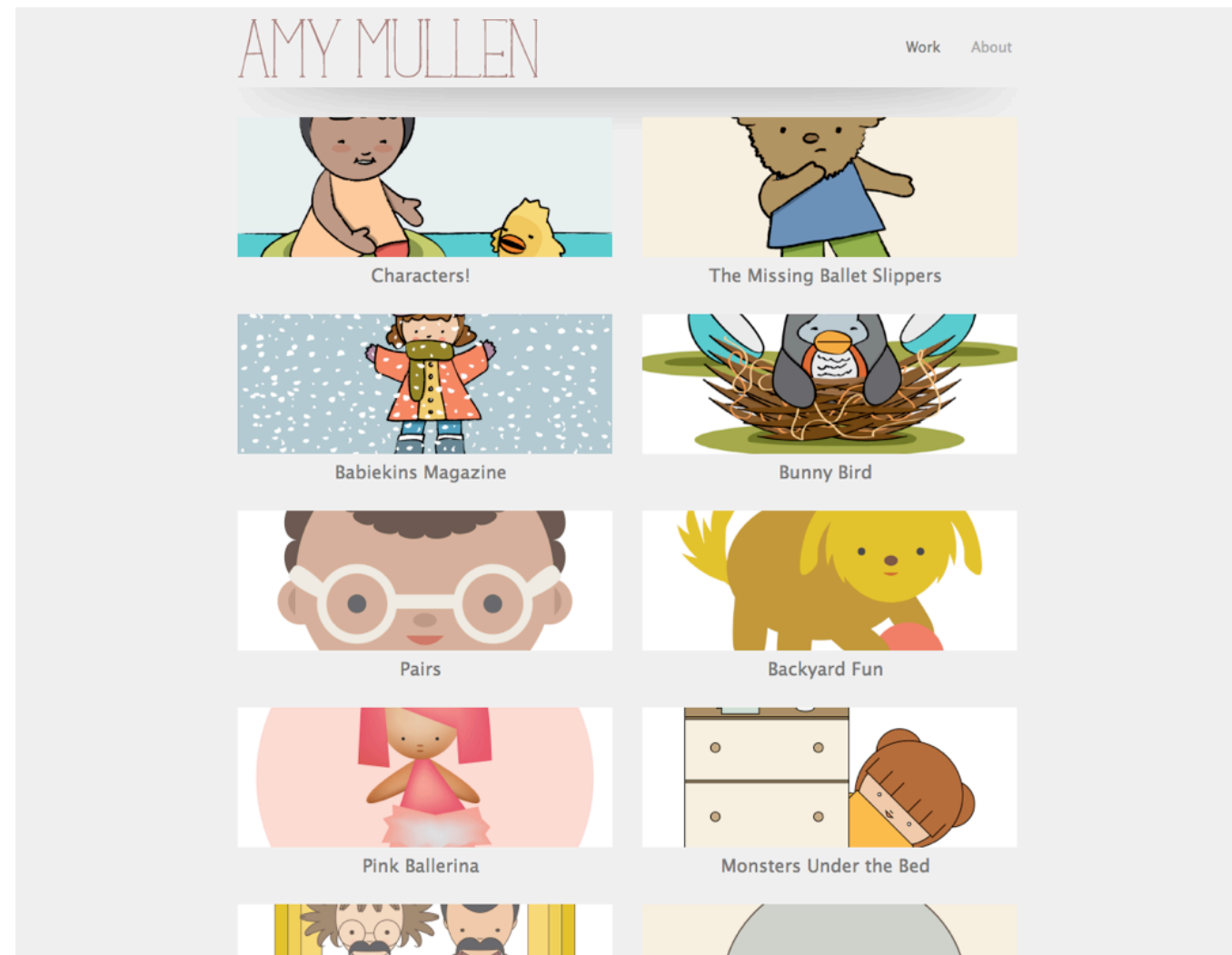
Simplicity: High

Updateability: High

Customization: Low

Skill required

to design: Low



Coroflot .com

Price: Free

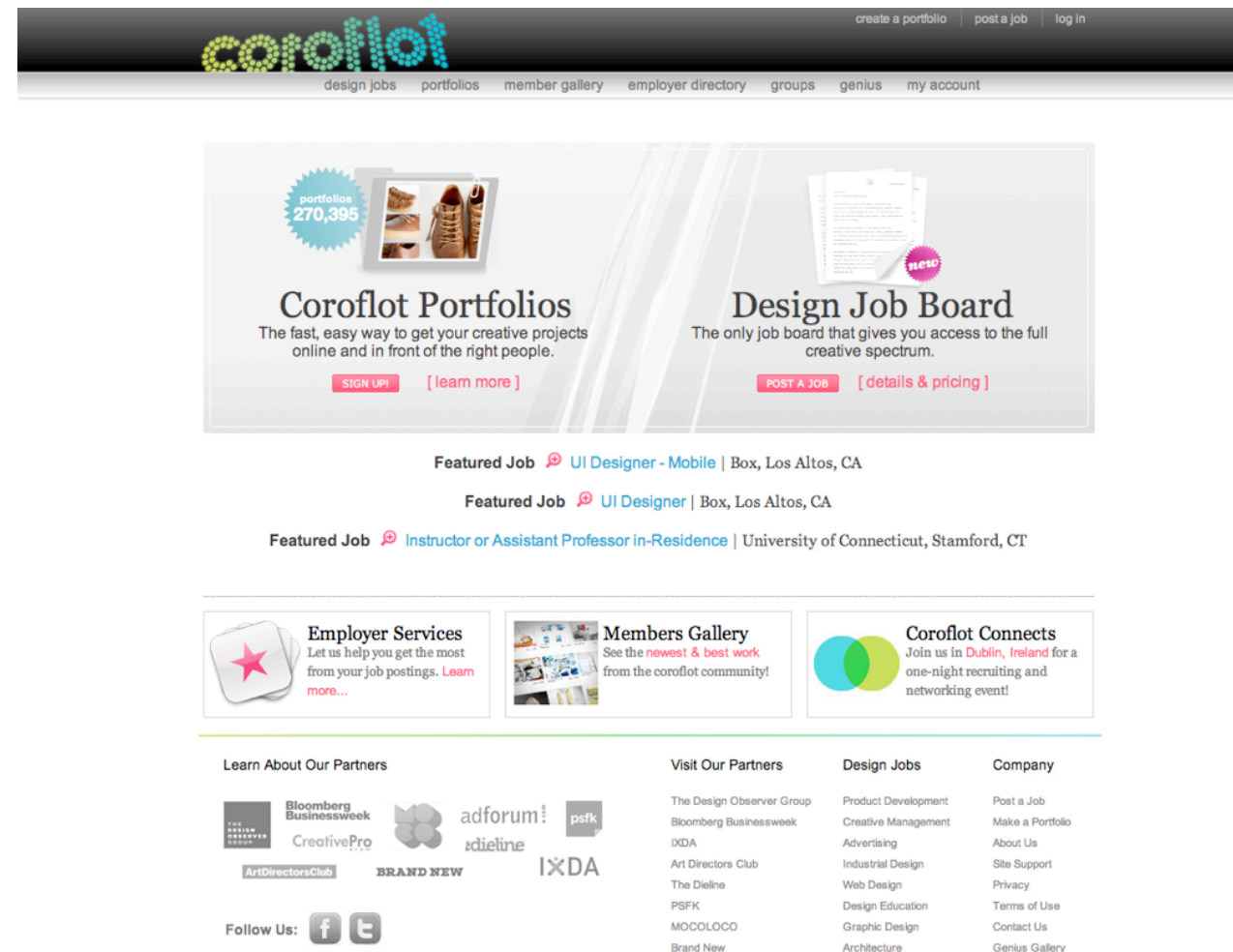
Simplicity: Medium

Updateability: Medium

Customization: None

Skill required

to design: None



Virb .com

Price: \$10/mo

Simplicity: High

Updateability: Medium

Customization: Medium

Skill required

to design: Medium

Build your own website with Virb.

Whether you're a novice or a pro, a photographer, a band, a small business, or anything in between, Virb is perfect for building your site—quickly and easily.

Everything you need for \$10/month

Start Your Free Trial
NO CREDIT CARD REQUIRED

VIRB Simplifying The Do-It-Yourself Website

Build. Customize. Launch. Rejoice.

You don't have to be a web professional to have a professional-looking site with Virb. Our simplified site builder eliminates all the coding and over-complicated web jargon. Just choose a theme, add your content, customize and launch! It's (nearly) instant gratification.

Watch The Tour Browse Features →

- 1 Add Your Content
- 2 Choose & Customize a Theme
- 3 Launch
- 4 Promote

Viewbook .com

Price: \$14/mo - \$19/mo

Simplicity: Medium

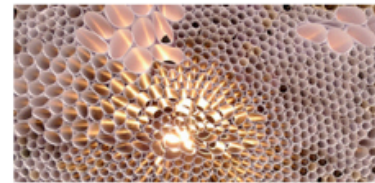
Updateability: Medium

Customization: Medium

Skill required

to design: Medium

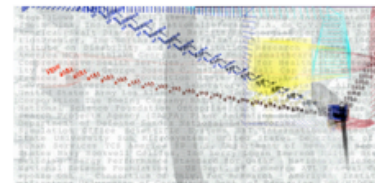
LEELAND McPHAIL



Wall (of) Paper



Wall (of) Steel



The Forgotten Space of Embodied Memory



Yazd



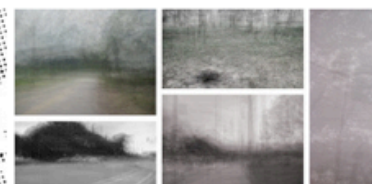
Fine Art



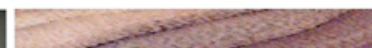
Indexing the Born



Stack: a library



Camp



portfolio 2007-2011

[CV](#)

leeland [dot] mcphail [at] gmail[dot]com
180 York St
New Haven CT 06511

Leeland, amongst other things, is co-founder of [this](#) architectural publication, researched [this](#), created [this](#), worked [here](#), and attends [this](#) place for his M Arch.

Indexhibit .org

Price: Free

Simplicity: Low

Updateability: Medium

Customization: High

Skill required

to design: High

Hosting: Yourself

[Indexhibit](#)
[Index + Exhibit](#)

A web application used to build and maintain an archetypal, invisible website format that combines text, image, movie and sound.

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[January 2011 Updates](#)

[Created By:](#)
[Daniel Fatock](#)

April 30th – a new version of Indexhibit.



Foundation (<http://jedmund.com/made/foundation>)

Price: Free

Simplicity: Low

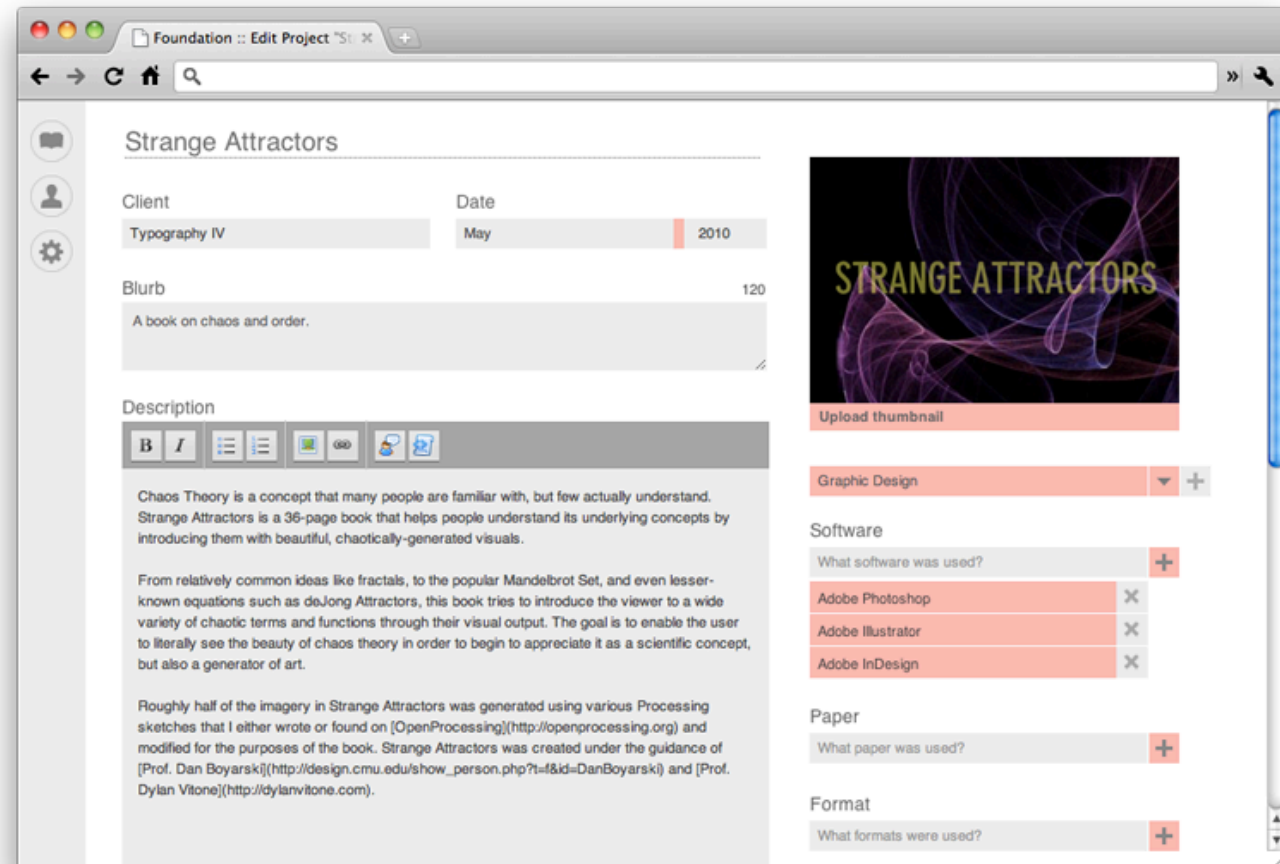
Updateability: Medium

Customization: High

Skill required

to design: High

Hosting: Yourself



Examples

Have a good story

<http://ansoncheungdesign.com/>

<http://lukemastrangelo.com/>

<http://eddielicitra.com/>

<http://www.erikaskin.com/>

<http://tarng.com/>

<http://emmanuelcarrillo.com/>

<http://www.minimallyminimal.com/>

<http://lmcparch.viewbook.com/>

<http://basheertome.com/>

Have a good layout

<http://mikeyburton.com/>

<http://cargocollective.com/allcaps>

<http://work.felixng.co/>

<http://hejz.com/>

<http://www.wantstobegreat.com/>

<http://alwayswithhonor.com/>

<http://bernatfortet.com/>

<http://mattdelbridge.com/>

<http://mistervu.com/>

<http://www.james-hayter.com/>

<http://kylested.com/>

<http://mr.chancegraham.com/portfolio>

<http://andrewgooch.com/>

<http://www.outpost.la/>

<http://www.jessicahische.is/>