

# Design *Thinking*: Ideation Portfolio

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# Definition

- Latin: portare = carry; folium = sheet
- Portefeuille = Portfolio
  - „Folder, Binder“
  - Folder containing certain artefacts and objects
  - Also: Folder containing techniques, methods, tools related to a certain subject

# Application

- ... in different professions and areas...
  - Finance: Collection of stock exchange or investments of natural or legal persons
  - Education: Folder of certificates, portfolio of courses or exams, portfolio of job applications
  - Design: Collection of projects (project portfolio), design and implementations, with project data or only visually (like photography)
  - Art: Collection of artefacts created by an artist

# Examples



<http://www.drweb.de/magazin/wordpress-themes-super-sammlung-freier-hochwertiger-templates-fur-portfolios/>

Area Photography: <http://www.designjournal.org/best-portfolios-2009>

<http://alt-web.com/index.php#portfolio>



# Examples



<http://freelancefolder.com/20-inspiring-personal-portfolio-sites-you-should-explore/>

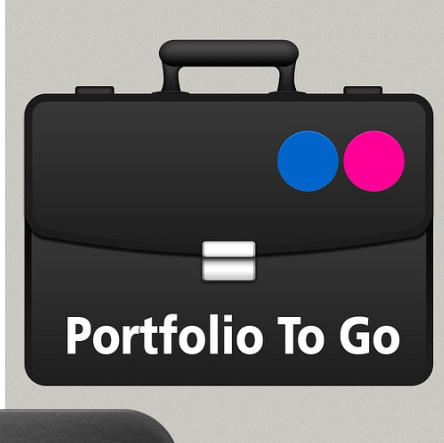


<http://0717.at/2008/03/portfolio-grafikdesign-illustrationen-produkte-%E2%80%A6/>

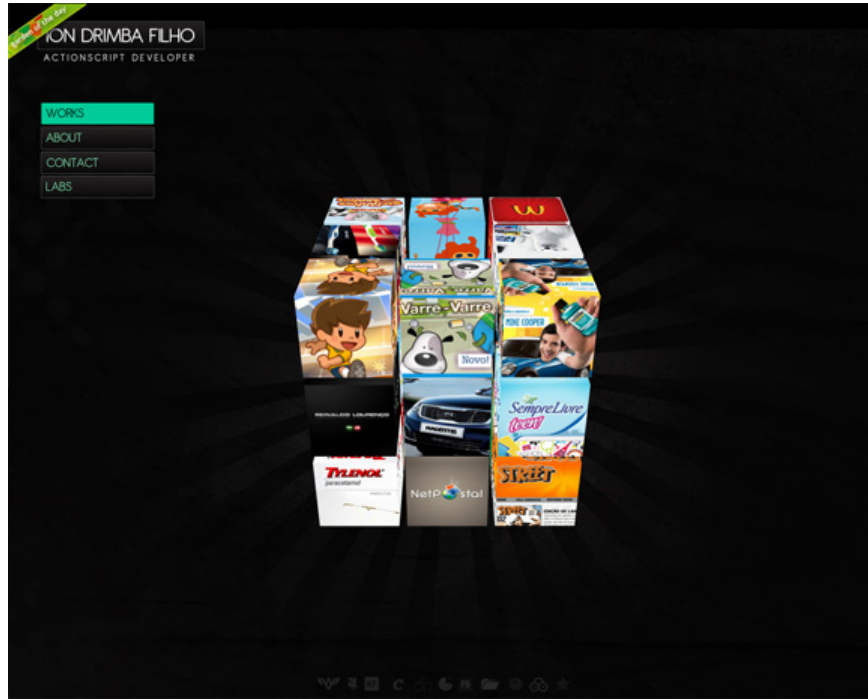
# Contents

- Collection of achievements and applications
  - Collection of person-specific achievements and projects
    - Presentation of individual know-how, knowledges, experiences, implementations, ...
    - Also usable during the study at a university
  - Additionally: Reflection and evaluation of one's own work
  - Notice - All factors are important:  
Structure, Design, selected Content

# Examples



Portfolio for iPad – mit App



<https://web.archive.org/web/20140706005307/http://www.myinkblog.com/35-black-and-white-flash-portfolios-%E2%80%93-colorblind-fashion/>

# Examples



<http://www.fisher-king.com/myportfolio.html>



# Platforms


- <http://carbonmade.com/>



# Platforms

■ <http://www.coroflot.com/>

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**Featured Job**  [UI Designer](#) | Box, Los Altos, CA

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# Platforms

- <http://www.portfoliobox.net/>

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- RSS feed
- All design templates
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# HA3 – Portfolio

- Combination of achievements, job applications, projects, artefacts created personally ...
  - Each student designs and implements a web-based portfolio, in order to capture and present the achievements and artefacts from this course, to show the knowledge gained in the course, as well as to present one's own ideas.
  - Content:
    - Design of the portfolio – here: online, mobile (access through the Web)
    - Selection of an available platform or creation of a new web site
    - Design of a personal CI (corporate identity) with a layout design, choice of colours, graphics, etc.
    - Selection of personal achievements of the common project
    - Preparation and integration of the selected materials into the portfolio (what is what I want to show to others; how do others see my results and my knowledge ...)
- Portfolios will be graded at the end of the semester.