

## Danielle German's Portfolio Site

### Web Standards

#### *Audience:*

- Potential Employers
- Co-workers
- Friends

### Technical Standards

#### *Web Safe Typography Palette:*

The portfolio site consists of one web safe font family and 1 text as image font family. The web safe font family is Garamond and the text as image font is Verdana in both medium and bold formats. These fonts shall be used throughout the site. These fonts were chosen for their aesthetic appeal. Garamond is a compact serif font in the Latin family while Verdana is a clear, sans serif font from the same family. These two fonts will be complementary and interesting due to their serif vs. sans serif difference.

#### Web safe – Garamond

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Default      *Italic*    **Bold**    ***Bold Italic***    ALL CAPS DEFAULT      **ALL CAPS BOLD**

#### Text as image – Verdana

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Default      *Italic*    **Bold**    ***Bold Italic***    ALL CAPS DEFAULT      **ALL CAPS BOLD**

*Color Standards:*

Primary Site Palette







Hex Number	Color	Use
2723B2		Header/accent colors for design elements
514BFF		Left navigation text
FFFF		Background
605BFF		Active Links, Heads, Hyperlinks, Borders
4C4837		Background for left navigation
28272B		Body

Figure 1: Color Palette

The colors for the Color Palette were chosen for their vivid quality and complimentary elements.

- The blue and light purple colors (2723B2, 514BFF, and 605BFF) will be used for pops of color in the text and links.
- The greenish color (4C4837) is complementary to the previous colors and will be used for left navigation background in order to make the text more vivid within the site.
- The body will be a not-quite black color (28272B) that will provide a softer feel to the text.

*Page Types:*

There are currently 17 pages that make up this website.

1. Homepage – The first page that users see when they arrive to the site.
2. Level One – This level is used for landing to explain the details of Level Two sites before users navigate to them.
  - a. The first is a Core Competencies page
  - b. The second is a Visual Design page
3. Level Two – This level is used to highlight a specific attribute or skill learned in the MSPTC program.

- a. Under the Core Competencies page:
    - i. Writing and Editing
    - ii. Document Design
    - iii. Rhetoric
    - iv. Problem Solving
    - v. Collaboration and Teamwork
    - vi. Interpersonal and Oral Communication
    - vii. Specialized Expertise
    - viii. Technology
  - b. Under Visual Design:
    - i. Logo
    - ii. Letterhead
    - iii. Email Signature
    - iv. Design Abilities
4. Identifier – These pages include a resume, an “About Me” section, and a link to a blog.

**Please note:** The screenshots used here are from the current portfolio site. Eventually, these will all be moved off the Joule Folio servers. Consider all images to be a work in progress.

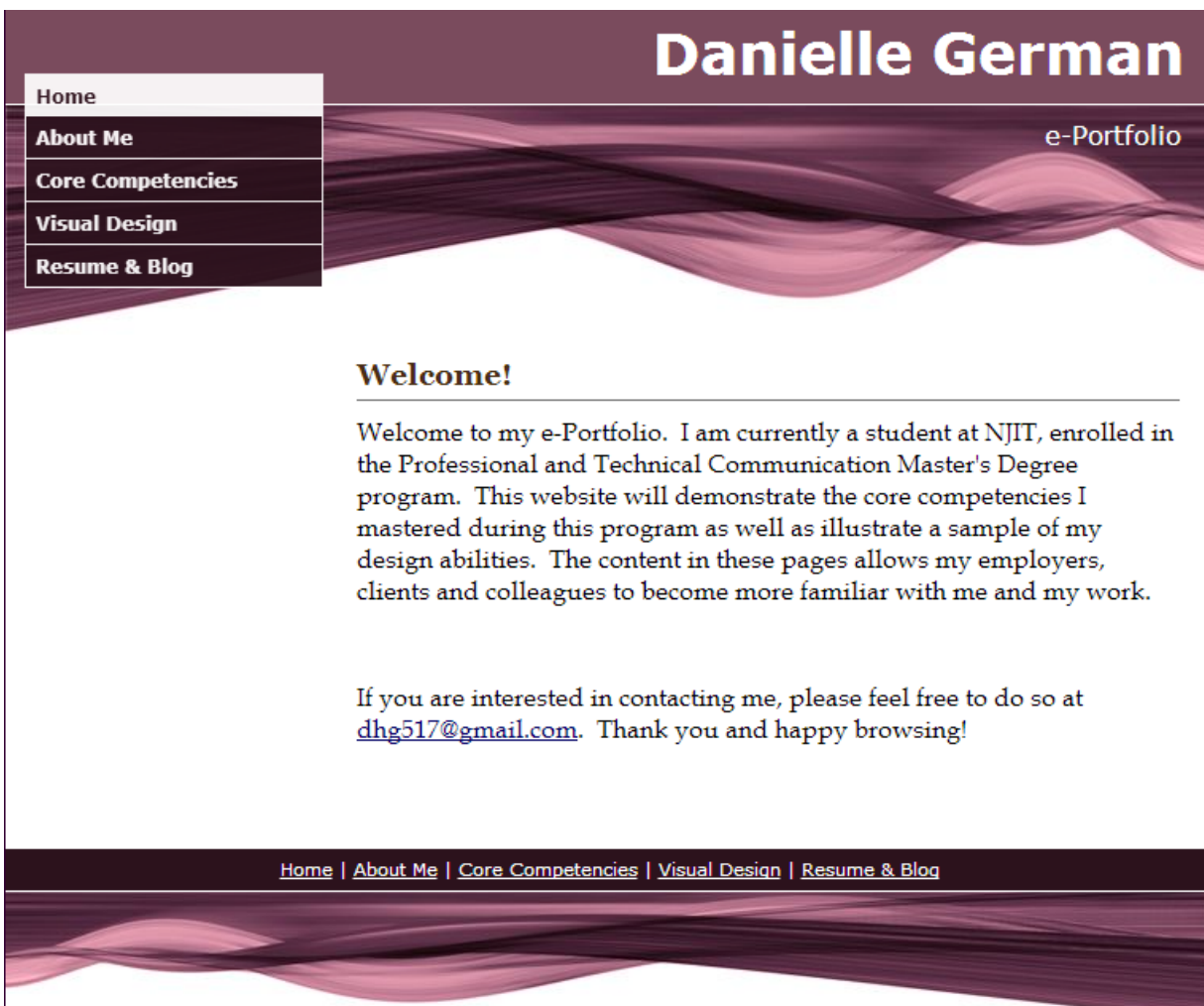


Figure 2: Homepage

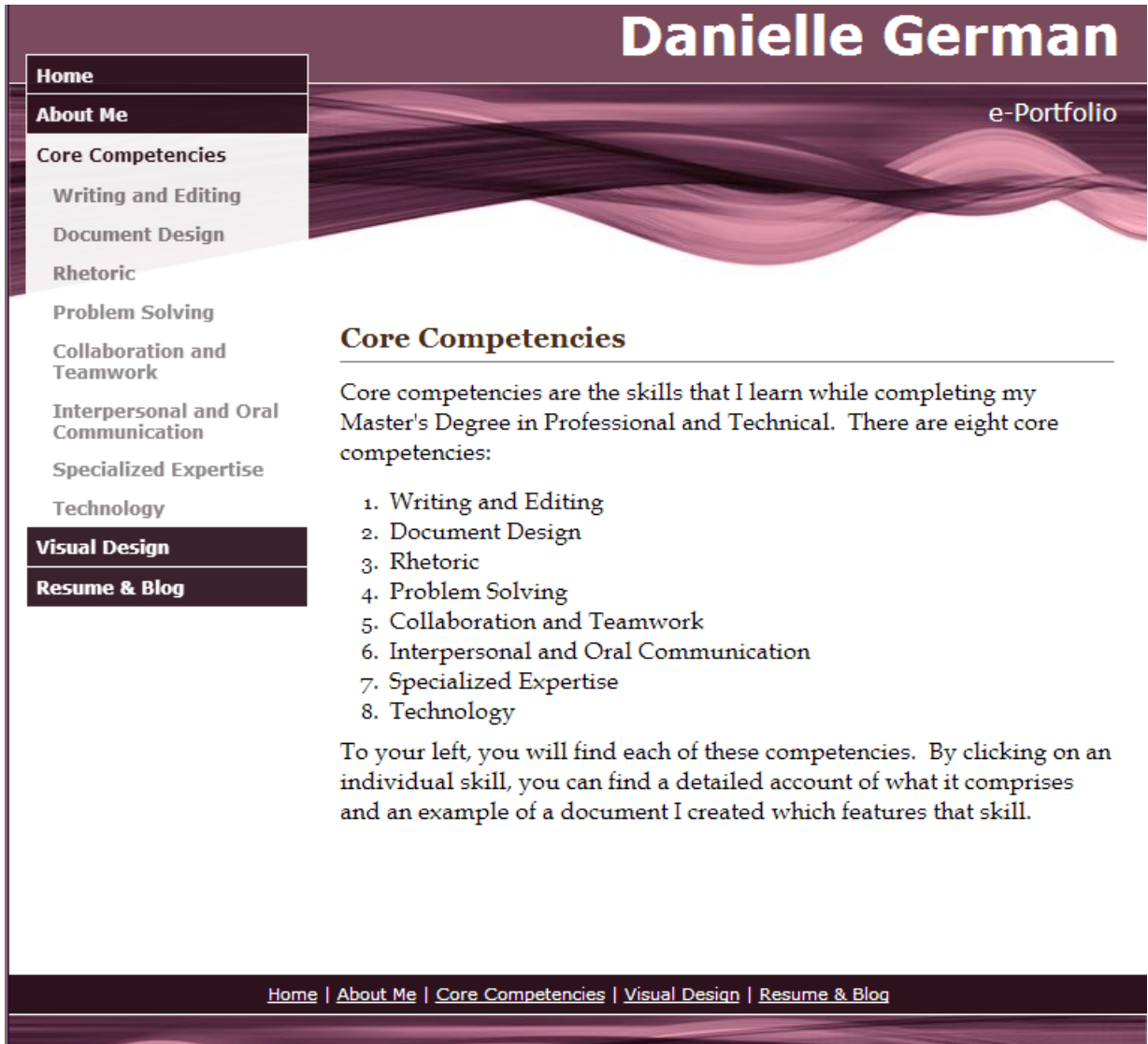


Figure 3: Level One

[Home](#)

[About Me](#)

[Core Competencies](#)

Writing and Editing

Document Design

**Rhetoric**

Problem Solving

Collaboration and Teamwork

Interpersonal and Oral Communication

Specialized Expertise

Technology

[Visual Design](#)

[Resume & Blog](#)

## Rhetoric

Rhetoric in technical communication deals with the ability to adapt communication and context to a specific audience and purpose. It also takes into account cultural interpretation and genre knowledge. This core competency should include:

- Demonstrating knowledge of persuasive techniques
- Exhibiting knowledge of disciplinary history
- Understanding rhetorical strategies and communication theory or learning theory

I have provided three examples of rhetoric. The first is a proposal for implementing Meatless Mondays on the NJIT campus. This document asks for a grant based on a RFP by the Lawrence Foundation. It gives background on Meatless Mondays and NJIT, and sets forth a budget and implementation timeline for the project.

### Proposal for Meatless Mondays at NJIT

[Proposal.docx](#)

8/8/2013 10:54:10 PM  
322242 bytes

### Rhetorical Analyses

[Rhetorical Analysis Charts.pdf](#)

12/12/2012 4:59:06 PM  
37111 bytes

### Audience Analysis

[Evaluation of Website Accessibility.pdf](#)

12/14/2012 2:22:13 AM  
20396 bytes

Figure 4: Level Two

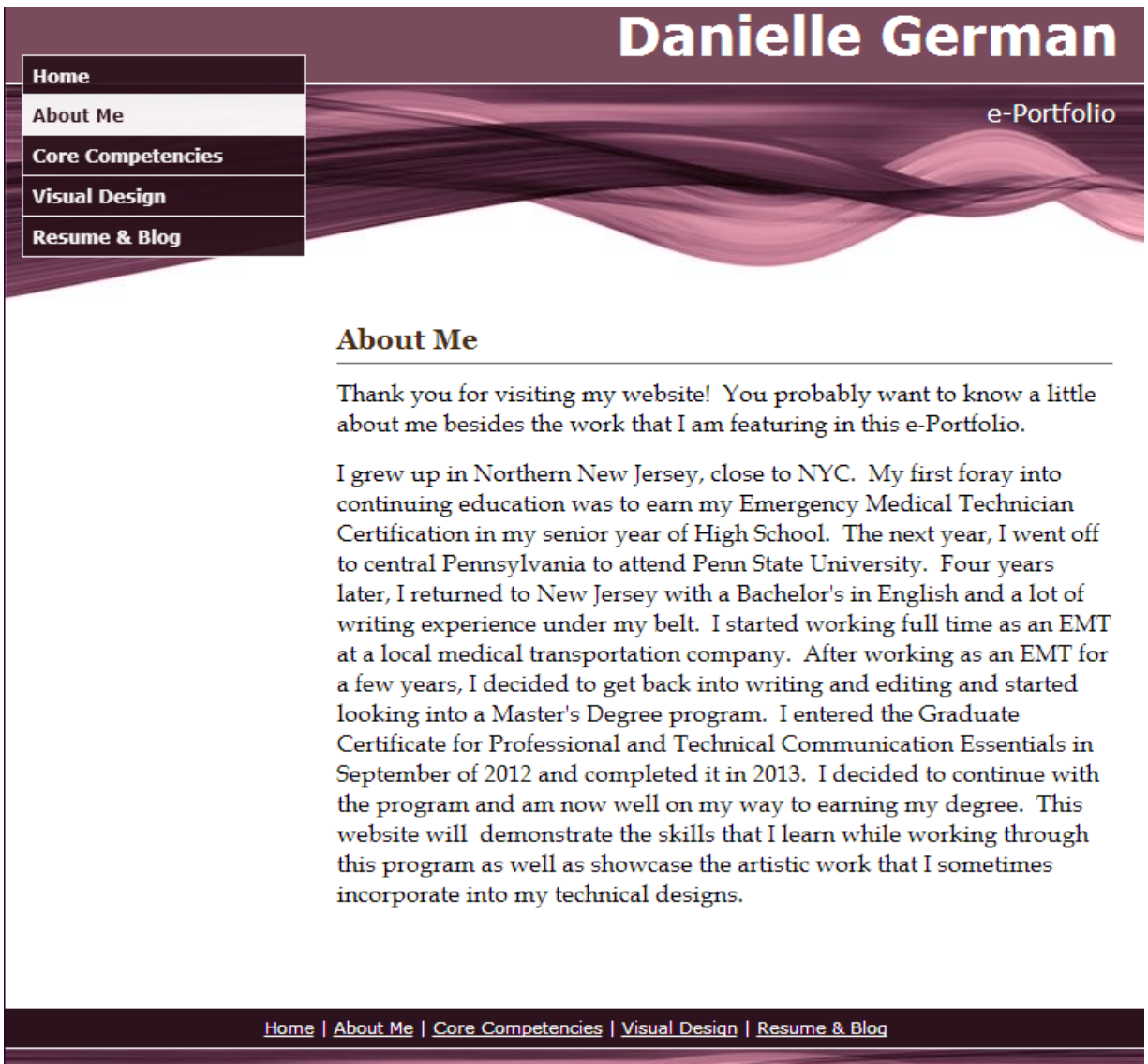


Figure 5: Identifier

*Page Components:*

Main Navigation – Images, Verdana, 12 point, regular

Page Header – Used to introduce main topic of the page. HTML Text, Garamond, 14 point, bold

Page Header 2 – Used to differentiate between sub-items on a page. Text, Garamond, 12 point, italics

Main Text – Text, Garamond, 12 point, regular

Breadcrumb Trail – Text, Garamond, 10 point, regular

### *File Naming Conventions:*

File names will consist of upper and lowercase letters, numbers, or underscores.

File names should not include numbers that reference location or sequence.

File names will be descriptive of the file.

### *Multimedia:*

Any links to non-html files will indicate the type and size of the file to which it is linked.

Audio files will play on screen using Flash player.

Images will all contain alt tags that provide a description of the item.

No less than five multimedia items will be found on the twelve Level Two pages (combined).

### *Screen Resolution:*

The screen resolution for this website will be 1024 x 768.

### *File Types:*

All work samples originally constructed in Microsoft Office will be converted to PDF format.

The current resume will be available in PDF format.

All audio files will be available in Flash player.

All ZIP files will have instructions as to how to download and open them.

All file types will be identified in the link to download; a brief description of the contents of the file will be given.

### *Accessibility Issues:*

All attempts will be made to adhere to Nielsen's 10 Usability Standards and the W3C Accessibility Standards.

### *Sitemap:*

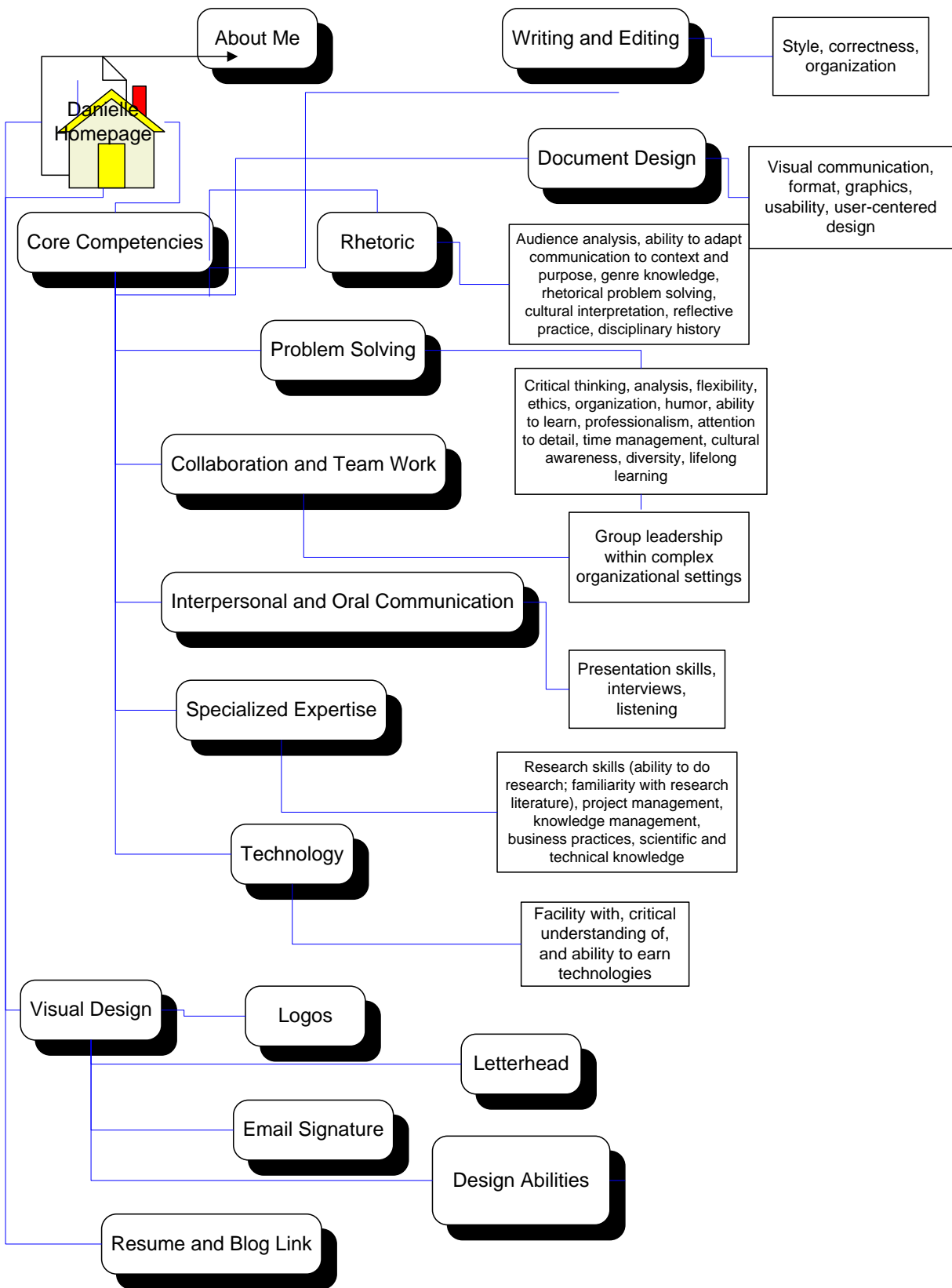


Figure 6: Sitemap



## **Logistical Standards**

- All pages will have a descriptive title
- All Level One pages will open into a secondary navigation menu for Level Two pages
- All Level One pages will clearly describe the common element for Level Two pages
- All Level Two pages will contain an explanation of the skill or attribute described by its title
- All Level Two pages will contain at least one sample of work
- All Level Two pages will give an explanation of all samples of work contained on that page
- All Identifier pages will give the user more information about the site's author
- All pages will be clearly laid out and have a logical flow