

Website Design Guide

◆ For Scientific Visualization & Design

Professionals in the field of scientific visualization and design use a portfolio website to represent their work as well as themselves. Use this **Website Design Guide** to design (or redesign) a website that meets your specific goals.

Websites can act as a:

- **Visual CV** for marketing and documentation
- **Presentation aid** in interviews and networking events
- **Public profile** that represents your values and interests

1. Career Goals & Website Design

Your career goals shape the design of your portfolio website. This list, by no means exhaustive, provides a range of career opportunities in scientific visualization and design.

Pre-production roles

Focused on design, research, communication.

External-facing (often interacts with people outside the design team e.g., clients, stakeholders, end-users)

- Pre-production Artist
- Storyboarding Artist
- Service Designer
- Design Consultant
- Design Strategist
- Design/UX Researcher
- Interaction Designer
- UI/UX Designer
- Visual Designer
- Exhibition Designer
- Instructional Designer
- Freelancer

Production roles

Focused on technology, rendering, details.

Internal-facing (often interacts with people within the design & dev team to create the final product)

- Medical Illustrator
- Scientific Animator
- Creative Technologist
- Organic/Technical Modelling Artist
- Lighting/Texturing Artist
- Developer
- Freelancer

Generalist roles

Generalists enjoy both pre-production and production work.

Internal- and external-facing (often expected or asked to interact with both internal and external stakeholders)

- Biomedical Communicator
- Communications/Marketing Designer/Specialist
- Multimedia Artist/Designer
- Instructor/Teacher
- Project Manager
- Art Director
- Scientific Storyteller
- Medical Illustrator & Animator
- Freelancer

How might your goals influence the way you organize and structure your content?

Useful Resources & Tools

Design

- Figma ◆
- Pen and paper ◆
- Tablet
- Adobe XD
- InVision
- Illustrator

Inspiration

- Bestfolios ◆
- Company sites ◆
- Behance ◆
- Cofolios
- Awwwards
- Dribbble

Development

- Squarespace ◆
- Wix ◆
- Weebly
- Wordpress
- Adobe Portfolio
- Coding

Other

- Google Fonts ◆
Font selection
- Colors ◆
Colour selection
- Colorable ◆
Colour accessibility

2. Website Structure

Generally, a portfolio website includes the following pages:

- Home (can be combined with Work)
- Work (includes Case Studies)
- About
- Contact (can be combined with About)

4. Considerations & Checklist

Design Considerations

Make an impact on the home page

Make an immediate and positive impact when someone visits your portfolio. The landing page gives people a feel for your skills, aesthetics, and career interests at a glance. Place your best work front and centre to keep visitors on your website!

Make it easy to access your work

Use a clean and simple layout that allows others to focus on your work and your skills. Don't make visitors hunt for your work!

You may also want to test the website with friends and colleagues to see if it is indeed easy to navigate. Ask them to complete certain tasks to test the usability of your website.

Show off your style or "branding"

You want people to remember your work - show off your individual style and stand out with your website design!

Remember to balance aesthetics with function. Oftentimes, superfluous elements (e.g., super fancy logo, extravagant interactions) can do more harm than good.

Focus on quality over quantity

Showcase your strongest work. Visitors can get a better sense of your skills through six great case studies rather than 20 projects of varying quality.

Design consistently

Designing in a consistent way leads to less confusion. A website with a consistent and coherent design is perceived as being more professional and trustworthy. This also leads to better web usability and accessibility (e.g., text hierarchy)

Write clearly and unambiguously

As soon as someone lands on your site, is it immediately clear what you do? Is your navigation naming clear? How about your project names and case studies? Visuals aren't everything - copy can make or break a visitor's experience on your site.

Technical Considerations

Web accessibility

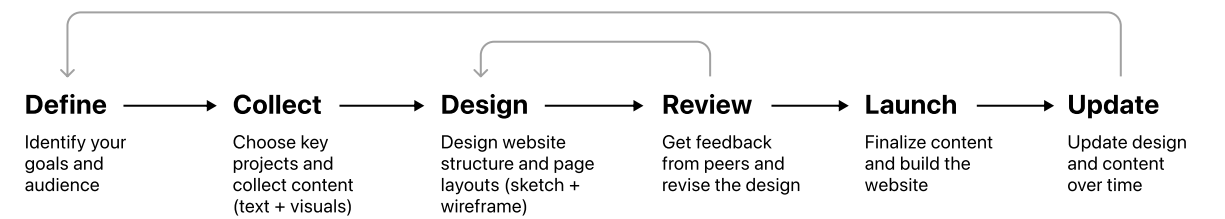
Refer to Web Content Accessibility Guidelines (<https://www.w3.org/WAI/standards-guidelines/wcag/>)

Web optimization

Domain, SEO, file size and type, loading time, etc.

3. Website Design Process

Think of your website as any other design project. We have provided a recommended workflow below.



◆ = Recommended / Must-Haves

Home Page

Clear and simple navigation

- Header with links (the fewer the better) ◆
- Call to action (e.g., Contact button)
- Contact form at end of the page

Immediate impact

- Tagline (who are you? What do you do?) ◆
- Hero image

Show your work

- Gallery view of case studies (~3-9) ◆
- Gallery view of non-case study projects
- Services provided

Building trust and credibility

- Awards and recognitions ◆
- Clients and current employment ◆
- Link to your social media ◆
- Testimonials

Note: These can also be in the About page

About & Contact Page

- Headshot and short bio ◆
- Education and employment ◆
- Link to resume or CV
- Refer to 'Building trust and credibility'

Case Study Pages

Project overview

- A banner or demo video of the final product ◆
- Project description (purpose, audience, etc.) ◆
- Client ◆
- Type of work ◆
- Tools ◆
- Team members
- Your role or services provided
- Duration/date of completion

Sections

- Context:** The Problem/Challenge ◆
Why is this problem important?
- Approach:** Methodology ◆
How did I tackle this problem?
- Include process work (e.g., framework used, timelines, research, pre-production, production, design, development, testing, etc.)
- Output:** Final product ◆
- Outcomes:** Measurable results
How did this make a difference?
- Include evaluation results, achievements, etc.
- Next Steps:** Reflections
What would I do differently?
- References** ◆