

Proses, Struktur, Fungsi, dan Kerangka Perancangan Digital Portfolio

Pertemuan 2

Dosen: Supradaka



Tujuan Pembelajaran ini, mahasiswa mampu:

- Menjelaskan proses perancangan digital portfolio.
- Memahami struktur penyusunan digital portfolio.
- Mengidentifikasi fungsi utama dalam konteks industri kreatif.
- Mengetahui kerangka kerja dalam perancangan digital portfolio.



Proses Perancangan Digital Portfolio:

- Analisis tujuan & audiens (kerja, freelance, akademik).
- Pengumpulan karya (seleksi karya terbaik & relevan).
- Perencanaan layout & format (website, PDF, platform).
- Desain visual & branding (warna, tipografi, identitas).
- Publikasi & distribusi (upload ke platform, share ke employer/klien), Evaluasi & revisi berkala.



Struktur Digital Portfolio Komponen utama:

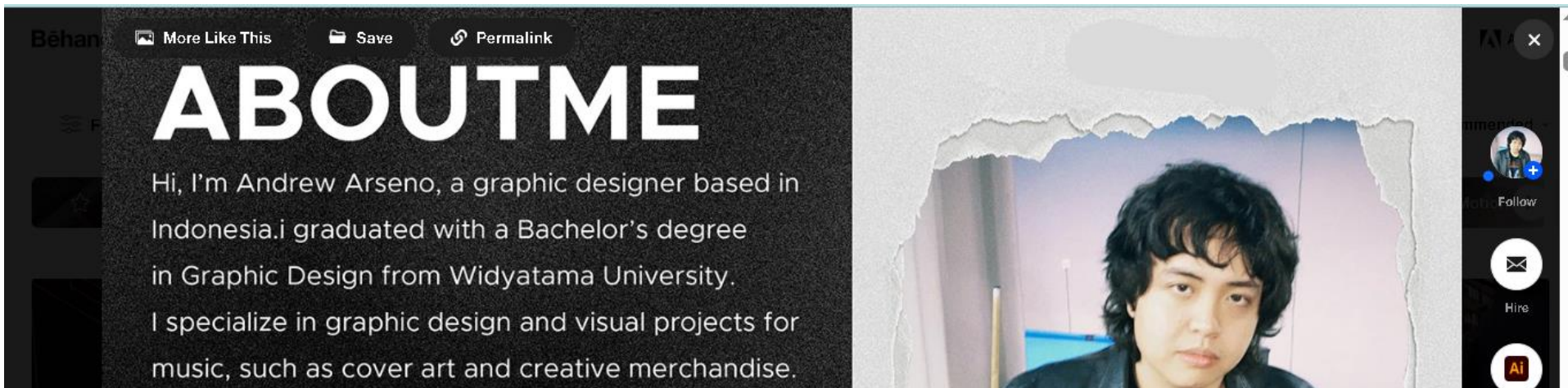
- Identitas diri (nama, profil singkat, foto professional).
- Pernyataan tujuan / visi.
- Daftar isi / navigasi.
- Showcase karya (proyek terbaik, detail proses, hasil akhir).
- CV / riwayat karier.
- Kontak / call to action.

https://www.behance.net/gallery/235107271/Drews-Portfolio?tracking_source=for_you_logged_in_feed_recommended



Fungsi Digital Portfolio

- Personal branding → memperkenalkan identitas profesional.
- Komunikasi visual → menjelaskan karya secara menarik & jelas.
- Proof of work → bukti keterampilan & pengalaman nyata.
- Networking tool → membuka peluang kerja & kolaborasi.



Kerangka Perancangan Digital Portfolio Langkah sistematis:

- Perencanaan → analisis kebutuhan & tujuan.
- Desain → layout, identitas visual, branding.
- Implementasi → pembuatan (website, PDF, platform).
- Uji coba & feedback → evaluasi dari dosen/klien/rekan.
- Finalisasi & publikasi.



Contoh kerangka digital portfolio seorang desainer grafis:

- Identitas → profil singkat + foto profesional.
- Showcase → 5 proyek unggulan (branding, ilustrasi, UI/UX).
- Konten pendukung → proses kreatif, hasil akhir, testimoni.
- Platform → diunggah ke Behance & website pribadi.

by **ANDREW ARSENO**

PORTFOLIO

GRAPHIC DESIGN

ABOUT ME

Hi, I'm Andrew Arseno, a graphic designer based in Indonesia. I graduated with a Bachelor's degree in Graphic Design from Widyatama University. I specialize in graphic design and visual projects for music, such as cover art and creative merchandise. Passionate about design and visual storytelling, I enjoy exploring ideas that bring strong and unique identities to every project. I'm always open to new challenges and collaborations across different creative fields.

CONTACT

+6287778666019
kasepandrew35@gmail.com
Insta: @drewxsters



EXPERIENCES

PT. Pupuk Kujang

6-Months internship.
Cikampek, Indonesia (2022-2023)

Visual Designer For Music Artist

Worked remotely on multiple creative projects for singer KILLBOY.
Los Angeles, United States (2021-2022)

Freelance Graphic Designer

Worked on various clothing projects creating visual concepts for apparel.
(2024-Present)

EDUCATION

Widyatama University (2019-2023)

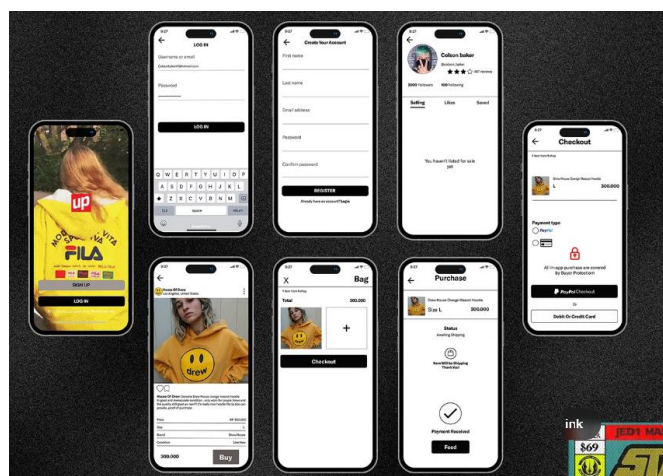
Bachelor of Applied Graphic Design (D4)

SOFTWARE



SOFT SKILL

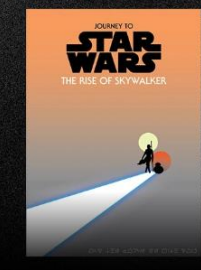
Team work
Problem solving
Communication



More Like This

Save

Permalink



Tugas 1:

- Buat outline kerangka digital portfolio Anda sendiri.
- Minimal berisi: tujuan, audiens, karya yang akan dipilih, dan media yang akan digunakan.