INKK ACADEMY

A PROGRAM OF THE INKK SPOT

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Making Your Portfolio Stand Out

A Two-Course Curriculum for Design and Strategy Professionals

Course Design Document | **Maven Cohort** | **The Inkk Academy**

The Premise

Something broke in the design industry about a decade ago.

Designers stopped building things. The industry split into designers and developers, and designers gradually ceded the ability to ship. They spent weeks and months pixel-pushing Figma prototypes, then handed them off to someone else to make them real. Portfolios were reduced to web templates and presentation decks. Case studies replaced craft. And an entire generation of practitioners learned to describe their process instead of demonstrating their work.

AI changes this. For the first time, a designer with strong visual instincts and genuine craft knowledge can go from an idea to a live, deployed website — independently, without a development team and without web templates. The gap between vision and execution has never been smaller.

But AI is only as good as the judgment directing it. A designer who understands color theory, typography, brand hierarchy, and visual communication will get a fundamentally different result from these tools than someone who doesn't. The craft isn't obsolete. It's the differentiator.

And here's what matters most: every employer is now asking the same question. Can you work with AI? That question isn't answered in an interview. It's demonstrated in work you built using AI as a professional tool, directed by craft knowledge, producing results that couldn't belong to anyone else.

This two-course curriculum teaches both. Students learn to think strategically about their own brand, develop a complete visual identity, and then use a professional AI workflow to build and ship a portfolio site they would actually be proud to show an employer.

> **The core argument**
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> AI commoditized output. Taste and craft are now the scarce resource. The designers who will thrive are the ones who understand why AI made the choices it did and know how to make it do better.
>
> Your portfolio is your proof. The process of building it — directing AI with design knowledge to produce a real, production-quality site — is itself a case study. Inkk Academy teaches that process. You leave with a live site and the ability to explain every decision behind it.

Who This Curriculum Is For

- Designers with strong foundations, whether that's a decade of client work or a graduate program in design, HCI, or UX research. You know what good work looks like. You just need the vehicle to ship it yourself.
- Working designers who need to prove they can work with AI: not by talking about it, but by showing the work.
- Strategists and researchers whose thinking is strong but whose visual language hasn't caught up.
- Graduate students with thesis projects, studio work, and internships that deserve better than a Behance page.

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- Anyone who has been making Figma files and handing them off for years, wondering what their work would look like if they could just build it instead of relying on someone else or a generic template.
- You don't need a coding background or a fine arts degree, just a willingness to dig in and figure out what makes you tick.

The Complete Workflow

From idea to live website, in nine steps. Each one maps to a specific session in Course 1 or Course 2. Bi-weekly live sessions cover the thinking and the live demos. The real production work happens as homework between them.

Step 1 — Define your Brand

- In session: visual design principles, brand archetypes, and what brand personality looks like in real, working brands
- Homework/deliverable: a brand summary and logo sketches, brought to Session 2

Step 2 — Design It

- In session: translate brand personality into color, typography, and imagery direction; logo design principles for portfolio use
- Homework/deliverable: a mood board with real imagery and a high-fidelity logo, brought to Session 3

Step 3 — Guide your Strategy

- In session: Pressure-test your positioning as a group — the part that genuinely differentiates one portfolio from another — then map and wireframe your site's structure
- Homework/deliverable: a site map, wireframes, and Lovable-ready documents, brought to Session 4

Step 4 — Make It Yours

- In session: layout, grids, and gestalt principles, then a live demo of prompt to Lovable to Figma export
- Homework/deliverable: your home page mockup built in Lovable and exported into Figma, with your generated images and content. This is required for your certificate of completion and due one week after Course 1 ends.

Why you export when the direction feels right — not when it feels finished

Lovable cannot reliably finesse color, spacing, content, or fine details. Every attempt to push it further risks breaking what it already got right. Export early. All precision work happens in Figma.

The certificate requirement

Your home page mockup in Figma is due one week after Course 1 ends. This is the gating deliverable for your certificate of completion. Submit it on time to receive your certificate and move forward into the between-courses work.

Step 5 — Own It in Figma · Between Courses

- Starting from your submitted home page mockup, refine further in Figma. Fix what AI got wrong, and add what only you know to add
- Adjust colors and imagery, set real typography, fix spacing and hierarchy
- Run a design-level accessibility check: contrast, type size, touch targets, visual hierarchy
- Deliverable: the home page design locked. This becomes the reference for every page that follows, confirmed before Course 2 begins

Step 6 — Prepare the Content · Between Courses

- Claude AI interviews you about each page — your decisions, your reasoning, your real words
- One structured conversation per page, producing confirmed copy, a wireframe, and context files
- You answer questions and approve — Claude writes the documents automatically
- Case study wireframes are produced together so all case studies work as a consistent unit
- Figma Make turns each wireframe into a full visual design frame
- Final image editing with Photoshop or free alternatives — many UX designers don't have Photoshop access — the course accommodates this
- Deliverable: content documents, wireframes, and Figma Make frames for every page

Why content comes from interviews, not templates

Designers know their work but struggle to write about it. The structured interview process excavates the real decisions, the real reasoning, and the real words — producing copy that sounds like the designer, not like AI. Every verbatim phrase is preserved.

Step 7 — Build your Home Page

- In session: recap your Course 1 work, a short Figma and home page review, design accessibility, and the concept of design systems. Live demo: setting up Claude, filesystem MCP, and Figma MCP, then completing a home page build
- Homework/deliverable: home page and brand board built using Claude.ai and Figma MCP

Step 8 — Show your Story

- In session: Showcase your built home page as a group. UX vs. branding, Figma Make and case study review. Live demo: setting up Claude Code and Figma MCP, then running one case study through the full process
- Homework/deliverable: built case study, and other pages, if applicable

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Step 9 — Put It All Together

- In session: Showcase your built case studies as a group. Codebase tour and review, accessibility, responsiveness, Pinegrow editor. Live demo: linking your pages together, making edits, a WCAG review using the Axe plugin, and a responsiveness review using Chrome DevTools
- Homework/deliverable: dev site with pages linked, edited, and reviewed for accessibility and responsiveness

The CSS architecture

Six files, each with a specific job. tokens.css holds your brand values — the only file you ever edit. brand.css handles visual treatment. layout.css handles structure. Everything uses tokens, nothing uses raw values, and the code is clean enough to open in a visual editor after graduation.

Step 10 — Make your Portfolio Real

- In session: Showcase work in progress as a group. Live demo of every deployment step: domain names, hosting, image optimization, a responsiveness/QA check, and pushing to production.
- Deliverable: your live site link. This is required for your certificate of completion and due within 2 weeks after Session 4

The certificate requirement

Your live site link is due within 2 weeks after Course 2 ends. This is the gating deliverable for your Course 2 certificate of completion — submit it on time to receive your certificate.

Step 11 — Get Found. Get Hired. · Bonus Session (optional)

- In session: student reactions, then SEO vs. AI SEO, getting past ATS bots, and how to present your process in an interview
- Open discussion of remaining work and any questions
- Optional. Not required, and not tied to your certificate

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Maven Course Structure

	Course 1 — Brand Yourself	Course 2 — Make It Real
Duration	2 weeks	2 weeks + bonus session
Live Sessions	4 sessions × 75 minutes + office hours	4 sessions + 1 bonus × 75 minutes + office hours
Prerequisite	None	Course 1 completion + Figma file
Primary Tools	ChatGPT, MidJourney / Nano Banana, Lovable, Figma	Figma, Claude, Claude Code
Week 1 Focus	Brand identity: archetype, color, type, logo, imagery, mood board	Building: Figma to built pages using Claude.ai
Week 2 Focus	Strategy: ChatGPT, positioning, Lovable build, Figma export, home page refinement	Production: Code review, domain, hosting, launch
Bonus Session	n/a	SEO, AI SEO, getting past the bots, getting hired
Deliverable	Brand identity system + Lovable mockup in Figma	Live portfolio site + SEO-optimized presence + hiring strategy
Recording Access	90 days post-cohort	90 days post-cohort
Community	Private Maven cohort community	Private Maven cohort community
Certificate	Yes	Yes

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Course 1 — Brand Yourself

Two weeks. The thinking that makes everything else work.

What This Course Is

Each session is lecture and live demonstration. The real production work happens as homework between sessions, and Sessions 2 through 4 each open with a short roundtable where students show what they built from the previous homework before moving into new material.

Session 1 covers visual design principles and brand archetypes. Session 2 covers design fundamentals (color, typography, logo, and imagery) and strategy, including branding strategy, the inward-facing discipline that comes first, with a live demo of the ChatGPT strategy agent and MidJourney. Session 3 covers content strategy and structure, information architecture, site maps, UX strategy (the outward-facing discipline that builds on branding strategy), and wireframing, with the agent demo continuing into the Lovable prompt. Session 4 covers page design, layout, grid, and gestalt principles, ending with a live demo of prompt to Lovable to Figma export.

Sessions run Monday and Thursday, 90 minutes each: 75 minutes of structured content, plus 15 minutes of office hours afterward for open questions. That real time between sessions is where the homework happens. Additional guidance lives on the course site and in the class Discord.

Your home page mockup in Figma is required for your certificate of completion and due one week after Course 1 ends. Every step follows the same process you would use on a client engagement, but the client is you. The result is a design direction that is genuinely yours, built with AI, directed by craft. This becomes the foundation of your case studies.

These are designers, strategists and researchers with real work to show, including client and student projects, thesis research, studio work, and internships. The portfolio becomes a showcase for all of it, and the process of creating it demonstrates the AI workflow every employer is asking about.

Learning Objectives

- Understand the elements and principles of visual design
- Understand brand personality and identify your own with confidence, using an archetype assessment
- Develop a color palette grounded in color theory, not guesswork
- Select and pair typography that communicates your brand personality
- Define an imagery style that is consistent and ownable
- Generate custom on-brand imagery using MidJourney or Nano Banana
- Design a logo mark appropriate for a professional portfolio
- Assemble a mood board using real generated assets, not placeholders
- Work with a structured ChatGPT strategy agent to articulate your strategy and positioning
- Distinguish branding strategy (inward-facing) from UX strategy (outward-facing)
- Build a site map and wireframe your site's structure
- Apply Dan Brown's 8 Principles of Information Architecture
- Build and test wireframes through both sketching and digital stages

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- Apply layout, grid, and gestalt principles to portfolio design
- Convert strategy, structure, and content direction into a Lovable build prompt
- Use Lovable for structural ideation and know when to stop and export
- Export a Lovable design into Figma and refine until it's right
- Export to Figma and refine: real images, real copy, real menu, real typography

What's Included

Templates & Resources

- Brand archetype reference guide with visual examples
- Color theory cheat sheet: palette building from first principles
- Typography pairing guide: font combinations that work
- Imagery generation guide: prompting MidJourney and Nano Banana for on-brand results
- Mood board template (Figma)
- Strategy questions worksheet: the five phases, print-ready
- ChatGPT prompt starter: how to open the strategy conversation
- Lovable prompt framework: structure for the build prompt

Week 2 Resources

- Getting Started with Lovable
- Lovable Prompt Framework
- Exporting Lovable to Figma
- Getting Started with Figma
- Adding Images and Making Edits in Figma

Live Session Format

- Approximately 75 minutes per session + office hours
- Opening: review homework, surface blockers
- Teaching segment: concept + live demonstration
- Working time: students apply immediately with instructor present
- Closing: homework assignment, preview of next session
- Recording available for 90 days post-cohort

What You'll Walk Away With

- A complete personal brand identity system — archetype, color palette, typography, imagery style, logo, and mood board
- A ChatGPT-developed positioning statement that articulates what makes you unique, plus a site map for your portfolio
- Custom on-brand imagery generated with MidJourney or Nano Banana

- A first-pass site design built in Lovable and exported into Figma
- Hands-on experience with a professional AI workflow you can explain in any interview — whether you're ten years into your career or entering the job market for the first time

Tools You'll Use

- BrandForge (brand personality/archetype assessment)
- ChatGPT (strategy agent for positioning and prompt development)
- MidJourney or Nano Banana (custom imagery generation)
- Lovable (structural ideation and first-pass design)
- Figma (all precision design work)

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Session Structure

Four live sessions, Monday and Thursday, 90 minutes each: 75 minutes of lecture and live demo, plus 15 minutes of office hours for open questions. The real work happens as homework between sessions, informed by the course site and class Discord.

Session	Title	What Happens	Deliverable
Session 1	**Define your Brand** Foundations & Brand Personality	Visual design principles, design trends, branding, brand archetypes/personality, brand identity in the real world. **Homework:** BrandForge archetype assessment, brainstorm logo ideas, colors, and typography.	Brand summary + logo sketches
Session 2	**Design It** Color, Type, Logo & Imagery	Roundtable on Session 1 homework. **2.1 Design Fundamentals —** color, typography, imagery, logo **2.2 Strategy —** five-phase process; branding vs. UX strategy **2.3 Bringing It to Life with AI —** the five-step agent pipeline Live demo: ChatGPT strategy agent + MidJourney. **Homework:** upload brand summary to the agent, answer strategy questions, generate imagery.	Mood board with real imagery + high-fidelity logo
Session 3	**Guide your Strategy** Strategy, Site Map & Wireframes	Roundtable on mood boards and logos; discuss strategy answers. **3.1 Content Strategy and Structure —** IA (Dan Brown's 8 Principles, Miller's Law), site map, UX strategy **3.2 Wireframing —** two-stage process (sketching, then digital) **3.3 Using AI —** nav and content direction, Mode A/B Live demo continues: agent moves into IA/content, then the Lovable prompt. **Homework:** build a site map with wireframes, complete the IA and Lovable-prompt documents.	Site map + wireframes + Lovable-ready documents
Session 4	**Make It Yours** Lovable to Refined mockup in Figma	Final roundtable. **4.1 Understanding Page Design —** layout, grids, the 10 Gestalt principles **4.2 Creating a Professional Portfolio —** examples and techniques **4.3 Designing Your Home Page —** wireframe vs. mockup vs. prototype,	Home page mockup in Figma — due 1 week after Course 1 ends

Session	Title	What Happens	Deliverable
		Lovable workflow, Making It Truly Yours in Figma, fusion test Live demo: prompt to Lovable to mockup to Figma export. Overview of Course 2 and in-between classwork. **Homework and final:** Lovable to Figma export to refined home page mockup	

Quick Reference — What to Bring to Each Session

- To Session 2: brand summary + logo sketches
- To Session 3: mood board with real imagery + high-fidelity logo
- To Session 4: site map + wireframes + completed Lovable-prompt documents
- Refined home page mockup in Figma. This is required for your certificate of completion and due one week after Course 1 ends.

Course 1 Completion

Your home page mockup in Figma, due one week after Course 1 ends, is required for your certificate of completion. From there, the rest of the between-courses work continues: content documents, wireframes, Figma frames, and confirmed images for every page. Everything needed to walk into Course 2, review as a group, and build.

Before You Touch It Again

The pull to keep fixing the Lovable link, or to open Figma Make and try to push it into something shippable, is real. Resist both.

Lovable cannot reliably finesse detail work. Every edit attempted past the export point in Step 4 risks breaking what already works, the same reason you exported in the first place.

Figma Make has a real, specific job in this curriculum: turning your Step 6 wireframes into visual design frames, inside Figma. It was never built to generate deployable, production code, and pushing it toward that produces something worse than what you already have, not better.

The real next step is Step 5, then Step 6. Not a stopgap, the actual path to a site built with the validation, accessibility, and maintainability this shortcut cannot give you.

Between Courses — The Real Work

Between Course 1 and Course 2, students complete the most substantial work in the curriculum. This is not homework but is the structured process that produces everything needed for the production build.

- Home page refinement: starting from your certificate-gating mockup, the Figma design is refined and accessibility checked. Colors, typography, spacing, and look-and-feel become the reference for every page that follows.

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- Content interviews: one structured Claude AI conversation per page, producing confirmed copy, wireframes, and context files automatically.
- Image generation: MidJourney or Nano Banana imagery directed by your brand system, confirmed and exported.
- Image editing: final work with Photoshop or free alternatives. Many UX designers don't have access to Photoshop on their own due to cost, so the course works with whatever tools students have.
- Case study wireframes: all case studies produced together in one session with a preflight checklist, ensuring consistency across the portfolio. These are page-level wireframes for production, distinct from the site-map wireframes built in Session 3.
- Figma Make: each wireframe is transformed into a full visual design frame using your brand board, layout library, and section library.

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Course 2 — Make It Real

Two weeks. From live demo to live website.

What This Course Is

Same format as Course 1: live lecture and demonstration in session, real work happens as homework between sessions. Sessions 2 through 4 each open with a short roundtable where students show what they built from the previous homework, before moving into new material.

Session 1 opens with a recap of Course 1, a Figma and home page review, a discussion of design accessibility, and the concept of design systems, then a live demo of the full tool setup — Claude, filesystem MCP, and Figma MCP — and a complete home page build. Session 2 reviews Figma Make and inner pages, then demos Claude Code and Figma MCP by running one case study through the entire process. Session 3 tours the tokens system, covers HTML/CSS and the Pinegrow editor, then demos linking pages together, making edits, and running accessibility and responsiveness reviews. Session 4 is a full walkthrough of deployment — domain, hosting, image optimization, QA, and going live.

Students never write code. Claude reads Figma designs directly and builds clean, semantic HTML with a professional CSS architecture — design tokens the student controls, visual rules that cascade, structural patterns that hold. Five automated validation gates ensure code quality, accessibility, and consistency. The code is clean enough to open in a visual editor (Pinegrow) and maintain after graduation.

Your live site link is due within 2 weeks after Course 2 ends — required for your certificate of completion. The process of getting from a Figma design to a live site is itself the first case study. Students can explain every tool, every decision, and every step — because they directed the entire workflow.

Learning Objectives

- Set up Claude, filesystem MCP, and Figma MCP for a live build workflow
- Understand how Claude reads Figma designs via MCP and translates them into code
- Understand design accessibility and the concept of a design system
- Build a home page and generate a brand board from a locked Figma design
- Set up Claude Code and Figma MCP, and run a case study through the full build process
- Understand the CSS architecture: tokens, brand, layout, components, site, custom
- Edit tokens.css to change colors and fonts — eleven values that control the entire site
- Read HTML/CSS at a working level and edit pages in Pinegrow
- Link pages together into a complete, navigable site
- Run a WCAG accessibility review using the Axe plugin
- Check responsiveness using Chrome DevTools
- Select a domain, configure hosting, optimize images, and deploy a live site independently
- Explain the entire build process in an interview — this is your first case study

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What's Included

Templates & Resources

- Interview chat agent: structured interview to surface UX questions and describe the student to the outside world
- Figma Make cheat sheet: turning wireframes into visual designs that match your home page and brand
- Work environment checklist: setting up Claude.ai, filesystem MCP, Figma MCP, Claude Code
- Claude Code prompt template
- Design accessibility checklist: what to verify before locking the design
- Domain and hosting checklist
- Production and deployment checklist

Live Session Format

- Approximately 75 minutes per session + office hours
- Opening: review homework, surface blockers
- Teaching segment: concept + live demonstration
- Homework: students work on concepts in between sessions
- Closing: homework assignment, preview of next session
- Recording available for 90 days post-cohort

What You'll Walk Away With

- A live portfolio site at your own domain
- Clean semantic HTML with a CSS architecture you control through design tokens
- Code clean enough to maintain in a visual editor (Pinegrow) after graduation
- A working knowledge of accessibility review (Axe) and responsiveness review (Chrome DevTools) you can run on any site, not just this one
- The process of building the portfolio as one more case study alongside your strongest work — client projects, thesis research, studio work, whatever best represents you

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Tools You'll Use

- Figma (all precision design work)
- Claude (desktop version)
- Figma MCP/Filesystem MCP
- Simple Web Server (localhost preview)
- Claude Code (terminal)
- Github (code repository)
- Vercel (website hosting)

Session Structure

Four core sessions plus one optional bonus session. Each session is lecture and live demo — the real work happens as homework between sessions.

Session	Title	What Happens	Deliverable
Session 1	**Build your Home Page** Figma to Claude.ai	Recap Course 1, Figma and home page review, design accessibility, design systems. Live demo: set up Claude, filesystem MCP, and Figma MCP, then complete a home page build. **Homework:** lock in home page, set up work environment, build home page plus brand board.	Home page + brand board built
Session 2	**Show your Story** Figma to built Case Study	Roundtable on built home pages + Q&A, UX vs branding, short Figma Make and inner page review. Live demo: set up Claude Code and Figma MCP, run one case study through the full process. **Homework:** lock in case study (and other pages if ahead), build out pages.	Case study (+ other pages) built
Session 3	**Put It All Together** Tokens, Code Basics & Review	Roundtable on built case studies + Q&A, tour of the tokens system, brief HTML/CSS and Pinegrow discussion. Live demo: link pages together, make edits, WCAG review via Axe, responsiveness review via Chrome DevTools. **Homework:** edits, linking, accessibility + responsiveness review.	Link to dev site, with pages linked, edited, reviewed
Session 4	**Make It Real** Deployment & Launch	Roundtable on work in progress + Q&A. Full review and live demo of deployment: GIT, domain names, hosting, image optimization, QA check, pushing to production **Homework and final:** live site, with three case studies	Live site link, due 2 weeks after class
Bonus (optional)	**Get Found. Get Hired.**	Student reactions to the project. SEO vs. AI SEO, getting past ATS bots, presenting your process in an interview. Open discussion of remaining work and questions.	SEO-optimized site + interview strategy

Quick Reference — What to Bring to Each Session

- To Session 2: home page and brand board built, work environment set up
- To Session 3: case study (and other pages, if ahead) built

- To Session 4: edits made, pages linked, accessibility and responsiveness reviews complete
- Course 2 certificate, within 2 weeks after Session 4: your live site link

The certificate requirement

Your live site link, complete with three case studies, is due within 2 weeks after Course 2 ends. This is the gating deliverable for your certificate of completion. Submit it on time to receive your certificate.

The Accessibility Approach

Accessibility is addressed twice in Course 2 because it exists at two different levels that require different tools and different eyes.

Design accessibility — Session 2

Checked in Figma before the design is locked. Color contrast ratios, minimum type sizes, touch target dimensions, visual hierarchy. These are design decisions — fix them here, before code, when changes are free.

Code accessibility — Session 3

Verified after Claude Code produces the output. Semantic HTML structure, image alt text, keyboard navigation, ARIA labels where needed. Claude Code should handle most of this — Session 3 teaches students how to verify it did.

The Bonus Session

Session 5 is not part of the core build. It is the answer to the question students ask the moment their site goes live: now what?

Most portfolio courses stop at launch. This one doesn't. The site is only useful if people find it — and the right people see it. Session 5 covers three distinct problems that experienced designers consistently underestimate:

- Traditional SEO is still the foundation — and most designer portfolio sites get the basics wrong
- AI SEO is a genuinely different discipline — AI-powered search engines surface content differently than Google, and most designers have no idea their site is invisible to them
- Getting past the filters is a strategy problem, not a design problem — a live URL only helps if it reaches someone who can act on it

The real promise of Session 5

You spent four sessions building something worth showing. This session makes sure someone actually sees it.

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The Build System

Course 2 uses a professional build system developed specifically for non-coding designers. The system enforces code quality through automation — not through the student learning to code.

CSS Architecture

- tokens.css — design tokens with a Student Edit Zone (eleven values: three brand colors, four backgrounds, two fonts, two sizes)
- brand.css — visual treatment: colors, typography, borders (all values via tokens)
- layout.css — structural patterns: grid, flex, spacing (no colors, no fonts)
- components.css — reusable components: cards, buttons, pills, icons
- site.css — global styles: nav, footer, skip link
- custom.css — student additions for patterns not in the system

Enforcement & Validation

- PostToolUse hooks block banned patterns on every file write
- Five validation gates run before any page is declared done: HTML structure, CSS tokens, accessibility, class reference, inline styles
- Students are designers, not developers — the system catches code violations so they don't have to

Course 2 Promise

A live, production-quality portfolio site at your own domain. Clean semantic HTML. A CSS architecture you control through tokens. Code clean enough to maintain in a visual editor. A build process you can repeat for every new project. And a first case study: the documented, explainable story of how you directed AI to build it.

Domain & Hosting Guide

Session 4 covers this in depth, but students should begin thinking about it before the final week.

Domain Names

- Your name is almost always the right choice: firstnamelastname.com
- If your name is unavailable, try .co, .design, or add “design” or “studio”
- Avoid hyphens, numbers, or anything that is hard to say out loud
- Register with a reputable registrar: Namecheap, Google Domains, or Cloudflare
- Do not register your domain through your hosting provider — keep them separate

Hosting Providers

- Netlify — recommended for this workflow. Free tier is sufficient. Drag and drop deploy.
- Vercel — excellent alternative, equally straightforward
- GitHub Pages — free, good for technical comfort, slight learning curve
- Avoid shared hosting (GoDaddy, Bluehost) for a static HTML site — overkill and slower

The Deployment Process

- Your Claude Code output is a folder of static files: HTML, CSS, JS, and images
- On Netlify: drag that folder onto the deploy screen. That’s it.
- Point your domain to Netlify using the DNS settings in your registrar
- SSL certificate (the padlock) is automatic and free on Netlify

What Students Walk Away With

Course 2 Deliverable

A live, production-quality portfolio site at their own domain. Clean semantic code. A professional AI workflow they can explain in an interview. An SEO-optimized presence that shows up in both traditional and AI-powered search. And a concrete strategy for getting the site in front of the people who can actually hire them.

The AI Workflow, Explained

This curriculum uses seven AI tools plus professional design and editing software. Each is chosen deliberately for what it does well. Understanding why each tool is used — and why the others are not used for that step — is itself a professional skill.

Tool	Used For	Why This Tool	What It Is Not For
BrandForge	Brand archetype assessment — identifying your personality as a foundation for every visual decision	Rules-based brand intelligence, purpose-built to remove guesswork from archetype selection.	Visual execution, imagery, code
ChatGPT (strategy agent)	Strategic thinking, positioning, converting discussion to a prompt	Structured agent with clear boundaries. Pressure-tests positioning.	Design decisions, visual output, code
MidJourney / Nano Banana	Generating custom on-brand imagery	Purpose-built for high-quality image generation. Stock photography is generic. These aren't.	Strategy, code, UI design
Lovable	Structural ideation — first-pass layout and direction	Fastest path from prompt to something visual you can react to. Stop when direction feels right.	Fine detail, color tweaks, spacing, content edits
Figma / Figma Make	All precision design work + Figma Make design generation	Full, reliable control over every visual detail. Figma Make automates inner page design.	Code generation or publishing
Claude AI	Content interviews, build coordination, Figma reading via MCP, page building	Reads Figma directly. Interviews students to produce content. Builds with a professional CSS architecture.	Design ideation, strategy
Claude Code	Alternative build tool for complex multi-page sessions	Runs validation scripts, handles complex revisions, builds with the same system.	Design decisions, content strategy

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What This Really Teaches

The stated deliverable is a live portfolio site. The actual outcome is something harder to put on a resume but more durable: demonstrable proof that you can work with AI.

Students who complete both courses will have:

- Done the strategic thinking most designers avoid, and can now articulate why their work matters
- A visual identity that is genuinely theirs, built on craft knowledge not generated by a prompt
- Hands-on experience with the AI workflow employers are screening for, documented as a case study
- A live, production-quality site that demonstrates all of the above
- The specific experience of having shipped something independently, which is different from knowing you could
- A case study they can walk an employer through step by step: every tool, every decision, every correction

That last point is the competitive advantage. When an employer asks "Can you work with AI?" — and they will — these students don't answer with a bullet point on a resume. They open their portfolio and say: "This site is my first case study. I directed every tool in this workflow. Here's how the process worked and what I learned."

That's not a claim. That's proof.

> **The promise**
>
> You will have a live portfolio site by the end of Course 2. Not a prototype. Not a mockup. A real site, at your own domain, built with a professional AI workflow, with your name on it. And the process of building it will be the most compelling case study on it.

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