

Portfolio Page Build Brief for Claude Code

Source file: D:\Brandt Interactive\2026\content\portfolio\20260420\2026 April Portfolio Projects.docx

Deliverable: Updated build brief and Claude Code prompt for a new **portfolio.html** page in the site root, plus navigation updates and a top callout linking to the page-building prompt.

Critique of Current Draft

- The project inventory is strong, but the draft reads more like raw notes than a build-ready content brief.
- Pathing needs to be normalized. Some assets use portfolio/... while others omit the folder. One image source is blank, and "frostownship-prototype.jpg" should be checked against the actual filename.
- The strongest page story is visual proof of current work. LIGHTFOOT, Cathy O'Connell, and Frost Township clearly support that. The SEO images work better as a smaller supporting block unless more narrative is added.
- Student-outcome language should stay short and practical. The page should emphasize recent projects, clear deliverables, and simple role alignment without sounding like a course syllabus.
- The Claude Code prompt should explicitly tell Claude to use portfolio/dir-listing.txt for file paths, update site navigation, and create a visible prompt-callout box near the top of the page.

Updated Page Direction

Page goal: create a clean portfolio page that shows recent, real client work and maps each project to practical skills in advertising and marketing, website design and development, administrative support, and video production.

Page title suggestion: Real Client Work -> Job-Ready Skills.

Intro suggestion: Recent consulting projects translated into practical skills students can use right away in marketing, web, video, and AI-assisted administrative work.

Recommended project order

- LIGHTFOOT GROUP: lead with this because the before/after website comparison and branding work make the strongest first impression.
- Cathy O'Connell: follow with website plus video reel thumbnails and links.
- Frost Township: use current site, design concept, and prototype as a process story.
- SEO Plan: optional supporting block with the two SEO graphics.

Asset and content cleanup notes

- Confirm the missing LIGHTFOOT business card finished image path before build, or leave a TODO comment in the HTML if the file is not present.
- Use consistent labels for screenshots such as Before, After, Current, Design, and Prototype.
- Keep copy compact. One short project paragraph plus three bullet outcomes per project is enough.
- Place external links on screenshots or concise text links, not as long raw URLs in the visible layout.

Claude Code Prompt

Copy and paste this into Claude Code.

Build a new portfolio page for brandtinteractive.com.

Project files to use:

- Content source: D:\Brandt Interactive\2026\.content\.portfolio\20260420\2026 April Portfolio Projects.docx
- Path reference: \portfolio\dir-listing.txt

Required tasks:

1. Build a new page in the site root named portfolio.html.
2. Update site navigation so Portfolio appears in the main nav and links to /portfolio.html.
3. Near the top of portfolio.html, add a clearly styled box that includes claude-logo.jpg and this exact text:
"See the prompt that built this page in Claude Code"
4. The box should link to a readable on-page section near the bottom named "Build Prompt", where the prompt used to build the page is displayed in a clean preformatted block. If a better existing pattern already exists in the site, adapt to it.
5. Use \portfolio\dir-listing.txt to verify image paths, page includes, CSS, JS, and relative linking patterns before making changes.
6. Keep the page visually consistent with the current site. Do not introduce a totally different design system.

Page strategy:

- This page should present recent real-world consulting work and map it to job-ready skills.
- Tone: clear, current, practical, not academic.
- Keep the copy concise.
- Use the strongest visual proof first.

Page structure:

- Hero:
 - H1: Real Client Work -> Job-Ready Skills
 - Short intro: Recent consulting projects translated into practical skills students can use right away in marketing, web, video, and AI-assisted administrative work.
- Top callout box:
 - claude-logo.jpg
 - linked text exactly as provided above
- Projects section:
 1. LIGHTFOOT GROUP
 - Show branding and website repositioning work.
 - Include logo inspiration image, finished logo, InDesign business card layout, finished business card if available, and website before/after screenshots.
 - Include concise project text and three short bullets about what this work demonstrates.
 - The current Aspen Times Food & Wine Classic ad can be referenced briefly in copy if it helps establish recency.
 2. Cathy O'Connell
 - Show website screenshot and video thumbnails with links.
 - Include concise project text and three short bullets.
 3. Frost Township
 - Show current site, design, and prototype.
 - Include concise project text and three short bullets about accessibility, usability, and public-sector constraints.
 4. SEO Plan
 - Add a smaller supporting section with the two SEO graphics if paths are confirmed.

Content handling:

- Pull copy from the provided Word document, but tighten wording where needed.
- Do not over-explain.
- Normalize punctuation and headings.
- Do not use raw pasted file notes like "img src:" or "a href:" in the final page.
- If a referenced asset is missing, add a clear HTML comment noting the missing asset and continue.

Suggested outcome bullets by project:

- LIGHTFOOT GROUP
 - Brand repositioning through design and messaging
 - Layout choices that change perceived value
 - Website structure for clarity and conversion
- Cathy O'Connell
 - Shooting and editing short marketing videos
 - Turning source content into social assets
 - Connecting story to execution
- Frost Township
 - Building accessible, compliant websites
 - Simplifying content for public users
 - Working within real-world constraints
- SEO Plan
 - Keyword-to-page alignment
 - Non-branded search opportunities
 - Visual communication of search strategy

Technical expectations:

- Follow existing site conventions for header, footer, navigation, CSS, and asset paths.
- Check dir-listing.txt before assuming file locations.
- Keep images optimized and sized consistently.
- Make external links open appropriately.
- Test for broken paths.

At the end of your response, provide:

- A short summary of what you changed
- Any missing assets or path conflicts you found
- The exact final prompt text used, so it can be placed into the "Build Prompt" section if needed

Notes for Review

- Best upgrade: make the LIGHTFOOT before/after comparison visually prominent.
- Keep the page short enough to skim. This should feel like current work proof, not a full portfolio archive.
- If the prompt callout links to a section on the same page, visitors can verify the workflow without leaving the page.