**Electronic Portfolio Project**

**Overview**

The point of the electronic portfolio is to show the work you describe in your resume. It is the place where potential employers may go in order to see firsthand that you have the skills you say you have in your resume. This means the portfolio should reflect the particular area you are pursuing as a career.

**General Directions**

1. Pick only your best work to include in your portfolio
2. Make sure there are no spelling, usage, or grammar errors on your site
3. Provide examples of work/proof for each superpower and skillset listed on your resume
4. Include your tagline, making sure it is the same one you use on your resume
5. Organize your menu items so that your most important superpower/skill comes first
6. Make an appointment with your mentor so that they can help you refine or brainstorm your portfolio

**Area-Specific Suggestions**

**Designers**: You should focus heavily on aesthetics, demonstrating that you understand the general principles of visual design (e.g. balance, alignment, color). It is not required for you to hand-code your website; that said, you should avoid Wix and other such template companies and focus instead on WordPress. Know that showing potential employers that you can work with WordPress is generally a plus.

**Coders**: Since you are trying to gain employment coding webpages for others, you should hand-code your own website––or heavily customize one in WordPress. Make sure your code is extremely clean and well commented. If you say you can work in a particular language, then use that programming language in your portfolio or show a project that demonstrates it.

**Animators and Videographers**: Follow the suggestions given to the designers (above) but add a reel to your site. See your Mentor for help with the reel.

**Multi-Platform Writers**: It goes without saying that the writing found on your portfolio must be excellent. Offer downloads of any work you have produced aimed at the print medium and provide links to digital work available to the user online.

**Social Media Specialists**: Make sure you list all of the social media networks with which you are experienced. Check your presence on those networks to make sure you have created for yourself a professional demeanor. Include on your portfolio any social media planning docs you have make produced.

**UX/UI**: You need to follow a combination of suggestions given for Designers and Coders (above).

**Combinations of any of these**: Follow the suggestions for all areas you are pursuing. In other words, if you want to position yourself as a Social Media Specialist who can handle the communications for a company, then you need to make sure your portfolio follows the suggestions of not only that area but also that laid out for Designers, Multi-Platform Writers; it will help immensely if you can show you can update WordPress.

**Pages / Sections to Include**

About page: This page should contain a brief bio written in 3rd person about yourself. Write this bio as if you have already graduated from college. You could provide a downloadable version of your resume on this page. Make sure your photo reflects the kind of image you really wish to project. Include for your contact information only your email address and phone number. Do not include your home address. Include your social media links here, but make sure first that you have scrubbed your sites of anything that will show yourself in a negative light.

Gallery: This page is good for those of you who have 3D models, drawings and sketches, logo designs, and photography to show. Be sure to add captions for each item your display.

**Reels**

If you want a job that focuses on video, animation, or games, you need a reel. This is a short video that highlights your best work. As an example of a reel look at the one that Supergenius makes available for potential customers: <http://supergeniusstudio.com>. You will want to put your reel front and center of your portfolio.

**Due Dates**

Introduction to Portfolio: Wednesday, January 22, 2020

Portfolio Inventory: Wednesday, February 5, 2020

Portfolio Wireframe: Wednesday, March 4, 2020

Rough Draft: Wednesday, March 25, 2020

Final: Wednesday, April 8, 2020