

CREATE: Developing a Professional Web Presence and “E-Portfolio”

Assignment 2 Description and Expectations

Description:

These days, one’s “online presence” or “online identity” could make or break his or her career. Some professions expect their members to carefully and thoughtfully maintain a professional web presence, while other professions’ standards are far more lax, allowing for a much smaller digital footprint. However, even those professions where an online presence has not been as important, modern shifts are beginning to give the “edge” to candidates who are web-savvy. Future employers will “Google” you, will expect you to develop something for an online audience, or will expect you to have an already-developed online presence upon entry into the profession. What this online presence looks like is up to you – cultivating an online persona is an important part of being a professional in today’s world.

This assignment requires you to begin that process of developing an “e-self” by creating an online portfolio of your professional work. This will look different depending on the profession you are entering. Perhaps you want to create a blog on which you will review clothing/fashion trends. Perhaps you want to develop a website that shows off your journalistic writing. Perhaps you want a simple e-portfolio that houses your resume and some writing samples, along with other basic information about you.

Requirements:

This assignment requires you to:

1. Develop creative goals for your online composition, whether it’s a blog, social media page, website, video resume, or other.
2. Articulate how these goals are tied to your profession of interest – how they meet the needs and expectations of this particular profession.
3. Design an online space that markets “you” to your profession of interest in some way.

The online space you design *could include* any of the following elements. It *must include* at least four of these things, or three plus something else specific to your profession of interest (run it by me).

1. Your resume
2. Examples of your writing, artwork, or other artifacts
3. A description of you – who you are, what you like, what you’ve done
4. A blogroll
5. Resources for other professionals
6. Important links for other professionals
7. Social media feeds / pages
8. Relevant images or video (best when created by you!)

Criteria for evaluation of your webspace:

1. The composition speaks to a particular, and clearly defined, professional audience, responding to the values, concerns, and expectations of the profession.
2. The final composition addresses the initial (or revised) goals that you set out to accomplish at the start of the assignment.
3. The composition is carefully visually designed, taking into account the design principles of contrast, repetition, alignment, and proximity, as well as the design standards of the profession.

Important Due Dates:

Monday 2/10/14: Response 1: Goals and Plan for Assignment 2
Wednesday 2/12/14: Draft of Webspaces (place link in a GDrive Doc in your submission folder)
Monday 2/24/14: Conference with Liz
Wednesday 3/12/14: Assignment 2 due

Possible Authorship Platforms:

[WordPress](#) -- you already have a personal wordpress account on which you can build either a website or a blog.

[Tumblr](#) -- particularly good for design/photography/art-based professions.

[Weebly](#) --

[Wix](#) -- popular among professionals for creating personal portfolios (some examples [here](#) if you're curious)

[Google Sites](#) -- simple to use, you can attach to your school email.

[Facebook Pages](#) -- very popular/common in marketing and for public figures and organizations. Good thing to tie to your professional webspaces if you have a concept for a page or a product/service to "sell" or advertise.

[LinkedIn Profile](#) -- very popular in the business/HR/PR worlds, among others, for developing professional connections and staying up-to-date on job postings. Good thing to link to from a professional website, as well as an alternate space for posting your resume and developing a web presence.

There are MANY others -- these are just a few possibilities. Don't feel like you need to stick to these, but if you're unsure about a platform, come see me. Also keep in mind that there are thousands of other (growing) social media venues out there that you can tie to professional accounts to build your web presence. Feel free to experiment with these, also.