**3-1 Journal: Marketing With ePortfolios and Artifact Update**

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**Part One:**

* **How might you use an ePortfolio for the benefit of self-promotion?**
  + An ePortfolio showcases my skills, projects, and achievements, demonstrating expertise to potential employers or collaborators. It allows me to present a cohesive narrative of my growth, skills, and unique contributions, such as enhanced Rescue Animal app features. The inclusion of artifacts (such as improved apps) allows me to provide evidence of technical skills and the ability to solve real world problems.
* **How might you mitigate risks while maximizing the marketing potential of the ePortfolio?**
  + There are a few ways that I can mitigate risks while maximizing the marketing potential of the ePortfolio. I could use general overviews and screenshots instead of complete code to avoid intellectual property theft. I could implement watermarks on images and documents were applicable. I could also include a professional design that emphasizes accessibility and clarity to maximize appeal.
* **Describe possible downsides or risks—for instance, the risks of posting intellectual property online for public consumption.**
  + Posting source code online can lead to unauthorized usage or plagiarism. Sharing too much information could inadvertently expose sensitive details, such as personal contact information or internal project specifics. Poorly maintained ePortfolios with broken links or outdated information could harm my professional image, so it is important to keep it up to date.
* **Which course outcomes have you achieved so far, and which ones remain?**
  + I made sure I started early so I could keep a steady pace throughout this project and have extra time in case I ran into any problems. So far, I have shown enhanced understanding of software design and development processes by converting the original standalone Java Application to a Full-Stack Application. I improved encapsulation and implementation of design patterns (ex. Factory Method in RescueAnimal.java). I also established database integration by utilizing MongoDB. Even though I have achieved many changes at this point, I still have more work to complete such as further refinement of the user interface. I also need to enhance the database interactions to support additional features.

**Part Two:**

* **Software Design and Engineering**
  + **Progress:** My updated app shows clear evidence of design improvements. The transition from java to a structured full-stack application demonstrates improvement on modern development paradigms.
  + **Next Steps:** Ensure design documentation aligns with enhancements to showcase the engineering process in the ePortfolio.
* **Algorithms and Data Structures**
  + **Progress:** The enhanced app implements encapsulation and the Factory Method, showcasing improvements in organizing and improving code efficiency.
  + **Next Steps:** Further optimize algorithms to handle large data or new animals for rescue operations.
* **Databases**
  + **Progress:** The use of MongoDB indicates the understanding of NoSQL databases. Current database interactions support storing and retrieving animal data efficiently.
  + **Next Steps:** Expand database schema to include additional data and ensure seamless front-end integration.

