Cassandra Clay

Module 3

Since you've graduated, has your portfolio been useful to you?

Well, I haven't been a graduate very long, so the portfolio hasn't had the chance to be externally useful to me yet, ha ha. When I start to apply for positions I want in the near future though, I think that the portfolio will become very useful to me and to my ability to create and expand. The whole experience of the portfolio was a bit of a challenge (e.g. how do I go about constructing it? Should I use a content management system? What sorts of pieces should I put into it?) But the more effort you put into your portfolio, the more you find ways to expand it, and then you find a veritable rabbit-hole of fun little implementations you can make to it and to your skill set. One compliments the other very well, and the portfolio was a fun experience; the best part about it is that it never ends, just grows.

 Why did you choose the pieces in your portfolio? How did you choose pieces that represent your skill set?

Originally, I just picked the pieces that we're readily available to me. I lot of my internship and off-campus work was, well, still off-campus. So I picked the pieces from class that were the most important to me, but even though you could make the superficial argument that "it's just class work", it's all about how you promote it. If the project you're working on represents a growth of your character and if you're genuinely proud of it, then absolutely! Add it to the professional portfolio! I chose the pieces in my portfolio not because they we're the ones that I was the most adept at beforehand or even most successful in terms of a final grade; I chose my portfolio pieces because they were some of the biggest challenges I had in my years as an undergrad, and at the end of them I could walk away and say, "This was a successful piece. I am getting the hang of this type of work now." They may not be the most impressive things in my skill set, but it shows that that skill is now further along where it wasn't before for future endeavors.

What kind of feedback did you get on your portfolio?

I got a lot of positive feedback on my portfolio. I was actually a little off-put since none of the other reviewers had too many criticisms to give me, or at the very least, none that I can remember. I did get some great advice though on what to do now (well, maybe that is a certain type of criticism) after I had completed my portfolio. Join organizations that align with your interest. Get involved in the PW program and the activities that are challenging, they help you grow! Meet people, and gain contacts! Don't be afraid to ask questions and the PW alumni community is more than glad to help! This is all advice that can help you on the long undergrad road, and the road to your portfolio!

What did you struggle with most when creating your portfolio?

It may sound superficial, but I struggled the most the visual aspects of my portfolio: making it look good so that people would stay longer than 5 seconds. You'll get different responses I'm sure about audience, content, and organization, but for my audience (and it really does depend on your audience) I wanted something to be visually appealing, so that a potential employer could

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say, "Wow. That's a great first impression. I'd like to learn more on this website." This also ties into finding your style and how you want to represent yourself visually: creating a logo, choosing a color scheme, appealing while still being readable font choices, etc. I defined all of those things in the very last semester, but it would have been great to come up with some cursory ideas (since they define the whole aspect of your online representation) way ahead of time.