**Marketing With ePortfolios and Artifact Update**

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**Benefits of an ePortfolio**

ePortfolios can serve as a way to showcase your practical skills and accomplishments, by providing concrete evidence of completed projects to either your potential or current employer. Showcasing projects that you have completed, either by yourself or when collaborating with others, proves that you have the necessary skills to be a successful developer (Green, n.d.). You can also use ePortfolios to showcase a variety of tools, programs, and programming languages you’ve worked with, to prove that you are a versatile developer. ePortfolios should continually be updated to showcase to employers that you are up to date with current technologies and industry trends.

**Maximizing the Marketing Potential of an ePortfolio**

When creating an ePortfolio, the first step is to choose a platform that allows you to adequately showcase and display your projects. This platform should be easy to use for both you and your potential recruiters or employers. The projects you decide to showcase should be your best work, and should showcase a diverse set of skills, achievements, and projects (*What are the most common mistakes to avoid when building a tech portfolio online?* 2024). It is important to focus on the quality of your projects, rather than quantity. With each project, you should explain your approach to the problem, how you achieved your results, and the results you achieved. This not only demonstrates technical skills, but also communication and critical thinking skills. Lastly, your ePortfolio should be updated on a regular basis to demonstrate your continued growth as a developer.

**Downsides of an ePortfolio**

A major downside to posting a portfolio of completed projects online, is how easy it is for someone to use your intellectual property without your knowledge. Intellectual property is intangible and can therefore be easily taken without notice or any conflict (*Intellectual property: Risks you need to know* 2019). A project that could have taken months to create, can easily be copied by someone else in seconds allowing this individual can then use the program as their own.

**Course Outcomes**

So far, I have completed the following course outcomes:

* Employ strategies for building collaborative environments that enable diverse audiences to support organizational decision making in the field of computer science

I still have the following course outcomes remaining:

* Design, develop, and deliver professional-quality oral, written, and visual communications that are coherent, technically sound, and appropriately adapted to specific audiences and contexts
* Design and evaluate computing solutions that solve a given problem using algorithmic principles and computer science practices and standards appropriate to its solution, while managing the trade-offs involved in design choices (data structures and algorithms)
* Demonstrate an ability to use well-founded and innovative techniques, skills, and tools in computing practices for the purpose of implementing computer solutions that deliver value and accomplish industry-specific goals (software engineering/design/database)
* Develop a security mindset that anticipates adversarial exploits in software architecture and designs to expose potential vulnerabilities, mitigate design flaws, and ensure privacy and enhanced security of data and resources

## Status Checkpoints for All Categories

| **Checkpoint** | **Software Design and Engineering** | **Algorithms and Data Structures** | **Databases** |
| --- | --- | --- | --- |
| **Name of Artifact Used** | **Artifact name:**  Project Two  **Origin:**  IT145 Foundations in App Development | **Artifact name:**  Project Two  **Origin:**  IT145 Foundations in App Development | **Artifact name:**  Project Two  **Origin:**  IT145 Foundations in App Development |
| **Status of Initial Enhancement** | Enhancements completed | Planned, but not started | Planned, but not started |
| **Submission Status** | Submitted | Not submitted | Not submitted |
| **Status of Final Enhancement** | Not started | Not started | Not started |
| **Uploaded to ePortfolio** | Not uploaded | Not uploaded | Not uploaded |
| **Status of Finalized ePortfolio** | Created, not completed | Created, not completed | Created, not completed |

**References:**

Green, M. (n.d.). *3 reasons why a project portfolio is essential for landing a tech job*. Tech Elevator. https://www.techelevator.com/3-reasons-why-a-project-portfolio-is-essential-for-landing-a-tech-job/

Protiviti KnowledgeLeader. (2019, February 21). *Intellectual property: Risks you need to know*. Intellectual Property: Risks You Need to Know. https://info.knowledgeleader.com/what-is-intellectual-property-and-what-are-the-risks

*What are the most common mistakes to avoid when building a tech portfolio online?*. How to Build a Tech Portfolio Online: Tips and Mistakes. (2024, August 6). https://www.linkedin.com/advice/1/what-most-common-mistakes-avoid-when-building