

COMP2x0/VR220
Portfolio Development/
Worksheet Support

Week 5: Portfolios & Personal Branding



Timeline

Table 1: Indicative Assignment Timeline

Week 2	Show Proposal to Supervisor (Part A).
Week 5	Show Work-in-Progress to Supervisor (Part B).
Week 6	Show Work-in-Progress to Supervisor (Part B).
Week 8	Show Draft Poster to Supervisor (Part C).
Week 9	Poster Demo & Viva (Part D).

Portfolio Purpose

- Showcase your talents!
- To demonstrate to a prospective employer or client:
 - **Who** you are 
 - **What** you can do 
 - **Where** you want to go 
 - **Why** they should hire you

Activity: Portfolio Examples

A green speech bubble with a black outline and a tail pointing towards the bottom left. It contains the text "Feel free to add more!" in a black, sans-serif font.

Feel free to
add more!

- Take a look at the example portfolios on the [Padlet](#)
- Leave comments/attach posts to note:
 - What **impression** does the site give of the person?
 - Does it **focus** on any particular **specialisms**?
 - What **information** have they included?
 - What do you think of how the information is **presented**?
- Review “[50 of the Best Personal Website and Portfolio Examples](#)” to see further examples with commentary

Discussion: What makes an impression?

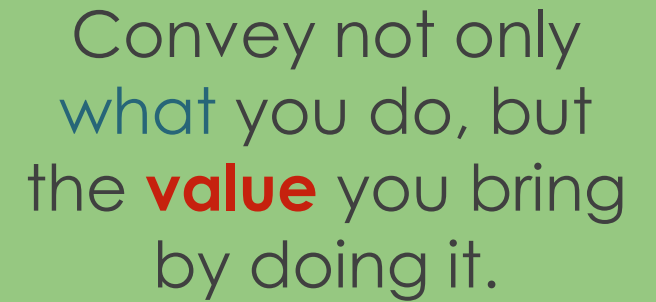
Personal Branding

“**Personal branding** is the conscious and intentional effort to **create** and **influence public perception** of an individual by positioning them as an **authority** in their industry, elevating their **credibility**, and **differentiating** themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger **impact**.”

“The process of personal branding involves finding your **uniqueness**, building a **reputation** on the things you want to be known for, and then allowing yourself to be known for them.”

https://en.wikipedia.org/wiki/Personal_branding

Personal Value Proposition



Convey not only **what** you do, but the **value** you bring by doing it.

“Executives set value propositions for their products — the target market segments, the **benefits** they provide, and their prices. It’s **why** a target customer should buy the product.

“But value propositions go beyond just products. Your **personal value proposition (PVP)** is at the heart of your career strategy. It’s the foundation for everything in a job search and career progression — targeting potential employers, attracting the help of others, and explaining why you’re the one to pick. It’s **why to hire you**, not someone else.”

<https://hbr.org/2011/11/a-value-proposition-for-your-c>

Discussion: How to Find your Brand/PVP

Asynchronous Task: Personal Brand

- Read how to [Use a Personal Value Proposition to Land Your Next Job](#)
- Decide how you'd like to present yourself online:
 - Identify your strengths/**USPs**
 - Write an **elevator pitch** (or PVP) for yourself.
 - Use it to “introduce yourself” on this week's [Teams channel](#).
- Collect **examples of your work** that support your brand.

Next week: we'll look at how to design a website to present your portfolio

Further Reading

- [Ultimate Guide to Creating a Programmer Portfolio](#)
- [Jobs in Games: how to build a portfolio for programmers](#)
- [8 Bits of Advice for your Programmer Portfolio](#)
- [10 Golden Rules of Personal Branding](#)