



# Crafting Your Professional Digital Portfolio

Bethany Van Scooter || 2 April 2020

# HELLO!

Who am I and why am I teaching this?

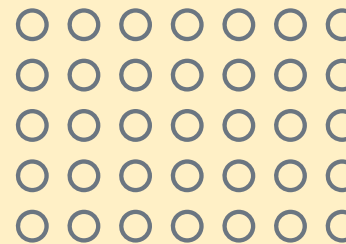
- ★ 2nd year MA graduate student
- ★ My background
  - MA -- Writing Studies
  - BA -- Professional Writing
  - BFA -- Creative Writing
- ★ I have created portfolio sites for both industry (marketing & nonprofit) and academic jobs, as I have pursued both.
- ★ I love cats, working from home is difficult but I like being home in general, and I'm 50% coffee



# Who are you?



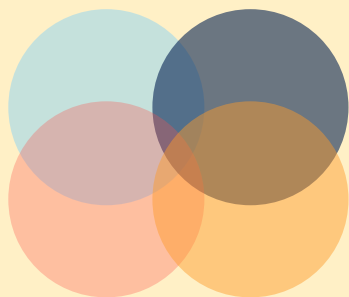
- ★ Name?
- ★ Type of portfolio  
(Academic, industry,  
non-profit, gov't, etc.)?
- ★ Favorite at-home,  
non-work-related  
activity right now?

A decorative graphic on the left side of the slide featuring three overlapping circles. The top circle is light blue, the middle circle is light yellow, and the bottom circle is light orange. They overlap in a vertical stack.

# 01

## Why Have a Digital Portfolio?

A decorative graphic in the bottom right corner consisting of a dashed orange arc.



## ACADEMIA

- ★ Showcase written statements (teaching, research, diversity)
- ★ Illustrates teaching and research efficacy
- ★ Gives a personal touch that CVs might not offer



## NON-ACADEMIA

- ★ Showcase projects (such as design, labs, papers, communications, etc.)
- ★ Conveys your “personal brand” succinctly
- ★ Argues for your work efficacy better than a static resume might

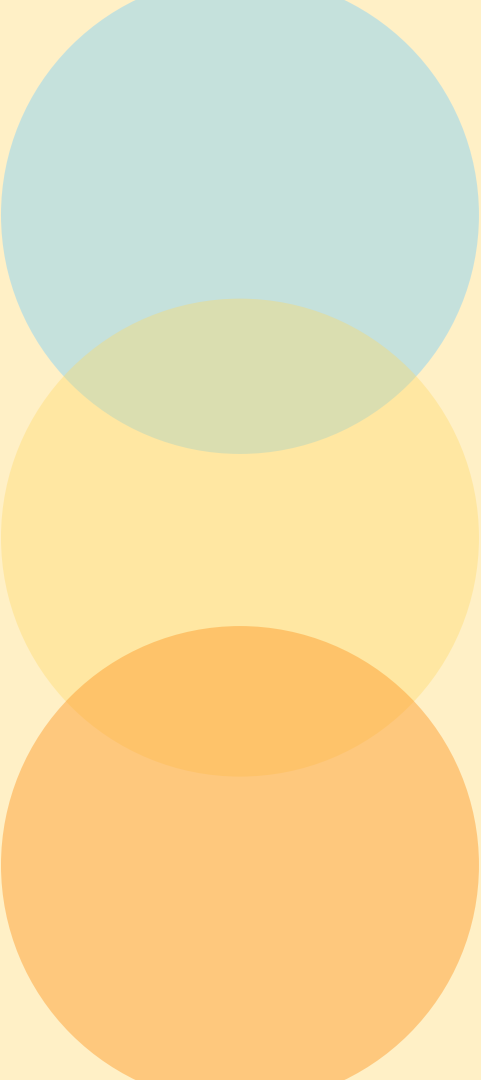
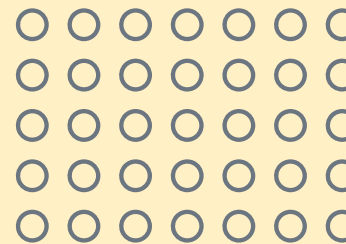




# Digital Age!

Having an online portfolio makes it easier to

- display your abilities in a concise way,
- search and find on the internet,
- build credibility in a personal way before meeting an employer, and
- control your personal “brand” and what others see and learn about you

Three large, overlapping circles are positioned on the left side of the slide. The top circle is light blue, the middle one is yellow, and the bottom one is orange. They overlap in a vertical stack.

# 02

# Elements of Design

Visual design crash course

A dashed orange arc is located in the bottom right corner of the slide.

Good design is



Unfortunately known as  
“CRAP” Principles



# “PARC” Your Designs



## Proximity

Proximity means that things are associated with one another – or not. The closer things are, the more they are associated.



## Alignment

Columns within a page makes it easier to scan horizontally.



## Repetition

Repetition, for instance making a header and footer the same color, makes scanning a website easier. Another example: bullet lists!



## Contrast

Creating contrast for elements means that discrete **elements stand out.**





# Let's Play!

## “Good Design or Bad Design?”



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New Haven, Connecticut, 06520-8339  
(203) 432-2600

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#### YALE ARTS EVENTS CALENDAR

See a listing of all School of Art Events and affiliated events of interest at Yale University.

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Guest lecture by:

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**BAD DESIGN!**  
**But... why?**



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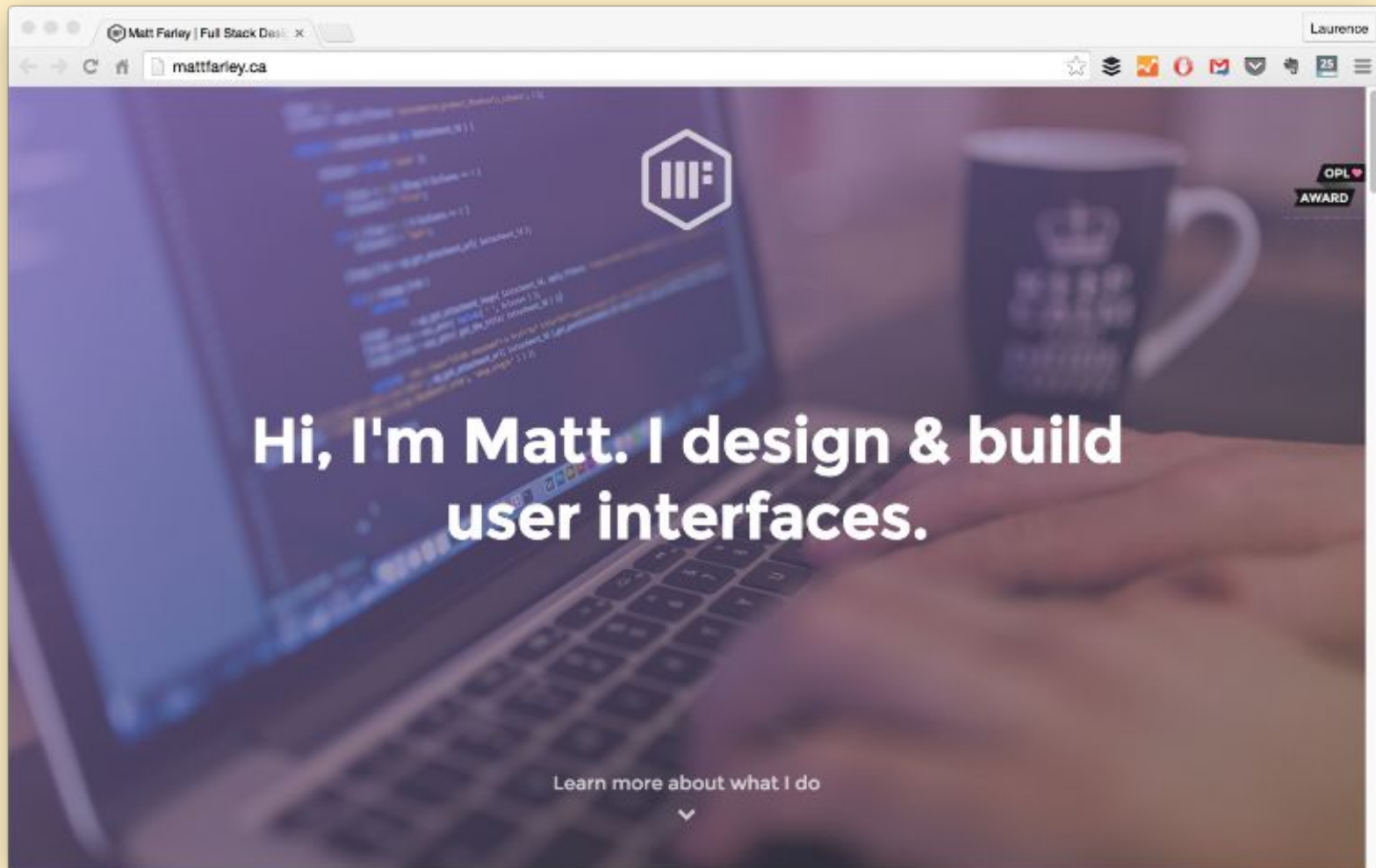
AJAY  
KURIA

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Let's do  
another one!

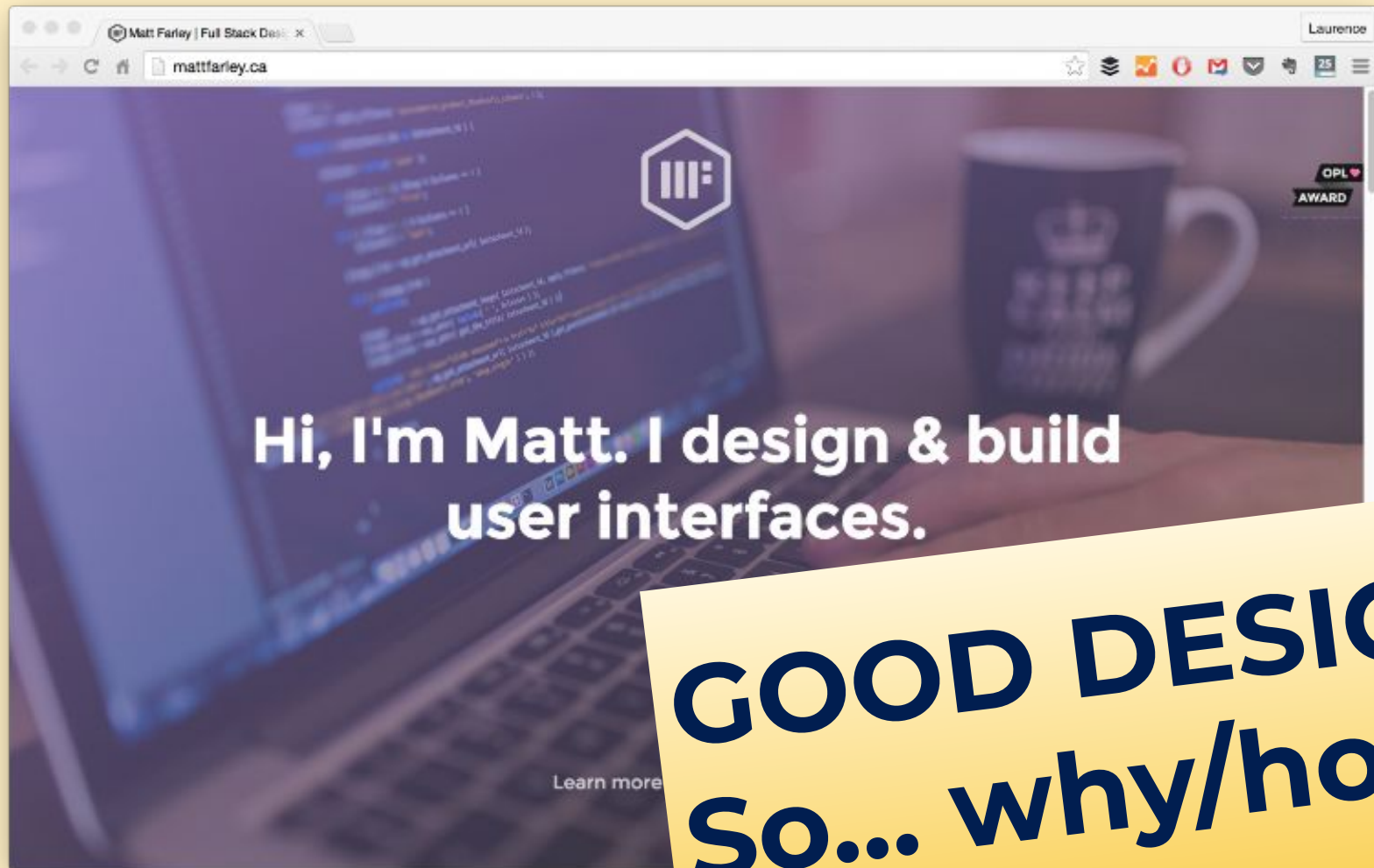




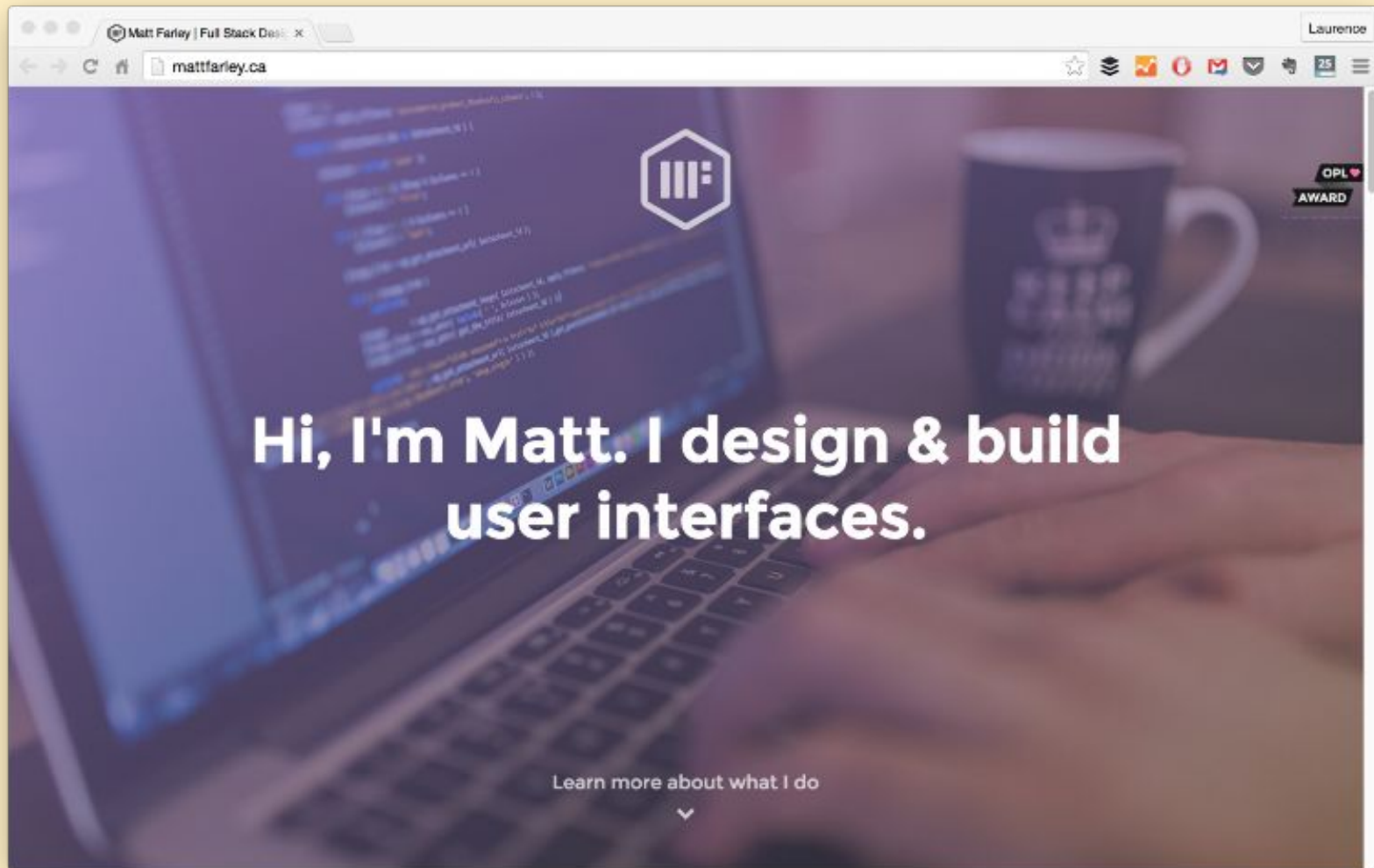




**“Good Design or  
Bad Design?”**



**GOOD DESIGN!**  
**So... why/how?**





## Consistency

Similar to repetition, make sure your documents across mediums are consistently designs (e.g. same fonts, colors, language, etc.)



## Web Effects

Don't get crazy. If you use an effect, only use it **once** and use it for a specific impact. Otherwise, keep the design clean and clear.



## Pairing Fonts

Make sure that you are pairing no more than three fonts across all documents/pages in your site and that these fonts are complementary... (see next slide)

## TYPOGRAPHY ANATOMY

A guide to help you understand some of the words in this post.



From Canva's Font Guide ([click here](#))

## TYPOGRAPHY ANATOMY

---

A guide to help you understand some of the words in this post.

COUNTER

## TYPOGRAPHY GLOSSARY

---

Words to guide you through your typographic awakening.

### serif

A serif is a typeface with a small projection at the end of letter strokes.

### sans serif

A sans serif is a typeface without any stroke embellishments or detail.

### *Script*

A script typeface links together letter-to-letter, they are best saved for headings and display.

### slab serif

A slab serif is a typeface that's identified by its thick, block-like serifs.

### ALIGNMENT

Alignment is the arrangement or adjustment of components to make them sit together.

### Hierarchy

The order in which you read your information based on typeface, scale, position and style.

e (click here)

DESIGN PUBLICATION

57 PT  
UPPERCASE

# LEAGUE SPARTAN

27 PT  
ITALIC

*Libre Baskerville*

13 PT

Libre Baskerville. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Made in



SOPHISTICATED STYLE

95 PT  
ITALIC

# Lora

24 PT  
110 LETTER SPACE  
UPPERCASE

## LORA

15 PT

Lora. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Made in





FRONT PAGE

75 PT  
-50 LETTER SPACE

20 PT  
UPPERCASE  
190 LETTER SPACE

14 PT

# Open Sans Extra Bold

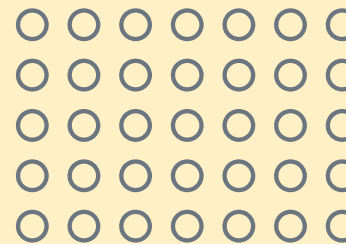
COOPER HEWITT

PT Sans. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Made in



Example 3: Experimenting w/ scale



# 03

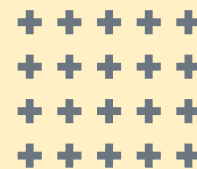
## ORGANIZING YOUR WEBSITE

What should/could you  
include to best represent  
yourself?



A young woman with long brown hair and glasses is posing in front of a vibrant, abstract mural. She is wearing a light pink sweatshirt, light blue jeans with rips, and pink sneakers. Her arms are outstretched to the sides, and her right leg is lifted in the air. The mural behind her features large, bold shapes in orange, blue, and green. A semi-transparent blue circle is overlaid on the left side of the image, containing text.

Pictures!  
Always include  
**clear, crisp**  
images of you  
for specific  
purposes.



## DOCUMENTS

For academia, this could include various statements of teaching, research, etc.

Also consider scanned certificates and awards

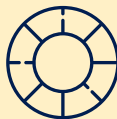


## PROJECTS

Visual examples of your completed projects, not just verbal mentions. Search your coursework, internships, etc. for the best examples of your abilities.

## VIDEOS

Videos of you teaching, in the lab, volunteering, at your internship/job, etc.



## BACKGROUND

Personality! Do you have hobbies you're willing to share? Other interests outside of school/work?

OTHER INFO TO INCLUDE





**For Academic  
Job Seekers...**



### **Statements with Purpose**

At the very least, make sure your teaching statement/philosophy is easy to find. Others include diversity statements and research statements.




### **Teaching Effectiveness**

This shows employers that you have taught before and did well!  
If you have not taught, make sure to feature others' recommendations on this page, then



### **Education & Training Evidence**

Have a page dedicated to all the educational and professional training you've done. E.g. the TCC certificate training, this and other library workshops, etc.



	WEEK 1	WEEK 2	WEEK 3
LESSON	Thesis Writing	Research & Citations	Peer Review & Revision
EXERCISE	Write and rewrite the thesis to a well-known argument	APA citation jeopardy	Checklist overview to make sure your paper is doing what it needs to be doing
PRACTICE	Write your own thesis and have your partner rewrite.	Cite one of your sources and have your table check it.	Peer review with a partner using the “compliment sandwich”





# Projects & Rubrics

01

SCHOLARLY TO  
POPULAR  
TRANSLATION

*Students learn how to  
translate dense  
academic works for a  
more general  
audience*

[LEARN MORE HERE](#)

02

LITERATURE  
REVIEW; assignment  
sheet TBD

*Students learn how to  
read and synthesize  
large amounts of  
scholarship to better  
understand trends in  
the field*

[LEARN MORE HERE](#)

03

RHETORICAL  
ANALYSIS

*Students learn how to  
analyze a cultural  
artifact to better  
understand its  
rhetorical purpose and  
arguments.*

[LEARN MORE HERE](#)

04

MULTIMODAL  
WEBSITE PORTFOLIO

*Students take their  
written work and  
translate them for an  
online audience  
using multiple modes  
of writing.*

[LEARN MORE HERE](#)





**Required elements**

- ☐ **Contact information**
- ☐ **At least one personal statement** (e.g. teaching, research, mission)
- ☐ **CV or resume**
- ☐ **At least three distinct artifacts** to support the claims made in the personal statement
- ☐ Portfolio is **ready to share** publicly

	Exceeds expectations	Meets expectations	Does not meet expectations
Personal statement(s)	Narrative is developmental Includes evidence of reflection Includes future goals Provides several types of evidence Narrative is compelling / original	Written in the first person Provides evidence for claims Gives specific examples Tailored to the discipline / field One-two pages in length	Relies on clichés Does not provide sufficient evidence for claims Language is overly emotional or detached Lack of specificity Inappropriate length
CV or resume	More appropriate genre is used Length / content match genre Footers contain name / pages Design aligns with personal brand	Related information is grouped Categories are organized logically Reverse chronology is used Internal consistency is maintained	Repetition of information Extraneous information Excessive detail Inconsistent presentation
Artifacts	Technology use enhances evidence Artifacts are hyperlinked to claims Artifacts are compelling / original Potential for future use is evaluated Artifacts are highly differentiated	Technology use is appropriate Artifacts support claims Context is provided for artifacts Past use of artifacts is evaluated Artifacts serve distinct purposes	Technology detracts from evidence Artifacts do not support claims Little or no context is provided Little or no reflection on use of artifacts Artifacts are repetitive
Organization	External links open in new window Can navigate without back button Navigation is intuitive	Information is categorized Information is hierarchized Information is easy to find	No obvious structure to the information Difficult to navigate through screens Information is difficult to find
Design	Design aligns with personal brand Design aligns with embedded docs	Design follows the 7 principles Design is internally consistent	Design is unprofessional or distracting Design is inconsistent
Mechanics	No spelling / grammar errors No broken links	Very few spelling / grammar errors No broken links	Several spelling / grammar errors One or more broken links

Kudos: \_\_\_\_\_

Suggestions for improvement: \_\_\_\_\_





**For Industry/  
Gov't/NonProfit  
Job Seekers**

## HAVE A FOCUS

What is the goal of your site?  
What *kind* of worker are you?

### REFERENCES

Recommendations, quotes, and testimonials about your work are excellent!

### RESUME

Either translate your resume into its own page or link to a PDF reader for easiest accessibility.

### SHOWCASE PROJECTS

Seriously. This gives employers tangible evidence of your work ability.

### CONTACT INFO

Make sure employers have a clear way to contact you from the get-go!



# Resources for free content to add to your website

- Noun Project (free icons):  
<http://thenounproject.com/>
- Free stock photos:
  - Unsplash: [unsplash.com](https://unsplash.com)
  - Pixabay: [pixabay.com](https://pixabay.com)
  - Pexels: [pexels.com](https://pexels.com)
- Website Builders:

◦ <a href="#">Wix</a> (w/o ads = \$\$)	◦ <a href="#">Squarespace</a> (\$\$)
◦ <a href="#">Google Sites</a>	◦ <a href="#">SiteBuilder</a> (\$\$)
◦ <a href="#">Wordpress</a>	◦ <a href="#">Weebly</a> (\$\$)
◦ <a href="#">Github</a>	◦ <a href="#">Adobe Site Builder</a> (\$\$)

# Example Websites

- ★ BETHANY VAN SCOOTER (English Teacher)
  - <https://beshower.wixsite.com/portfolio>
- ★ DIANNA M. FRANCISCO (Atmospheric Science Postdoc)
  - <https://www.diannafrancisco.com/>
- ★ JAMES RUSSELL (Atmospheric Science Postdoc)
  - <https://jrussell.chpc.utah.edu/>
  - <https://sites.google.com/view/james-russell/home>
- ★ TRAVIS MERCHANT (Film Maker)
  - <https://travismerchant.squarespace.com/>
- ★ RUBEN MUSCA (Photographer/Videographer)
  - <https://rubentellsstories.myportfolio.com/>
- ★ ISABELLE HAHN (Marketer/Journalist)
  - <https://www.isabellehahn.com/>






# 04

## CRAFT YOUR SITE!

Let's start crafting our websites. If you already have one, let's tweak it.





# Thank You!

*Please fill out this survey:*

**[GO.NCSU.EDU/PSEVAL](https://go.ncsu.edu/pseval)**

More Resources:

- [More portfolio ideas](#)
- [Understanding “UX” \(User Experience\)](#)

