

# ADPR 3515 SMITH

## Portfolio Assignment: Show your work!

### ASSIGNMENT SPECS

#### Objective

Create a basic online portfolio that you can add to in college and beyond.

#### Assignment

Create a basic online portfolio using Wix.com or another app. Wix is free and it allows you to choose from templates. See the slides for links to resume and personal website templates.

#### Design

A template means someone else has chosen the basic layout, colors, and typefaces, but Wix lets you change a lot. Keep design principles in mind (PARCH). Remember that consistency is part of the principle of repetition. Keep type styles and sizes the same across the site for the same level of information. Also, remember UX (user experience) and have a classmate or friend navigate your site and let you know what isn't intuitive.

Avoid the "Collections" feature on Wix because students have had problems customizing it. If possible put your name in the browser tab.

#### ***Include the following sections in your portfolio:***

##### **HOME page:**

**Navigation bar/menu** Include: About, Resume, Work (or projects or portfolio) and Contact. These will connect to the pages or sections you create.

**Site tagline** Concise copy that reflects your professional identity, such as aspiring public relations professional, aspiring advertising professional, creative communicator, aspiring graphic designer etc.

**Dominant image** Pick one: A professional photo of you (NOT sexy photos, NOT sorority photos); or a design, photo or video that you've taken or made; or a conceptual photo from a stock site related to graphic design, communication, media, etc

##### **ABOUT page:**

A **headshot** unless you used one on the Home page (NOT sexy photos or sorority photos)  
A **personal narrative** around 150 or 200 words that reflect on your skills and professional interests. You can discuss your college coursework, work for student media outlets and internships, and what those experiences taught you and how they shaped your future goals. Use first person in this section.

##### **RESUME page:**

A text version of your **resume**, or part of it, that you copy/paste from your resume into Wix. Having the text helps with Search Engine Optimization (SEO). Or you can use an image of your resume that then links to a pdf or jpeg of it

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**WORK page:**

Display **samples of your work** in categories such as writing, social media, design. Add a few sentences explaining the project, the thinking behind it, and, if it's real work, any measurable results from it. Use at least one project from our class. If some of your categories are empty, that's fine.

**CONTACT page:**

Name, email address, phone number (could use [Google voice](#)), relevant social media links such as LinkedIn. Include a CTA.

**Deliverables**

Check the spelling and grammar on everything. Check consistency and UX. Then submit the URL for your portfolio in the assignment field for this project on eLC.