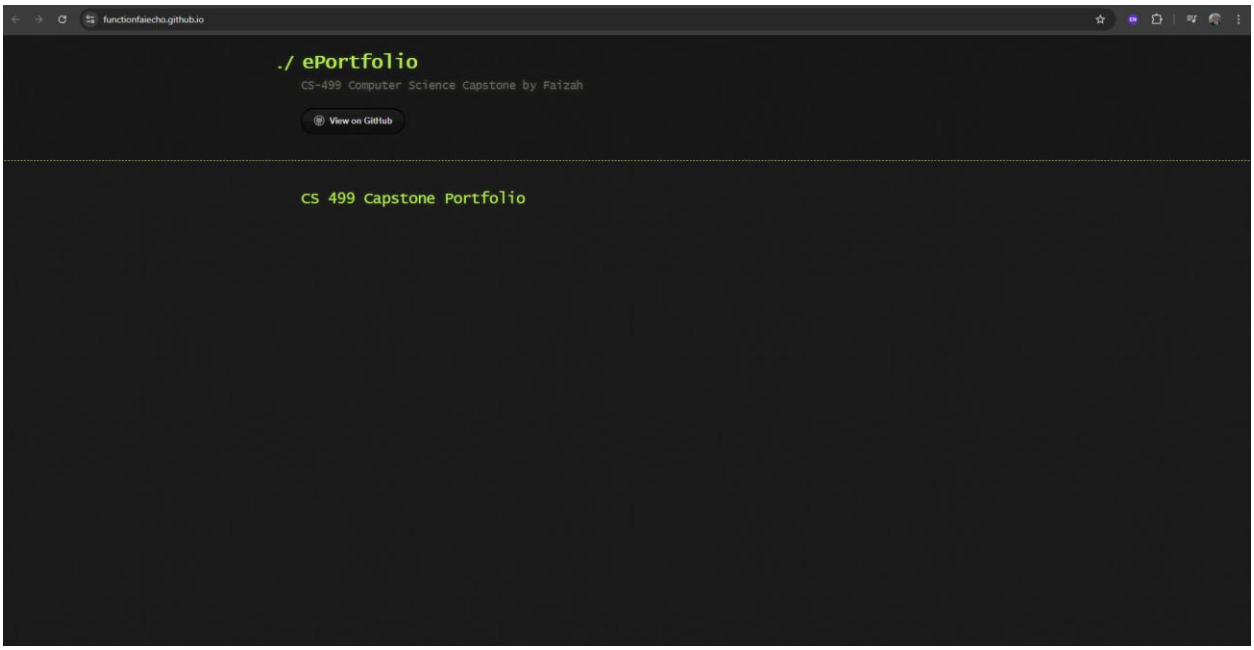
3-1 Journal Marketing With ePortfolios and Artefact Update



Caption: *functionfaiecho.github.com (Currently private). Screenshot by Faizah.*

Part One:

1. **How might you use an ePortfolio for the benefit of self-promotion?**

   I might use my ePortfolio as a supplement to a well-crafted curriculum vitae (CV). Since my GitHub profile will almost always be present in my CV, my ePortfolio will be a constantly changing artefact to showcase my best work at any given point. In addition, I will also link my

ePortfolio in my email signatures and provide a way for people to contact me through it, thereby opening the door to new opportunities.

ePortfolios are a necessary tool especially for Computer Science graduates, where seeing is ultimately believing. The correct combination of artefacts of one's best work and a well-written CV may very well be the recipe for success in this field.

2. How might you mitigate risks while maximizing the marketing potential of the ePortfolio?

There are a number of different ways to mitigate risks while also taking advantage of the marketing potential of my ePortfolio. Before putting anything online, I would conduct a thorough risk assessment, which would identify factors such as but not limited to the impact of things like data breaches or negative feedback. An example to consider is if any of the data in my work would be seen as disrespectful or harmful to any group of people. This also ties in to legal compliance that could potentially harm my reputation (Power PR, 2019) - any controversial views should be kept away from my portfolio.

On the flip side, the marketing potential of ePortfolios can be substantial. Ensuring that my ePortfolio contains quality content that is relevant to my target audience (in this case, potential employers and people interested to collaborate) and up-to-date demonstrates that I'm on a continuous learning journey, as does updating it frequently. I would also solicit feedback from mentors, industry professionals and my peers to improve - even if it is a little bit at a time (iterative feedback) (Nathanson, 2020). Additionally, diversifying my marketing channels by placing my portfolio link on professional networking websites helps to promote it, increasing the chances of footfall across the board.

On a personal level, my portfolio (not the ePortfolio created specifically for this class) was placed strategically on my social media platforms through a shortened link, and also in my WhatsApp profile. Through the years, especially when I lived in Dubai, United Arab Emirates, I've received a number of different contact attempts, and even job offers (which I had to sadly decline due to my career engagement at the time). This allowed me to see exactly how impactful diversifying my marketing channels was.

3. **Describe possible downsides or risks—for instance, the risks of posting intellectual property online for public consumption.**

Posting intellectual property online for public consumption comes with several significant risks. One of the most common ones is loss of control, where it becomes difficult to monitor and control how it's used and shared. Enforcing these rights is notoriously difficult and costly (Ramsay et al., 2012). My work could also be subject to unauthorised use, including copying or even selling without giving me credit. (Ramsay et al., 2012). These can also lead to issues such as monetary loss and dilution of brand (Smith, 2023) if the work is used too often or in many instances.

On a personal level, I have unfortunately experienced this first-hand. The first API I had ever created was one that had a lot of information that would have been useful to a linguistic website. To showcase this website on my portfolio, I also created a front-end project. A few weeks later, I was horrified to discover that the same project - including the API - was marketed as one of a company's works. Luckily for me, I was able to make them take it down (as the country I was

living in at that time had strict laws against such things). However, I have also heard of instances in different countries where it is more difficult to fight a legal case of stolen intellectual property. Therefore, I'm more careful today about where and how I publish my work online.

4. Which course outcomes have you achieved so far, and which ones remain?

- **Course Outcome 1:** Employ strategies for building collaborative environments that enable diverse audiences to support organisational decision-making in the field of computer science.
- ✓ **Course Outcome 2:** Design, develop, and deliver professional-quality oral, written, and visual communications that are coherent, technically sound, and appropriately adapted to specific audiences and contexts.

I have achieved this goal through the README that accompanies this enhancement. In addition to comprehensive instructions as to how to run the program, I have also included a detailed background with explanations as to each decision I've made in terms of design and development. The choice of language that went into my documentation for this artefact is one that can easily be understood by the general public - whether or not they may be well-versed in technology.

- **Course Outcome 3:** 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.

- ✓ **Course Outcome 4:** 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.

From the original use of C++, my enhancement saw that I used a React framework (in this case Next JS 14), Tailwind and TypeScript. The solution that I was looking to bring forward is a more user-friendly interface that is accessible from a URL. By doing this, I make my application easier to use and more accessible to a wider audience. I also showcase my adaptability and understanding of the front-end frameworks, which is an essential skill in full-stack development.

- **Course Outcome 5:** 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.

Part Two:

Provide an update to your instructor on your progress with each category of artefacts for the ePortfolio:

- Software design and engineering
- Algorithms and data structures
- Databases

Checkpoint	Software Design and Engineering	Algorithms and Data Structures	Databases
Name of Artifact Used	CS 210 - Programming Langauges Static Clock	IT140 - Introduction To Scripting Adventure Game	CS 250 - Software Development Lifecycle* Travel website
Status of Initial Enhancement	Completed. **Enhancement made:** - Front-end using Next JS 14, Tailwind and TypeScript.	Completed. **Enhancement made:** - Use Dijkstra's Algorithm to create a "cheat code" for players to find a simple way to get to the end of the game.	Completed. **Enhancement made:** - Adding a database via FastAPI (Python) to the Java "website" to dynamically populate it.
Submission Status	To be submitted on Sunday 21/9/2024	To be submitted on Sunday 28/9/2024	To be submitted on Sunday 5/10/2024
Status of Final Enhancement	-	-	-
Uploaded to ePortfolio	Updates made to ePortfolio** as I make the enhancement.	Updates made to ePortfolio** as I make the enhancement.	Updates made to ePortfolio** as I make the enhancement.
Status of Finalized ePortfolio	-	-	-
*N.B: *Changed from using the same CS 210 Programming Langauges as the concept was unclear according to comments in rubric.* ***ePortfolio will remain private as I am to be very watchful of my online presence at this time.*			

References

Power PR. (2019). *Effective risk management: Managing risks in marketing*. https://www.powerpr.com/risk-management-marketing/

Ramsay, C., McCaughey, M., & American Association of University Professors. (2012). *Copyright for academics in the digital age*. AAUP. https://www.aaup.org/article/copyright-academics-digital-age

Smith, M. D. (2023, April 17). *What the online piracy data tells us about copyright policymaking*. Hudson Institute. https://www.hudson.org/intellectual-property/what-online-piracy-data-tells-us-about-copyright-policymaking