

# Portfolios and Websites

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≡ Websites	

## Building a Digital Portfolio

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### Description

This lesson explores the principles and strategies for planning, designing, and building a digital portfolio in WordPress.

### Objectives

After completing this module, students will:

- Learn best practices for digital portfolio management.
- Explore platforms and tools.
- Brainstorm a strategy for planning and designing a digital portfolio.
- Build a digital portfolio using a web tool.

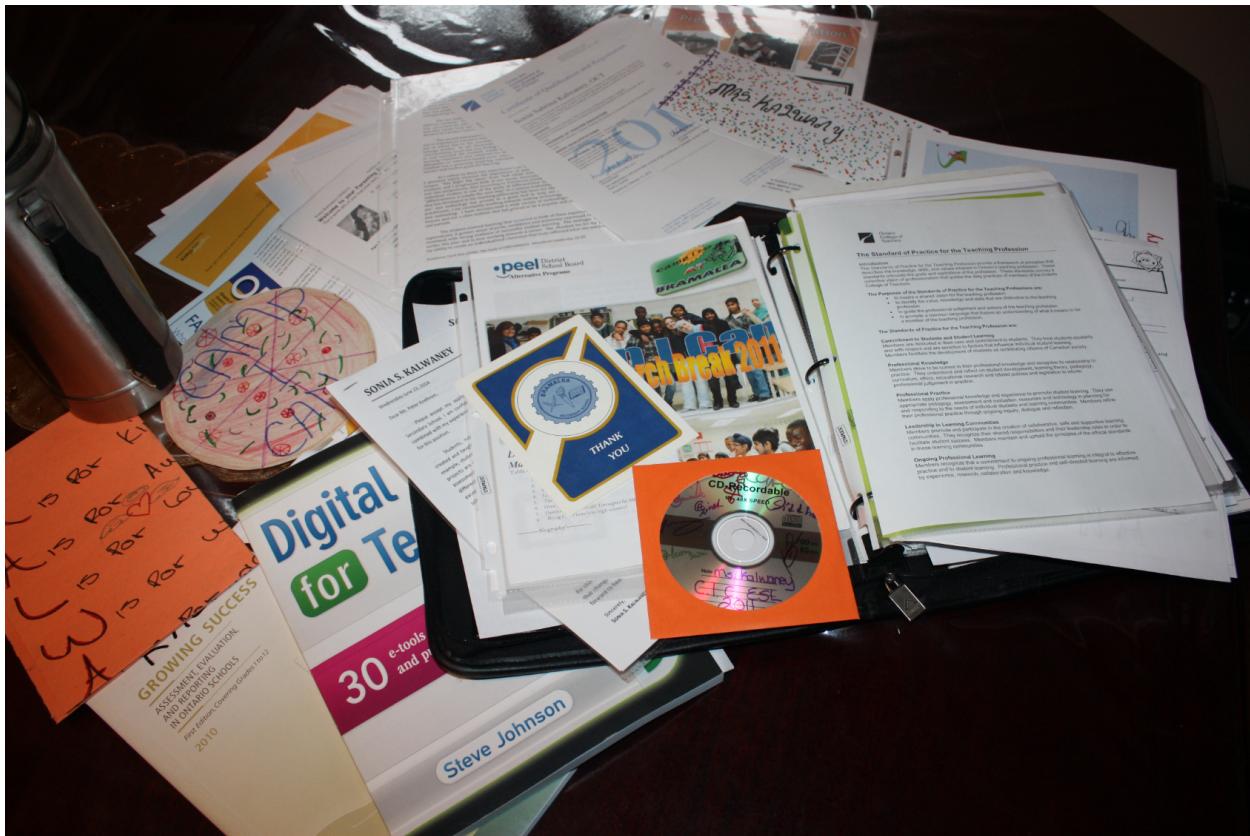


Give you a basic foundation, keywords, and documentation to troubleshoot while building. Not a one-size-fits-all.

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## What is a Digital Portfolio?

| Discussion: When you think of portfolio, what comes to mind?



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## Planning

**Purpose and Audience:** What is the purpose of a digital portfolio?

A digital portfolio:

- provides a way to showcase your work online.
- tells a story or make an argument that is tailored to a specific audience.

- displays your best work.

**Content Tailored to a Purpose:** *What can you include in a digital portfolio?*

Items to include:

- Resume or CV
- About page
- Samples of your work
- Service Learning and Community Service
- Images of you at relevant events or working on projects.
- Descriptive and Live Links to projects you have worked on.
- Screenshots of projects that you have worked on in the past but no longer exist.
- Testimonials and Recommendations
- Capstone Projects



Just like when writing a paper, if you do not have enough information or too much information, you may need to broaden or narrow your purpose.

**Platform and Tools:** *What platforms and tools can you use to create a personal website?*

### Web Hosting Tools

- Wordpress: A Webhosting Platform
- Adobe Spark: A Webhosting Platform and Graphic Design tool.
- Ucraft. Create a responsive website.
- Squarespace: A another website tool.

Other tools to tell your story

- [Canva](#): A Graphic Design tool.
- [Embed Youtube Videos](#): Tutorial on how to embed youtube content onto websites and social media platforms.
- [Knight's Lab Tools](#): Open sourced narrative and data visualization tool.
- [LinkedIn](#) Social Media platform focused on career development.
- [Behance](#) Social Media platform focused on sharing portfolios elements.



Consider costs and plans, look and user experience, technical skills, hosting, and accessibility, who makes the application.

## Basics of Web Design

Once you learn the basics of web design, with a bit of googling you can transfer your web design skills to most sites. Take the time to watch the tutorials.

### Common Terms:

- Web Hosting: the entity (usually a business) that stores your website and files and allows the site to be displayed on the web usually for a fee or ad rights.
- Domain / Subdomain: the URL of your site. If you pay for your own domain it is entirely customizable. If you do not pay, you can usually customize the subdomain: [jacquelynnehoward.wordpress.com](http://jacquelynnehoward.wordpress.com). You can use a shortlink - a shorter URL that redirects the user to your website - to create a more customized experience: <http://bit.ly/jacq-howard>
- Templates: predesigned structure and layout for your site with varying levels of customization. Often you can add blocks of content - sections on the page that is further divided into customizable modules and sections.

- Dashboards: Your website will have a front end that users will engage with and a backend that you will use to build, edit, and manage your site. The backend is organized through a dashboard.
- Menus and Site Maps: A sitemap is a list of web pages that are hierarchically mapped by the menu. The menu structures the website and is how users navigate through your pages.
- Pages vs posts: Sites are usually organized by pages where you place your content. Some sites also allow for you to publish blog posts which allow for tagging and more interaction such as comments by users.

## **Best Practices**

- Ensure that the site is viewable on mobile devices.
- Routinely update your portfolio.
- Draw out a site map before starting to build your site.
- Link to live examples of your work. Check links periodically for link rot.
- Use embedded media.
- Include images of you and your work. Actively think about how you can gather images and samples of your work throughout the year. Ask someone you trust to take pictures for you. Do this in return.
- Tailor content, images, and captions to tell a story.
- Use a simple design.
- Share your portfolio

## **Streamline your brand and share your portfolio across your social media**

- LinkedIn - feature your portfolio on linkedin.
- Email Signature
- Curated Social Media posts
- Add your portfolio url to your resume header

- Business card.
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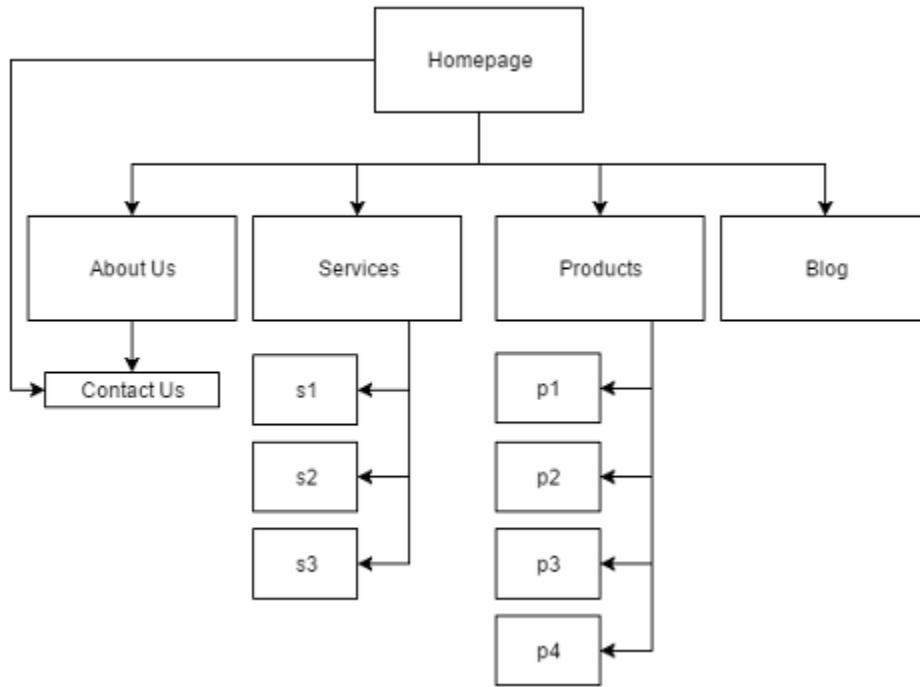
## Brainstorming Activity - Think, Pair, Share: What is your portfolio about?

Consider the following questions:

1. What do you want your site to be about?
  2. What do you not want your site to be about?
  3. What have you done? What projects have you worked on?
  4. What are you learning or working on right now?
  5. What do you want to do or learn?
  6. Who is your targeted audience?
  7. What language should you use to target your message to them?
  8. What is your argument?
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## Activity - Design Your Sitemap

A site map is a list of list of web pages that are hierarchically mapped by the menu. Think about the materials that you can include on your portfolio and design your preliminary site map.



## Further Reading

Wade, Ross. n.d. "[Creating Your Professional Online Portfolio Doesn't Have to be Hard.](#)" Accessed February 7, 2019.

<https://www.uccs.edu/career/resources/students/creating-your-professional-online-portfolio-does-not-have-to-be-hard>

Schweiss, Emily. 2017. "[How to Build Your Professional Portfolio as a Developer.](#)" Accessed February 7, 2019. <https://blog.teamtreehouse.com/how-to-build-your-professional-portfolio-as-a-developer>

Pinsky, Denis. 2018. "[11 Website Design and Development Best Practices.](#)" Last modified February 12, 2018. <https://www.forbes.com/sites/denispinsky/2018/02/12/website-design-standards/>

Ravenel, Mell. 2012. "[6 Steps to Creating a Knockout Online Portfolio.](#)" Last modified January 18, 2012. <https://99u.adobe.com/articles/7127/6-steps-to-creating-a-knockout-online-portfolio>

Wordpress. n.d. "[Build Your Website in Five Steps.](#)" Accessed February 7, 2019. <https://en.support.wordpress.com/five-step-website-setup/>

## Platforms

Click on the arrows to expand the block.

### ▼ Squarespace

Not Free. 14-day trial.

You can learn more about pricing options [Square Space plans](#)

To get started, review the [Squarespace Tutorials](#)

#### Squarespace Help

Starting a new website and a new platform can be daunting at first, so we've created these short videos to show some first steps you can take to get your web

▶ <https://support.squarespace.com/hc/en-us/articles/205809798-Video-Series-Getting-Started-with-Square-space>



## Create an Account

1. Go to <https://www.squarespace.com/>
2. Click “Get Started”
3. Choose an option under “What’s your site about.” Click “Next.”
4. Indicate your top goals – For example: “Showcase work/expertise.” Click “Next.”
5. Select the option that best fits your status under the “Where are you in the process?” Click “Finish.”
6. Under “Starting Points for your Organization,” choose a template. You can “preview” or choose a template by clicking on “Start with Template Name.”
7. Create your account by selecting an option such as “google,” “apple” “email” or “more options-facebook.”

8. Once logged in, enter a Site Title for your site. E.g. your name. Click “Continue.”
9. View the Edit Pages Tutorial: Notice where the “edit” button is located and acknowledge that “To add, edit, and remove text or images, and to customize a page, use Edit. You can customize every section on a page,” by clicking “Next.”
10. View the Create Pages Tutorial: Notice where the “pages” button is located and its features in the video and acknowledge that “Add and remove pages in the Pages panel. When you’re done, organize them to create a navigation menu that helps your users explore your site” by clicking next.
11. View the Style Your Site Tutorial: Notice the location of the paintbrush icon and acknowledge that you can “Use the Site Styles icon [paint brush] to control your site’s unique look and feel. You can customize your site by picking designer fonts and color themes” by clicking “Get Started.”
12. When your site loads, you will see an Assistant window pop up.

### ▼ Adobe Spark

Free.

Good for one-page portfolios. Not searchable (ADA complaint)

Fairly new so they are improving.

Have content saved in a back document.

<https://spark.adobe.com/make/website-builder/>

### Getting Started

For more information, see “[Create Webpages for Free](#).”

1. Go to <https://spark.adobe.com/>
2. Click “Start Now.”
3. Choose an option to create an account or login.
4. Click on the + sign
5. Click “Webpage”
6. You can change the look and feel via “themes.”
7. Click on the + sign in each section on the page to add content options and images. You can upload your own images or stock photos.
8. When time to publish, go to “Share” → “Publish and Share Link.”
9. Copy the link when it is available. It may take some extra time to load. That is okay.

## ▼ Ucraft

Has a variety of plans that includes a free hosted option.

14-day free trial for pro features.

View the Ucraft tutorials on their [Youtube Ucraft channel](#).

## Getting Started

1. Go to <https://www.ucraft.com/>
2. Click on “Get started.”
3. Choose your template. You can “Preview” or “Select.”
4. Enter your sub-domain URL and click “get started.”
5. Choose an option to create an account.
6. Ucraft provides a 14-free trial but does not require a credit card. Click “Next” and then “Start 14-day trial.”
7. You will need to sign in again.

View the [Editing content on a page with Ucraft](#)

## ▼ Wordpress

## **Workshop Steps**

Creating an account, <https://en.support.wordpress.com/create-a-blog/>

Dashboard and navigation overview,

<https://en.support.wordpress.com/dashboard/>

Pick a theme, <https://en.support.wordpress.com/themes/>

Add a page, <https://en.support.wordpress.com/pages/>

Add post, <https://en.support.wordpress.com/posts/>

Add Media, <https://en.support.wordpress.com/add-media/>

Tagging, <https://en.support.wordpress.com/posts/tags/>

Configure the homepage, <https://en.support.wordpress.com/pages/front-page/>

Create a menu, <https://en.support.wordpress.com/menus/>

Set a featured image, <https://en.support.wordpress.com/featured-images/>

Configure Wordpress Settings

Personel Settings, <https://en.support.wordpress.com/settings/general-settings/>

Connect, <https://en.support.wordpress.com/connect/>