

### **3-1 Journal: Marketing With ePortfolios and Artifact Update**

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Part One:

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

Having an ePortfolio for self-promotion offers many benefits. An ePortfolio enables a platform to showcase your skills, achievements, and abilities to potential employers or even in an interview. In my case, my ePortfolio includes my academic assignments, giving an overview of my capabilities and demonstrating my ability to code and deliver results. By providing my code examples with their enhancements, I can show my skills directly and allow myself to reach a broader audience to increase my chances of opportunity in my future career.

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

While an ePortfolio can provide many benefits for self-promotion, it is important to mitigate risks. Two ways I would consider mitigating these risks involve implementing a term of use and watermarking my work. Having a clear term of use and watermarking will provide permissible use of my work and avoid unauthorized use or reproduction. According to McVeigh (2024), “It’s important to secure your assets with watermarks to protect content and claim ownership. Without watermarks, your valuable digital assets can be susceptible to content theft or unauthorized use.”

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

Using an ePortfolio for self-promotion also comes with potential downsides or risks. Some potential downsides or risks include security concerns and plagiarism. When storing personal information online there is always a concern of potential data breaches as well as hacking attempts. When self-promoting in your ePortfolio taking a cautious approach is important due to the digital footprint left behind, making your information more susceptible to exposure. Additionally, there is a risk of plagiarism since a personal ePortfolio will be using your original work to showcase your skills. With the ePortfolio being publicly available, there are risks of unauthorized use by others.

#### Status Checkpoints for All Categories

<b>Checkpoint</b>	<b>Software Design and Engineering</b>	<b>Algorithms and Data Structures</b>	<b>Databases</b>
<b>Name of Artifact Used</b>	Artifact name: Inventory Management Android Mobile App  Origin: CS 360 Mobile Architect and Programming	Artifact name: Inventory Management Android Mobile App  Origin: CS 360 Mobile Architect and Programming	Artifact name: Inventory Management Android Mobile App  Origin: CS 360 Mobile Architect and Programming
<b>Status of Initial Enhancement</b>	Enhancements completed	Working on enhancement but on track for submission deadline	Planning on enhancement but on track for submission deadline
<b>Submission Status</b>	Ready to submit on the due date.	Planned but not yet completed	Planned but not yet completed
<b>Status of Final Enhancement</b>	Planned but not yet completed	Planned but not yet completed	Planned but not yet completed
<b>Uploaded to ePortfolio</b>	Planned but not yet completed	Planned but not yet completed	Planned but not yet completed

<b>Status of Finalized ePortfolio</b>	Planned but not yet completed	Planned but not yet completed	Planned but not yet completed
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## References

McVeigh, C. (2024, March 12). *What is a Watermark and Why is Watermarking Important?*. Mediavalet.com. <https://www.mediavalet.com/blog/watermarks-are-important#why-watermarks-are-important>