

# Department of Media and Communication Portfolio Requirement

A portfolio will help you apply for a job or internship. Keeping it up to date with your very best work will allow you to apply for available job listings on short notice and help you stand out from the crowd.

The website can take many forms. While most students will build the site on a preexisting platform (e.g., Squarespace, Wordpress, Wix), anyone looking for a job in web design or graphic design is *strongly* encouraged to build the site in HTML/CSS as a method of showing off one's skills.

The website may run any number of pages (a one-page parallax site can be very effective if designed well.) However, regardless of length, the following items should be included:

- 1) Graphics that speak to who you are, versus where you graduated (Fisher) or live. A professional portrait works well, as does a still of your work in the case of video game or video or photography students. Avoid overly large images at the top of the page. Consider your screen real estate. What is visible first matters. Also, avoid picture galleries.
- 2) A short paragraph about yourself. In a sense, your elevator speech in written form.
- 3) A link to your LinkedIn profile as well as your resume presented on the web page—text is preferable to simply pasting in an image of your resume, which can't be read effectively on phones and smaller screen.
- 4) Between three and eight examples of your best work. If these take different formats (articles, videos), they could potentially be on separate pages. Ideally, these should include interactive media projects (web sites/games), videos, published articles, press kits, white papers (as might be produced in COMM 363: Media Research and Analytics), print ads, etc..

You may also include one or two term papers if they demonstrate understanding of a media topic *and* are flawless in their presentation. (It is acceptable to take a paper written for a class and revise it after the class is complete.) Generally, any portfolio piece with errors of any type are more likely to hurt than help your employment prospects.

**You should provide a brief executive summary (or artist statement) of each work sample.**

If an item is a group project, describe what role you played (and avoid using an example if your role was minimal.)

- 5) A Twitter link or embedded feed (or other social media display), if it's wholly professional in nature.
- 6) Contact information that is up-to-date.
- 7) *Don't include:* hobbies, personal information, non-professional photographs of yourself.

Finally, choose the easiest and most obvious URL possible, even if it costs a nominal amount each year (often \$20). Your name is often a great choice. This is not a requirement for submission, but is recommended.