

COMMUNICATION ePortfolio
WELCOME
Old Dominion University

In our current employment market, it is sometimes hard to stand out from a pool of applicants. A great way to showcase your skills and archive projects (sample assignments, internship projects, or research) is to publish your work with an online, electronic portfolio, or “ePortfolio”. This is not a totally new concept—but your instructor has designed a semester long, multi-part project that will allow you to build, edit, and publish your work in a professional new way. You will have a chance to edit your work after receiving feedback so you are publishing the best possible work for your ePortfolio.

Deciding to design or update an ePortfolio might sound like a daunting task—luckily there are many (free!) online platforms that can assist you. Your instructor(s) are eager to help you, and some ideas and guidelines below should help orient you to the ePortfolio assignment you will complete in class. Remember—you will have specific assignments for each class, when in doubt—ask your instructor for clarification, and follow directions carefully for each course.

Each part of the ePortfolio is designed to achieve a course objective, enhance disciplinary writing, and showcase your professional development. (Though each course will differentiate in the types of assignments required to fulfill the ePortfolio project).

TECHNICAL REQUIREMENTS for ePORTFOLIO:

It is recommended that to successfully complete an ePortfolio project students will:

- Use their personal e-mail address (ex. Gmail) so the ePortfolio will be available to you once you graduate and no longer have access to your ODU account.
- Have access to a webcam and microphone—each ‘Public Presentation’ assignment will be tailored to the goals of the course in which it was assigned, but students should be prepared to record short videos, or record audio over a PowerPoint presentation, etc. (The Monarch Techstore can provide insight or answer questions about finding a camera/microphone set-up that meets your budget and technical needs: <https://www.odu.edu/techstore>).
- *Other technical information will be made available during the course of the ePortfolio.*

BEFORE YOU MAKE AN ePORTFOLIO:

- Consider the **purpose**—after the semester ends will you be graduating or applying for a new position? Are you building a professional brand? Do you want to archive your work for graduate school? This should help you choose the template for your ePortfolio and which projects you might want to include.
- Take an inventory of your **social media presence**. What accounts do you have? Are the settings appropriate for a professional? If you were being researched for a position- what impression might a hiring manager have? What images are visible to the public and how do they represent you as a growing professional? What changes need to be made prior to launching (or re-launching) yourself as a professional?
- Always consider your **audience**—you’ll be writing for your instructor most likely if this is a semester project, but they might indicate that you should prepare a document, paper, or project as though a manager, a potential client, or another audience would be reviewing your work. In anything you prepare and publish on your ePortfolio, you should consider the audience—what do they need to know, and what is the best way to reach that audience?

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If you are working with Communication faculty, it is likely you will be required to use www.wix.com for your ePortfolio. Be sure to check with your instructor about any requirements they have.

DESIGNING YOUR ePORTFOLIO (if using www.wix.com):

- Look at the sample(s) provided to you by your instructor; think about the purpose, audience, and goals of your ePortfolio.
- Make an account with www.wix.com.
- Choose a template to build from and spend some time reviewing the directions within Wix. Most options are pretty straight forward—but you can quickly realize that you’ve spent a lot of time on one small area!
 - If completing for a class—choose your template, and set up the required areas according to the directions provided by your instructor. You aren’t expected to have a final draft/perfect ePortfolio right away—but you will be expected to have all major areas available for feedback from your peers and instructor.
- Color, Font, Links, etc—Wix generally provides strong templates to build from—but you will want to make sure that your font is legible, the background color is pleasant, your graphics are appropriate (and not infringing on copyright) and do not distract from the overall focus or goals of the ePortfolio, your videos are clear, easy to hear, and relevant, and any links (to other websites or social media pages) are working and lead the viewer to the correct web location.
- As the semester progresses you will inevitably go back and update your ePortfolio as you add and edit various assignments—always be sure to write and save your work elsewhere (Word, Pages, etc) before posting—and within Wix, always be sure to Save your work and hit Publish. You will be evaluated on submissions—it is the student’s responsibility to make sure the submitted work is as ‘final’ as possible.
- **NOTE:** On average, it can take 3-5 hours to initially set up/design your ePortfolio, though some individuals will take additional time. This can be a fun process—the time is mostly from learning how to move items around, remove/add/rename pages, write & add information (‘About Me’, ‘Professional Summary’, ‘Resume’, etc) and editing. Remember to manage your time well so you can go back and edit your ePortfolio prior to completing/submitting each assignment!

MAINTAINING YOUR ePORTFOLIO:

- You should always have multiple versions of your resume or CV available to you—this means a hard copy (potentially several versions depending on the type(s) of industries you are applying too), a LinkedIn account, and now an ePortfolio. Your ePortfolio might serve as a central location for you to update your work and provide links to other spaces or copies of your resume or CV.

BASIC TIPS:

- Write-up/save your work in Word or a similar program ahead of posting to your site. This helps with editing, grammar, and spell checking.
- Test out the site on several different devices (PC, tablet, mobile phone) to make sure the layout is aesthetically pleasing.
- *More to come!*