# Social and Online Media Virtual Learning

## Grades 9-12/Digital Portfolios - Day 2 of 5

## April 28, 2020

# 9-12/Social and Online Media
## Lesson: April 28, 2020

## Objective/Learning Target:
Students Will Learn What Makes a Good Digital Portfolio

# Let's Get Started:

Look at Mr. Stacy's Digital Portfolio: **https://jasonjstacy.weebly.com**

Please answer these questions:
1. What is your first impression of the look of the web site?
2. What kind of things/topics/examples does the creator use to promote themself?
3. Is there anything else that you wish was included that is not about this person?
4. Is there anything you think is too much or should not have been included?
5. Do they have links to their social media or other sites that could promote or tell about themselves?

# Review: What is a digital portfolio?

An online or digital **portfolio** is your **digital** calling card. It is a way to display your work, measure your growth over time, and to promote yourself to others. It is also a way for others to learn more about you and your work and can be used when applying for scholarships, looking for jobs and and applying for college. It is a beneficial tool for self-promotion in today's technology age.

# Review: 5 Benefits Of Creating An Online Portfolio

**1. Professional Way To Showcase Your Work -** Building a website about your brand and experience is a polished way to share your expertise with others. Websites can be more creative and innovative than traditional portfolios and are able to share with anyone in the world.

**2. It's A Great First Impression For Employers -** If an employer sees your website link in your signature or on your resume, they'll likely click on it to see what you've built. Seeing you've taken the time to build a website featuring work samples, recommendations, previous presentations and more will be a killer first impression.

**3. Increases Your Visibility And Online Presence -** When an employer Googles your name, your professional portfolio will be one of the first search results that pops up.

**4. Shows You're More Than Just A Resume -** Because of the flexibility of an online portfolio, you're able to show your personality by choosing design, layout and the copy you write.

**5. Flexibility -** With the click of a button, you can change content, videos, copy and pictures on your online portfolio. You can also constantly create new content to add to your site to show your continuous learning process—whether employed or not. Do you have an online portfolio? What else would you add?

# New: What Should Go in a Digital Portfolio

**There are many things that can go into your portfolio (I have pulled some key ones from the link of 27 above).**

**1. A CUSTOM LOGO AND TAGLINE -** If you're more in the design space, show off your skills by creating your own awesome logo for your portfolio website. Then, create a strong tagline underneath. Making your message clear.

**2. A KILLER SITE DESIGN -** Having a clear and concise online portfolio/resume design is important. The most important thing in a site's design is usability. Can a person come to this site and understand the message? Can they easily navigate the site without becoming confused?

If the answer is "no," you need to rethink your design decisions.

- You do not need to know web design; we will examine good portfolio web sites in tomorrow's lesson

# New: What Should Go in a Digital Portfolio

**There are many things that can go into your portfolio (I have pulled some key ones from the link of 27 above).**

## 3. DOWNLOADABLE RESUME

## 4. A BIO OR ABOUT PAGE (TELL YOUR STORY!) - Let your personality come through. It's *your* portfolio, after all!

## 5. PHOTO - People trust brands (and people) when they can put a "face" to them.

## 6. SOCIAL MEDIA ACCOUNTS (IF RELEVANT)

## 7. AWARDS/ACHIEVEMENTS/OTHER TYPES OF RECOGNITION

## 8. A BLOG - It's over-said, but blogging can bring about amazing opportunities.

## 9. YOUR OWN WORK EXAMPLES

## 10. LINKS TO RESOURCES/SITES OF INTEREST TO YOU

# Practice: Preparing For Your Portfolio

We are getting closer to creating your own digital portfolio. Do these things today to start the planning:
1. What is the purpose of your digital portfolio?
2. What kind of things would you like to include on your site? On your about me page?
3. Do you have a resume you could attach?
4. What work examples could you include?
5. What would a potential logo look like?
6. What would a potential slogan or catchphrase be on the page?
7. What other potential ideas do you have for your portfolio?

# Other Resources - Links to Other Portfolio Examples

## 50 of the Best Personal Website and Portfolio Examples in 2020

## 20 Great Portfolio Examples

## 11 Essentials For Excellent Digital Portfolios