

E-Portfolio Quick Guide

**Career & Internship Services Center
The Universities at Shady Grove**

301-738-6023

usgcareerservices@umd.edu

www.shadygrove.umd.edu/careerservices



Career & Internship Services Center
www.shadygrove.umd.edu/careerservices

With the shift to all things online, from job postings to resume submissions, the e-portfolio is increasingly being used to display designs, writing pieces and more. While the use of e-portfolios is not new to students in traditionally graphics-driven programs who have been using online tools to display work for quite some time, it has also piqued the interest of students from other disciplines who are now seeking techniques to set themselves apart from the crowd.

What are employers looking for?

The first place to start when creating a digital portfolio is to understand what employers in your field are looking for. Employers are thinking:

- “Show me what you got with me doing as little as possible.”
- “Don’t show everything you have, only show the stuff that I care about.”
- “I don’t want to do any work to find where things are located.”
- “If I don’t see something eye catching in the first 10 seconds I’m moving on.”
- “No portfolio, no job.”
- “We go through 1000’s of portfolios. Make it easy to absorb.”

With the information on what employers are looking for in mind, this guide can help you identify the key elements that make an e-portfolio eye catching, informative and easy to use.

E-Portfolios Should Have...

Portfolio Entries

This section can include graphic design entries, images, pieces of writing and other work that you have completed. It is important to provide descriptions of each item in your portfolio as you may not be present to describe them to the employer. Within the description include:

- Title, how you contributed, credits (what your specific role was and credit to others who worked on the project), goals, outcomes, supporting media, links, descriptions/technologies, process.

Resume (in multiple formats)

While it may seem repetitive to include your resume three times, it is important to remember that design elements may not render properly when viewed online. Include a word, PDF, plain text and HTML summary of your resume to ensure it looks the way you intended it to.



An 'About' section

As employers look through your work, they begin to get an idea of your particular style of work and design. To complement this, use one to two paragraphs to describe yourself in your own words.

Contact Information

Include a professional email address – preferably one associated with your domain name (your e-portfolio URL). Try to avoid any hotmail or gmail addresses. If your e-portfolio is live on the internet, it is important to keep specific contact information to a minimum unless more is requested from an employer. Therefore, include only a basic address such as the city and province.

Remember, this is only a guide of what can be included in your e-portfolio. Every student comes to the table with different experiences, skills, work samples and ideas of how to portray themselves creatively and uniquely.

General Design Tips

While each e-portfolio is distinct, here are some general tips to ensure success:

1. Keep it well organized – ensure your resumes and thumbnails are easy to locate and easy to see. Use relatively large thumbnails to entice the viewer to click to see more of your work.
2. Give details – create descriptions of what the viewer is looking at as well as what you created, the medium you used to create it and how you came to the final product. Process is important; a step-by-step guide can be helpful.
3. Create the e-portfolio yourself – this will give viewers a glimpse into your own personal style. Similarly, use your own images or create them – avoid taking images from online image banks.
4. Ensure work is easy to view in High Definition.



5. Show your best work – pick five to eight pieces of your best, most recent work. Pick diverse pieces to show you are flexible and can do more than one type of art work, writing, design, etc...

6. Don't be scared to keep it simple – the e-portfolio does not have to be fancy to be effective. Also, keep in mind the site needs to be easy for you to update.

Maximize Your Learning Experiences

- Align yourself with people in your classes that are doing inventive work, get to know them or work on a project together to learn from them.
- Try new things; venture out into new design areas that feel uncomfortable. School is the best place to experiment, so take that creative risk.
- Always think about building your portfolio; document everything.
- School is one of the best places to network as you are surrounded by graduate students, professors and fellow students.
- Ask questions, ask questions, and ask questions!
- Ask for feedback from your peers, professors and Career & Internship Services Center advisors.

E-Portfolio Resources

Google Pages: <http://sites.google.com/site/eportfolios02/howto>

Helium: <http://www.helium.com/knowledge/125785-tips-for-creating-an-e-portfolio>

NYC College of Technology:

http://eportfolio.citytech.cuny.edu/creating_eportfolio.shtml

Eportfolio.org: <http://www.eportfolio.org/eportfoliomanual.pdf>

Atomic Learning: http://www.atomiclearning.com/k12/eportfolio?from_legacy=1

Simon Fraser University:

<http://coopcommunity.sfu.ca/modules.php?op=modload&name=News&file=article&sid=592&mode=thread&order=0&thold=0>

Electronic Portfolios: <http://electronicportfolios.org/>

