digital portfolio

.develop .design .digitize

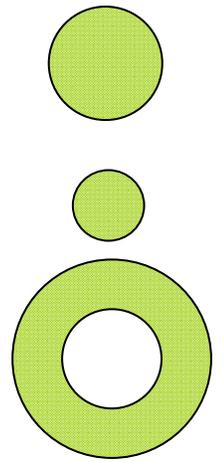# Contents

(Develop)

Define Portfolio.

A portfolio is a collection of your finest work where you can showcase your skills, talents abilities and strengths to future employers. Think of it as a way to market yourself in a very competitive field, whatever field that may be. Employers are attracted to applicants that show a wide variety of experience and talents, from writing samples, to design to situations of leadership and teamwork. Your portfolio is an ongoing project that can assist in the interviewing process.

Your first step is to figure out what items you want to showcase. These items should be selected by what employers are looking for. The Michigan State University's Career Services Network 2005 publication, "12 Essentials for Success: Competencies Employers Seek in College Graduates," maps out consistently cited skills that are crucial in the hiring selection.

1. **Working in a diverse environment** – Learning from people who are different from you and recognizing your commonalities is an important part of your education and essential preparation for the world you will join.
2. **Managing time and priorities** – Managing how you spend your time, and on what, is essential in today's world. Learn how to sort priorities so you stay in control of your life.
3. **Acquiring knowledge** – Learning how to learn is just as important as the knowledge itself. No matter what your future holds, you'll continue to learn every day of your life.
4. **Thinking critically** – solid critical thinking skills means you'll be confident to handle autonomy, make sound decisions, and find the connection between opportunities you have to learn and how those opportunities will affect your future.
5. **Communicating effectively** – Developing listening, interpreting, and speaking skills is just as important as reading and writing.
6. **Solving Problems** – You may only have thought about problem solving when you're faced with a crisis. Understand the process and mind-set of successful problem-solving and you'll more easily handle the bigger challenges that come your way.
7. **Contributing to a team** – In the workplace each person's contribution is essential to success. Having the ability to work collaboratively with others is vital. This includes identifying individual strengths (yours and others) and harnessing them for the group, building consensus, knowing when to lead and when to follow, and appreciating group dynamics.
8. **Navigating across boundaries** – Life is filled with boundaries—good and bad. Discover how to avoid the boundaries that become barriers so you don't hamper the ability to collaborate with other people.
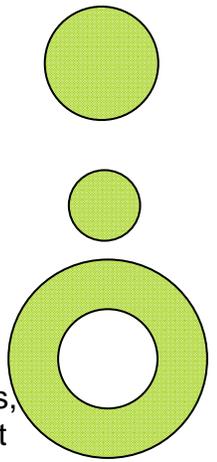
9. **Performing with integrity** – It only takes one bad instance to destroy years of good faith and good relationships. It's important to develop a code of ethics and principles to guide your life.
10. **Developing professional competency** – The end of college is the beginning of a new education. Build on what you already know and keep learning new skills—your job will challenge you to grow and develop in ways you haven't imagined yet.
11. **Balancing work and life** – You've got a lot to accomplish in limited time. How do you get it all done and still stay sane? The key is maintaining balance among the different parts of your life.
12. **Embracing change** – Just about every aspect of life is in a constant state of change. Sometimes it may seem that no sooner do you get caught up than you have to start all over again. No matter how you feel about change, you have to learn to deal with it.
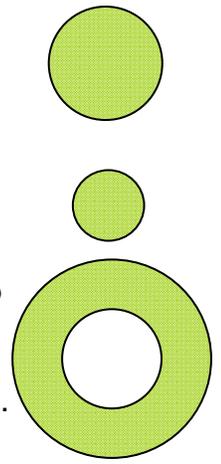
This list is an example of what skills fit into the workplace and can be used as a model for building a successful portfolio. By providing an employer with concrete examples of these competencies, you will increase your likelihood of employment.

Types of Portfolios

Traditional Portfolio – The traditional portfolio is a hardcopy version that you can bring to interviews. This is a helpful tool in presenting tangible artifacts to future employers. With this version you can leave a sample of your work with the interviewer. However, cross-continental and international jobs are growing in number and hardcopies are not as practical if you are applying to a job out of your immediate area. Hardcopy portfolios however can be used as a back up to digital versions and for personal use. Typically these portfolios are organized with tabs and explanations of sample work in a leather-bound professional folder.

CD Portfolio – By categorizing your files on a CD, you can create a more portable, efficient collection of your work compared to the traditional style portfolio. By making numerous copies of your CD, they can be sent out with your resume and cover letter. When your files are digitized, it leaves you with the option to either print out copies for a traditional portfolio in the future, or to be added to a webpage. Digitizing portfolios leaves you with more options while also demonstrating your computer skills.

Online Portfolio – This is a place for you to not only showcase your work samples, but also a way for you to demonstrate your web building skills. By organizing your work on a website you can include links and files that anyone with the internet can access. Internet portfolios can express your creativity through proper use of design and images. Online portfolios may also help you

get your foot in the door sooner by providing the website on your resume. Future employers then have the option to view your work prior to an official interview.

(Design)
CRAP model

From Robin Williams book, *The Non-Designer's Design Book Second Edition: Design and Typographic Principles for the Visual Novice*:

CONTRAST
- Something different
- Adds visual interest
- Makes reader want to look at the page or design
- Don't be a Wimp – make it really different!

REPITITION
- Repeat some aspect of the design throughout the entire piece
- Unifies
- Adds visual interest
- Adds consistency and organization

ALIGNMENT
- Align every object with an edge of some other object
- Adds visual connection
- Keeps Unity
- Creates clean sophisticated look

PROXIMITY
- Group related items together
- Organizes information
- Implies relationship
- Reduces clutter
- Give clear structure

(Digitize)
Digitize your resume

Digitizing your resume is crucial in today's competitive world. Whether it is a PDF format, a Word document format, or displayed as a webpage, more often than not, employers are asking for digital versions of resumes.
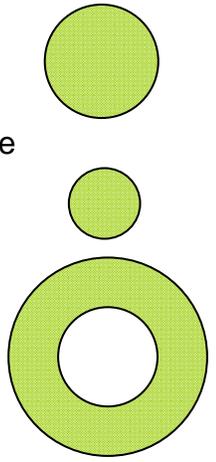
If you apply for a job that requests your resume to be e-mailed to the company, your best bet is to send two versions, PDF and a Word document. A PDF version (how-to create a PDF file is in the following section) is a common format that can be opened with a basic reader program. These programs are free and easy to download. No matter what word processor a company uses, this file can still be accessed. PDF versions offer consistency with fonts, images and design layout.

Sending a Word document, gives them the option to open the file in one of the most common word processors. Many people are comfortable with the .doc format and may prefer this method of delivery.

A third option for digital resumes is posting it on your website. This format allows for clickable links to be added, and does not need to fit on a single document page. By making your resume accessible on the web, it also allows the employer to view the other work included on your site.

Remember, that you want to make it as straightforward as possible when sending your resume to an employer. If the company receives hundreds of resumes a day, they are not going to take the time to go on a scavenger hunt for your information.

Creating PDF files

Knowing how to create PDF files may be one of the most important steps in digitizing your portfolio. PDF files (or Portable Document Format) offer a universally understood way of delivering and receiving files. By downloading a PDF reader (often for free) anyone can access the file no matter what system or word processor they have. PDF files are a way to keep your exact format intact, offer document security and are quick and easy to download.

Now, although your computer may already have a program to read PDF files, it may not have the capability to create a PDF file. In order to create a PDF, you need a Postscript Printer Driver. All MSU computer labs have the capability to create PDF files. Visit the ACNS website for step-by-step instructions for creating PDF files in MSU labs.

Accessing your AFS Space

Each current MSU student, faculty, and staff member receives 100MB of AFS space. This space is a place to back up important documents as well as setting up a webpage. The ACNS has step-by-step directions to access this space, whether it is from a campus lab or your home computer.
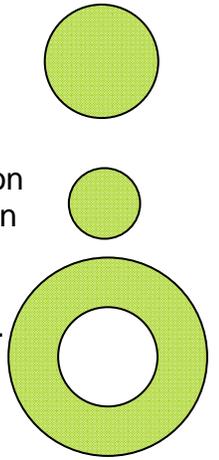
Wrap Up

Creating a digital portfolio creates opportunities that conventional hardcopy portfolios never offered. You now have the option to send artifacts over the internet, saving time, money and stress. It is important that you always update your portfolio. Keeping it current is important to stay on the cutting edge. Check out the resource lists and "extras" provided in this packet to help you stay ahead of the game. Good Luck.
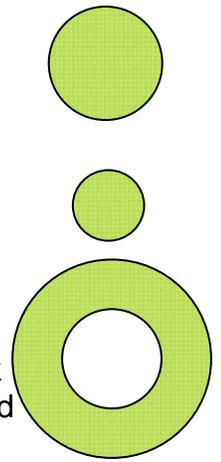
Resource Lists

[Develop]

Dummies.com – five tips for building a resume.
http://www.dummies.com/WileyCDA/DummiesArticle/id-551.html

Michigan State University Career Services and Placement – Receive career advising, access career fair lists, helpful resources and tips.
http://www.csp.msu.edu/

Michigan State Career Services and Placement – Forms to help categorize artifacts.
http://www.csp.msu.edu/pages/misc/cdc/webport/PortfolioWorksheet.html

Resume Help.org – sample resumes, helpful tips, cover letter writing, interviewing skills and how to find a job.
http://www.resume-help.org/

University of Washington Career Development – lists important artifacts you may want to include in a portfolio.
http://depts.washington.edu/geogjobs/Careers/pfolcoll.html

BOOKS

**Portfolio Power, The Creative Way To Showcase Your Job Skills And Experience.** By Martin Kimeldorf. April 2003. SearchInc Publishing. Digital Format.
http://www.amazon.com/gp/product/B00009ATHB/ref=pd_sim_b_2/104-0041168-0859917?%5Fencoding=UTF8&v=glance&n=551440

Resumes for Dummies. By Joyce Lain Kennedy. November 2002. Wiley Publishing Inc.
http://www.dummies.com/WileyCDA/DummiesTitle/productCd-0764554719.html
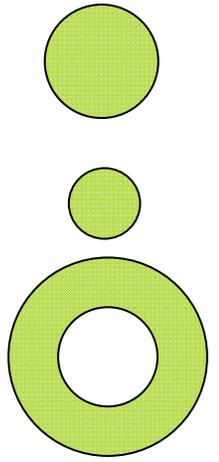
DIGITAL PORTFOLIO EXAMPLES

- Teaching
    - Megan Burgess - www.msu.edu/~burges52/portfolio/index.htm
        - Excellent example of diverse content, good demonstration of teaching experience, continually updated even after graduation, good examples of web design, one of the first AEE digital portfolios
- ANR Communications
    - Amy Jolliff - www.msu.edu/~jolliffa/
        - Creative delivery, good demonstration of content, good examples of advertisement layout
    - Megan Townsend - www.msu.edu/~townse77/index.html
        - Creative delivery, good demonstration for writing samples and advertisement layout, good demonstration of animal science interests
    - Cortney Peissig - www.msu.edu/~peissigc
        - Good organization example, good content diversity, great use of CRAP model principles
    - Megghan Honke - www.msu.edu/~honkemeg/
        - Good content and diversity

[Design]

Creative Commons – Creative Commons is a nonprofit organization that offers flexible copyright licenses for creative works.
http://creativecommons.org/

Dafont.com – Over 6,500 free downloadable fonts
www.dafont.com

Stock.xchng – free stock photo site.
http://www.sxc.hu/

Top Ten Mistakes of Web Design, Jakob Nielsen
http://www.useit.com/alertbox/990530.html

UC Berkeley/Teaching Library Internet Workshops – Citing work, avoiding plagiarism
http://www.lib.berkeley.edu/instruct/guides/citations.html

Web Style Guide/Design – Site structure, categorizing information, web elements and references.
http://www.webstyleguide.com/site/index.html

Web Style Guide/Graphics – creating images for the web, file types and sizes, browser safe colors.
http://www.webstyleguide.com/graphics/index.html

Web Style Guide/Typography – characteristics of type on the web, legibility, cross-platform issues.
http://www.webstyleguide.com/type/index.html
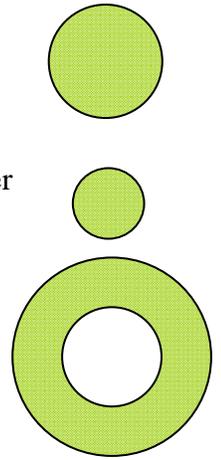
BOOKS

Designing a Digital Portfolio. By Cynthia Baron. New Riders Publishing.
http://www.amazon.com/gp/product/0735713944/ref=dp_return_1/104-0041168-0859917?%5Fencoding=UTF8&n=283155&s=books

The Graphic Designer's Guide to Portfolio Design. By Debbie Rose Myers. Wiley Publishing. http://www.amazon.com/gp/product/0471569259/ref=pd_bxgy_text_b/104-0041168-0859917?%5Fencoding=UTF8

[Digitize]

Creating PDF Files - Using Free Software
http://kenchiro.tripod.com/howtoPDF.html

File Extensions
http://www.msu.edu/course/aee/210/fileextensionsfull.html

Kalamazoo College – Digital Portfolio tips and resources.
http://www.kzoo.edu/pfolio/

Michigan State University Academic Computing and Network Services – What is AFS and how to access your personal AFS space.
http://techbase.msu.edu/viewpathfinder.asp?id=144
http://techbase.msu.edu/viewpathfinder.asp?id=2468

Skidmore College Career Services – creating an electronic resume.
http://www.skidmore.edu/administration/career/resume/create.html

MySpartanCareer – Search the MSU version of a job listing service.
http://careernetwork.msu.edu/my-spartan-career-login

The Riley Guide – preparing your resume for the internet
http://www.rileyguide.com/eresume.html

BOOKS
e-Resumes : A Guide to Successful Online Job Hunting. By Pat, CPRW Criscito.
Barron's Educational Series; 3 edition. November 26, 2004.
http://www.amazon.com/gp/product/0764128965/sr=1-4/qid=1144774936/ref=sr_1_4/104-9865664-9147143?%5Fencoding=UTF8&s=books

Preparing Web Graphics. By Lynda Weinman. May 1997. New Riders Publishing.
http://www.amazon.com/gp/product/1562056867/104-9865664-9147143?v=glance&n=283155

Web Photoshop Expert: Use Photoshop to Create Fantastic Web Graphics. By Peter
Cope. September 2002. Friedman Publishing.
http://www.amazon.com/gp/product/1586636812/sr=1-2/qid=1144774684/ref=pd_bbs_2/104-9865664-9147143?%5Fencoding=UTF8&s=books
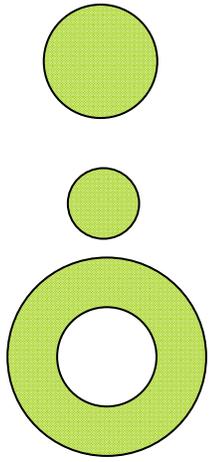
Action Verbs

A
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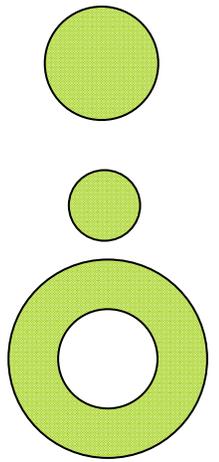introduced
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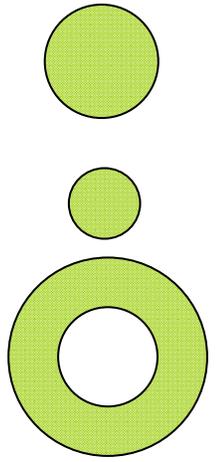suggested
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T
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U
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updated
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V
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W
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Questions Asked by Some Interviewers/ Candidates

1. Tell me about yourself.
2. Why did you choose to interview with this company?
3. How has your experience prepared you for our organization?
4. In your own words describe the ideal job.
5. What type of supervisor have you found to be the best?
6. What do you plan to be doing in five years time?
7. What do you know about this organization?
8. What do you know about this position?
9. What contributions could you make in this organization that would help you stand out from other applicants?
10. What qualities would you look for in an applicant for this position?
11. What sort of criteria are you using to decide the organization you will work for?
12. How has your education prepared you for a career with this organization?
13. What made you choose your major?
14. Have your university and major met your expectations?
15. What made you choose this college?
16. Do your grades reflect your achievements at school?
17. What are your two or three greatest achievements since you've been at college and why?
18. Which subjects have you enjoyed studying the most and why?
19. Which subjects did you dislike and why?
20. Do you have plans to continue your education?
21. How would a professor who knows you very well and one who does not know you very well describe you?
22. Given the chance, how would you alter the course of your education?
23. What are your career goals?
24. How did your part-time employment experience prepare you for permanent employment?
25. Which part-time job did you enjoy the most and why?
26. What are your two or three most enjoyable past work experiences?
27. I see in your resume that you like to _____(Hobby, etc.). Tell me a little bit about this interest.
28. Describe yourself including your strengths and weaknesses.
29. What sort of serious problems have you experienced and how have you handled them?
30. Which employers have you interviewed with or will you be interviewing with in the future?
31. Do you or have you in the past experimented with illegal drugs?
32. Would you be willing to take a drug test?
33. Do you drink alcohol socially?
34. If you had your whole life to live over, what would you do differently and why?
35. Which is more important to you, your salary or your job?
36. What have you found to be the biggest sources of motivation in your life?
37. What sorts of things cause you stress and how do you cope with them?
38. What is your definition of success?
39. What qualities should a successful supervisor possess in regard to job requirements and those who report to him/her?
40. If travelling is necessary for this position, will that bother you?
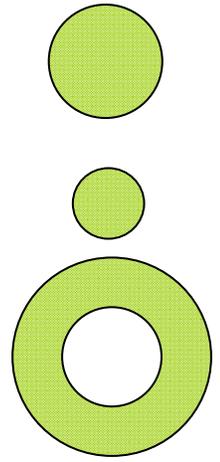
41. How would the community we are located in meet your needs?
42. How would you develop team spirit among the people that you supervise?
43. Do you like to work independently or as a team?
44. What kind of work environment do you like best?
45. How would you resolve conflicts with employees, coworkers, and supervisors?
46. In what ways have you learned from your mistakes?
47. In what areas do you need to improve your skills?
49. Why did you leave your last employer?
50. When would you be available for employment?
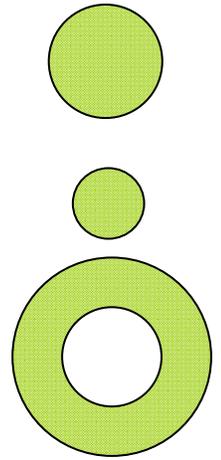
Questions You May Want to Ask:
1. What would an average day on the job entail?
2. What would my most important responsibilities be?
3. What additional responsibilities would I have?
4. How do you handle training in your organization?
5. How will my performance be evaluated?
6. What type of person are you looking for?
7. What are the goals of your department for the next year and the future?
8. What function would I play in these goals?
9. Who will be my immediate supervisor?
10. Who are the other people I would work with?
11. What particular areas of this job have people had difficulty with in the past?
12. Why did my predecessor leave? (or: What is the last person hired for this job doing now?)
13. What future changes do you see for this company?
14. Would I be working in a team environment or independently?
15. What impact will the clean air legislation (or other current topic) have on the company?
16. What do you see as the biggest areas of needed improvement within the company?
17. What significant changes has the company experienced in the past year?
18. What was your career path within the company?
19. What feedback has been given to your company by recent new hires?
20. How soon will I hear from you?

Remember Not To:

- Arrive late or appear rushed or disorganized.
- Seem over-eager and desperate.
- Apologize for your background or experience.
- Criticize your past employers or co-workers in any way.
- Ask questions that you know the answers to.
- Oversell your qualities.
- Ask about salary and job benefits before you have a solid job offer.
- Elaborate on unnecessary details to fill an awkward silence.
- Wear unusual clothes or heavy cologne; always be very conservative.

* List made available through MSU Career Services and Placement website

RGB HEX COLOUR CHART

FREE, PRINTER FRIENDLY COLOUR CHART FOR WEB DESIGNERS

000000	330000	660000	990000	CC0000	FF0000
003300	333300	663300	993300	CC3300	FF3300
006600	336600	666600	996600	CC6600	FF6600
009900	339900	669900	999900	CC9900	FF9900
00CC00	33CC00	66CC00	99CC00	CCCC00	FFCC00
00FF00	33FF00	66FF00	99FF00	CCFF00	FFFF00
000033	330033	660033	990033	CC0033	FF0033
003333	333333	663333	993333	CC3333	FF3333
006633	336633	666633	996633	CC6633	FF6633
009933	339933	669933	999933	CC9933	FF9933
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00FF33	33FF33	66FF33	99FF33	CCFF33	FFFF33
000066	330066	660066	990066	CC0066	FF0066
003366	333366	663366	993366	CC3366	FF3366
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00CC66	33CC66	66CC66	99CC66	CCCC66	FFCC66
00FF66	33FF66	66FF66	99FF66	CCFF66	FFFF66
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003399	333399	663399	993399	CC3399	FF3399
006699	336699	666699	996699	CC6699	FF6699
009999	339999	669999	999999	CC9999	FF9999
00CC99	33CC99	66CC99	99CC99	CCCC99	FFCC99
00FF99	33FF99	66FF99	99FF99	CCFF99	FFFF99
0000CC	3300CC	6600CC	9900CC	CC00CC	FF00CC
0033CC	3333CC	6633CC	9933CC	CC33CC	FF33CC
0066CC	3366CC	6666CC	9966CC	CC66CC	FF66CC
0099CC	3399CC	6699CC	9999CC	CC99CC	FF99CC
00CCCC	33CCCC	66CCCC	99CCCC	CCCCCC	FFCCCC
00FFCC	33FFCC	66FFCC	99FFCC	CCFFCC	FFFFCC
0000FF	3300FF	6600FF	9900FF	CC00FF	FF00FF
0033FF	3333FF	6633FF	9933FF	CC33FF	FF33FF
0066FF	3366FF	6666FF	9966FF	CC66FF	FF66FF
0099FF	3399FF	6699FF	9999FF	CC99FF	FF99FF
00CCFF	33CCFF	66CCFF	99CCFF	CCCCFF	FFCCFF
00FFFF	33FFFF	66FFFF	99FFFF	CCFFFF	FFFFFF

Available free from **http://www.ilovejackdaniels.com**
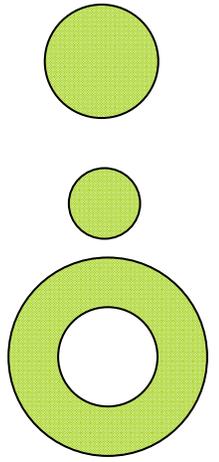
Sample Artifact Label

Title: ANR career tri-fold brochure

Objective: Research, design and layout an educational brochure about an Agriscience teaching career

Resources: Individual assignment, Internet, Mason High School Agriscience teacher, computer

Timeline: 2 weeks

Assumptions / Givens:
- Minimum 2 hours research
- One san serif font for titles and headers and one serif font for body text
- Use 2 color scheme

Skills:
- Developed storyline and determined four broad organizational categories (What is an Agriscience teaching career?, What is a typical day like?, What can you expect for pay?, What are your rewards?) (30 min)
- Interviewed Mason High School Agriscience teacher to obtain 2 career pull quotes (1 hr)
- Photographed and obtained photo releases of Agriscience classrooms in action (30 min)
- Researched Agriscience teaching career 10-year salary projections (1 hr)
- Selected fonts (Arial – titles and Boca Raton – body), color scheme (MSU Green Pantone 341 and black) and layout style (30 min)
- Wrote and edited story copy - MS Word (1 hr)
- Graphed salary projections – MS Excel (15 min)
- Cropped and sized images for columns - Photoshop (15 min)
- Designed layout in tri-fold brochure format printable on 8 ½ x 11 stock with full edge bleeds – MS Word (2 hr)