

ONLINE PORTFOLIO CRITERIA

Audience	<ul style="list-style-type: none"> -Clearly addressed, beginning with the home page and continuing throughout the entire site (considers who is viewing the site and addresses the message they should receive) -Design and content is directed to audience(s)
Authorship	<ul style="list-style-type: none"> -Each page contains name; may also include contact information on each page (in the header, for example)
Home Page	<ul style="list-style-type: none"> -Aligned with area of specialization (i.e.: video major has a demo reel, copywriter has well-written copy) -Colors, graphics and fonts do not distract from readability and are consistent and cohesive -Name is prevalent -Includes industry (i.e.: photographer, advertising & marketing, audio) -All written content is extremely well-versed, edited and has strong purpose; contains no spelling or grammar errors -Appears simple, clean and attractive -Landing page is set up correctly (if applicable)
Navigation	<ul style="list-style-type: none"> -Located on each page, easy to find and consistently placed throughout site -Links are labeled clearly -Location of important elements is easily found -Is incredibly easy to get to and from each page
Portfolio Section	<ul style="list-style-type: none"> -Contains only best work -Well-organized -If showing few pieces, work is all shown on one “portfolio” page -For larger bodies of work, uses subcategories on portfolio page or directly on menu bar. Categories and layout are clear -Navigation is simple, clearly labeled, easily found and consistently placed -Work is proofread, free of instructor comments and professional -Work contains descriptions, titles, roles and/or labels when needed -Attachments are non-editable PDFs and are clearly labeled -Attachments open in a new window -Links open in a new window -Links only lead to appropriate sites for audience -All written content is extremely well-versed and has strong purpose; contains no spelling or grammar errors
Résumé	<ul style="list-style-type: none"> -Easy to find and view -Content is up-to-date, edited and well-written (see résumé rubric) -Objective/summary is vague or absent (only for online version) -Includes a link to a PDF version for printing and saving purposes (may only include a link); PDF link is easily accessible

ONLINE PORTFOLIO CRITERIA

Bio/Statement (optional)	<ul style="list-style-type: none"> -Professional and does not include too much personal information -Well-written; has strong purpose; edited for grammar, punctuation and consistency; contains no mistakes -Short and concise -"I" is not overused
Contact Information	<ul style="list-style-type: none"> -Very accessible -Includes name and email address (may include phone number) -Email address is a live link (this may be in addition to a form) -Includes social networking sites, if appropriate
Fonts	<ul style="list-style-type: none"> -Limited to two or three (may vary by using italics, bold, etc.); if multiple fonts are used, they complement each other -Not overwhelming and do not take away from readability -Fit with and enhance the style and design of the site -Consistent throughout site
Color Choices	<ul style="list-style-type: none"> -Palette is complementary and consistent across site -Mainly neutral (bright/bold colors are used sparingly, as accents or in a cohesive way) -Not distracting and do not take away from content or work -Text is always easy to read on top of background color
Graphics & Images	<ul style="list-style-type: none"> -Consistent and have purpose (they enhance the site) -Not distracting and do not take away from readability -Clean, attractive and professional
External Links	<ul style="list-style-type: none"> -Have strong purpose and relevance -Link to sites that are professional (i.e.: items on site can be viewed by a potential employer) -Open in a new window

Updated 2/2012

The Center for Portfolio Development & Internships Commitment to Quality

The Center for Portfolio Development & Internships strives for all School of Communications students to succeed. It is imperative and in the student's best interest that only quality online portfolios are submitted to potential internship supervisors. Every effort should be made to meet The Center's online portfolio criteria.