**Portfolio Project**Introduction to Digital Literacies I (CM 410)

## **Purpose of the Portfolio**

**For your course grade:** The portfolio serves as a way to show a summary of your engagement with Digital Literacies over the course of the term. It provides an opportunity to show revised and improved projects, and to supplement the projects with a rationale for your creative, artistic and rhetorical decisions. It allows you to argue for your grade based on presented evidence and explanation of your work.

**For your career:** The portfolio allows you to showcase (for potential employers, graduate schools, etc.) the talents, skills and knowledge you have gained in this course, and to highlight your accomplishments with new productivity software. When attached to your resume and cover letter, it provides an opportunity to “brag” about communication and technical knowledge, and to present information that may set you apart from the crowd.

## **Components of the Portfolio**

As explained in the syllabus, the course grade is based on these components:

1. Digital Social Media Blog Project: 25%
2. Digital Web Design Project: 25%
3. Digital Presentation Project: 25%
4. Weekly blog responses, exercises, class interaction and quizzes: 25%

Therefore, your portfolio should treat each of these areas by highlighting the work (by both inserting graphics in the document and by providing hyperlinks to the online digital material) in each of these areas, and providing an explanation of what you did (software, procedures, techniques, etc.) and why you did it (rhetorical decisions, design decisions, etc.)

Here are some suggestions of what you might address in each area:

1. **Digital Social Media (Blog) Project**:
   1. talk about your interaction with software and interfaces,
   2. the steps you took to customize your blog,
   3. the design principles you exemplify in your blog as relating to consistency, alignment, repetition, proximity,
   4. font choices for contrast and concord,
   5. color choices for impact, affect, and complementing,
   6. “best practices” you gleaned from investigating other blogs,
   7. optimizing images for the web, etc.
2. **Digital Web Design Project**:
3. talk about your interaction with the software and interfaces,
4. rhetorical decisions you made in your design,
5. the design principles you utilized - consistency, alignment, repetition, proximity,
6. font choices for contrast and concord,
7. color choices for impact, affect, and complementing,
8. choosing and editing images, etc.
9. **Digital Presentation Project**:
   1. talk about your interaction with the software (PPT) you used,
   2. the delivery method (Pecha Kucha 20x20),
   3. the design principles you employed,
   4. your choice of images – for impact and for legal license issues,
   5. your use of Storyboarding or a shot list to graphically plan your presentation,
   6. how you combined speaking with imagery for impact, etc.
10. **Weekly blog responses, exercises, class interaction, etc.** (Your CONTENT, i.e., your ongoing interaction with course lectures, labwork and readings.):
    1. Why the face of communication is changing (New Media vs. Old Media),
    2. How “meaning-making” (semiotics) works in digital environments,
    3. How media can “persuade” (rhetorics),
    4. Your experience with Digital Photography and photographic composition principles,
    5. Your experience with image editing software and graphics programs,
    6. Your ability to analyze digital artifacts rhetorically, semiotically, and design-wise.

## **Presenting the Portfolio**

**Tips for effectively presenting your portfolio:**

1. Give examples of you work for each of the four major projects.
2. Give several examples of your work in the ongoing class interaction.
3. Use specific exercises to illustrate your knowledge and skills – for example, analyzing McDonald’s across the world, analyzing the Top Blogs, researching intellectual property licenses, writing a “fair use” statement, duplicating an existing print design document, creating a movie poster, creating a “meme” like LOLCats, reading specific materials such as “Is Google Making Us Stupid”, cropping and optimizing images, etc.
4. Make your Portfolio itself a showcase of your digital design knowledge and skills – i.e. make it look sharp!
5. Prepare a printed copy AND a digital copy with links for submission.
6. Begin each section with a graphic of the major project and a link to that material online, and include links throughout the rationale to the artifacts being discussed.
7. Write the rationale for each project thoroughly and completely – don’t be afraid to brag on all the work you have done! An uninformed reader may be unaware of all that goes into creating a blog, or an effective visual presentation, so explain step-by-step in detail!
8. As well as explaining the “what” – also explain the “why” of your process.