

Professional Portfolio Project

ENG 453

Dr. Witte

WHAT IS A PROFESSIONAL PORTFOLIO?

A professional portfolio is a collection of your professional documents that gives a more complete and detailed picture of who you are as a professional than someone might get from your résumé alone. In addition to being a spot for you to make your documents public, your portfolio is a chance for you to express your personality and identity as a professional. The design, layout, and images you include will help people to identify you as a person and a professional.

THE ASSIGNMENT

You will design a digital portfolio for your professional documents. You will be responsible for including the required components, but how they look and how you design your portfolio is up to you.

Your portfolio needs to include

- **An Introduction and Brief Biography:** Your introduction should explain who you are and include any relevant professional information. You should also include a picture of yourself.
- **A Curriculum Vitae:** A professional résumé that emphasizes your education and professional experiences
- **A Professional Statement:** Depending on your career/school objectives, you'll write either a Statement of Purpose or a Philosophy of Teaching and Learning.
- **A Research Agenda:** Your research agenda is an opportunity to show what you are interested in and what you think you can contribute to your chosen field.
- **A Writing Sample:** Your writing sample should show your skill as a writer, but should also show that you are aware of what's going on in your field and how to write for your field.

FORMAT

Your profile must be web-based but doesn't have to follow a particular pattern or layout. The following sites are most useful for designing your portfolio:

- <https://wordpress.com/>
- <http://www.wix.com/>
- sites.google.com

GETTING STARTED

If you need to see what you're producing, here are some samples to look at:

- www.alisonwitte.net
- <http://kerrihauman.com/>
- www.justinyoung.com

IMPORATANT DATES

- Thursday 11/9 Link to your Project due to Moodle

GRADING

This project will be graded in 4 parts. Each part is worth 50 points. Below are the assignments and rubrics for each of the four graded parts of the portfolio

REMINDER: The Writing Sample is not being graded on its own, but is part of the requirements for the introduction and design section.

Final grades will be assigned based on the total number of points earned.

GRADE	TOTAL POINTS
A	180-200
B	160-179.5
C	140-159.5
D	120-139.5
F	Less than 120

DESIGN & INTRODUCTON INSTRUCTIONS

The design of your portfolio is up to you. Here are some guidelines for effective design.

C:	Contrast	Lightness/Darkness of color and background
R:	Repetition	Use color, font size, etc. to create patterns
A:	Alignment	Be consistent, using variations for contrast only
P:	Proximity	Similar and related information needs to be spatially close

Your biography should be 1 paragraph. Remember web reading is about short, concise texts. So this is a brief introduction to you and who you are as a professional. Topics you may want to cover include

- Your current program of study
- Your professional memberships
- Your professional interests

You also need to include at least 1 photograph/image of yourself. Again, this should be a professional image, but you also want it to reflect your personality.

Look at the provided samples for ideas about design, but be creative. The choices you make in the design should reflect your personality, professional interests and professional goals.

DESIGN & INTRODUCTION RUBRIC

	Content	Organization	Design & Presentation
An A Design & Introduction (45-50 points)	<ul style="list-style-type: none"> • Has a clear biography that identifies you as a professional • Includes relevant contact information • Includes an appropriately professional, yet personal image 	<ul style="list-style-type: none"> • Has a title that clearly identifies you • Has clearly labeled parts that enhance usability • Presents biographical information in a logical order • Presents sections in an order that helps build your professional identity 	<ul style="list-style-type: none"> • Consistently uses design principles to convey your personal and professional identity • Uses appropriate colors enhance readability • Uses appropriately sized images • Has no noticeable errors in spelling or grammar
A B Design & Introduction (40-44.5 points)	<ul style="list-style-type: none"> • Has a clear biography that identifies you as a professional with a few spots that are too informal or not specific enough • Includes relevant contact information with a few minor lapses • Includes an appropriately professional, yet personal image 	<ul style="list-style-type: none"> • Has a title that clearly identifies you • Has clearly labeled most parts to enhance usability, with a few minor lapses • Presents biographical information in a mostly logical order with a few lapses • Presents sections in an order that helps build your professional identity with a few minor lapses 	<ul style="list-style-type: none"> • Mostly consistently uses design principles to convey your personal and professional identity • Mostly uses appropriate colors enhance readability with a few spots that are hard to read or a few color choices that are unprofessional • Uses appropriately sized images • Has a few noticeable errors in spelling or grammar
A C Design & Introduction (35-39.5 points)	<ul style="list-style-type: none"> • Has a biography that identifies you as a professional with some spots that are too informal or not specific enough • Includes some relevant contact information with a few major lapses • Includes a personal image, but the image is too personal or poor quality 	<ul style="list-style-type: none"> • Has a title that clearly identifies you • Has clearly labeled some parts to enhance usability, with some minor lapses or a few major lapses • Presents biographical information in a generally logical order with some lapses • Attempts to present sections in an order that helps build your professional identity with several lapses 	<ul style="list-style-type: none"> • Generally consistently uses design principles to convey your personal and professional identity with some lapses • Generally uses appropriate colors enhance readability with some spots that are hard to read or some color choices that are unprofessional • Generally uses appropriately sized images with some that are too large or too small • Has some noticeable errors in spelling or grammar
A D Design & Introduction (30-34.5 points)	<ul style="list-style-type: none"> • Has a minimal biography that identifies you but is not professional • Includes minimal relevant contact information • Includes an image, but it doesn't clearly identify you 	<ul style="list-style-type: none"> • Has a title but it doesn't clearly identify you • Has labeled a few parts to enhance usability, but generally is hard to understand • Presents biographical information in a minimally logical order • Attempts to present sections in an order that helps build your professional identity but has several major issues 	<ul style="list-style-type: none"> • Somewhat uses design principles to convey your personal and professional identity • Somewhat uses appropriate colors enhance readability with many spots that are hard to read or many color choices that are unprofessional • Somewhat uses appropriately sized images with most that are too large or too small • Has many noticeable errors in spelling or grammar
An F Design & Introduction (Less than 30 points)	<ul style="list-style-type: none"> • Has no biography that identifies you as a professional • Includes no relevant contact information • Does not includes an image 	<ul style="list-style-type: none"> • Has no identifiable a title • Has not labeled parts to enhance usability • Presents biographical information in no particular order • Presents sections in no particular order 	<ul style="list-style-type: none"> • Minimally uses design principles to convey your personal and professional identity • Fails to use appropriate colors enhance readability with many spots that are hard to read or all color choices are unprofessional • Fails to use appropriately sized images • Has numerous noticeable errors in spelling or grammar

CURRICULUM VITAE

Curriculum vitae (CV) literally means “course of life” and it’s a record of your work and experiences. Typically, your CV focuses on your academic and professional achievements.

Your CV should include the following information

- Your Name
- Contact Information
- Degrees Earned (including university and date)
- Presentations & Publications
- Professional Experience
- Relevant Coursework
- Professional Memberships

NOTE: CVs do **not** include references. Those are provided in a separate document.

FORMAT

There is no standard format for CVs; but there are some general conventions.

- Your Name and Contact Information should be on the top of the first page
- Each section should have an identifiable heading
- Accomplishments should be listed from most to least recent
- Use the principles of design to make ideas stand out
- Keep descriptions and lists brief and focused on relevant experiences and skills

CV RUBRIC

	Content	Organization	Design & Presentation
An A CV (45-50 points)	<ul style="list-style-type: none"> Includes relevant contact information Includes appropriate education and professional experiences Includes explanations where necessary; but does not over-explain or focus on unnecessary information 	<ul style="list-style-type: none"> Has a title that clearly identifies you Has clearly labeled parts that enhance usability Presents all information is from most recent to oldest Presents sections in an order that helps build your professional identity 	<ul style="list-style-type: none"> Consistently uses design principles to convey your personal and professional identity Uses appropriate colors enhance readability Uses appropriately sized fonts Uses appropriately readable fonts Has no noticeable errors in spelling or grammar
A B CV (40-44.5 points)	<ul style="list-style-type: none"> Includes most relevant contact information with a few minor omissions Includes mostly appropriate education and professional experiences with a few minor omissions Includes explanations where necessary; but over-explains or focuses on unnecessary information in a few spots 	<ul style="list-style-type: none"> Has a title that clearly identifies you Has mostly clearly labeled parts that enhance usability, but a few spots are hard to understand Presented most information from most recent to oldest with a few minor lapses Mostly presents sections in an order that helps build your professional identity with a few spots where information seems to be out of order or missing 	<ul style="list-style-type: none"> Mostly consistently uses design principles to convey your personal and professional identity Mostly uses appropriate colors enhance readability with a few spots that are hard to read or a few color choices that are unprofessional Mostly uses appropriately sized fonts Mostly uses appropriately readable fonts Has a few noticeable errors in spelling or grammar
A C CV (35-39.5 points)	<ul style="list-style-type: none"> Includes relevant contact information with some minor or a few major omissions Includes generally appropriate education and professional experiences with some minor omissions or unnecessary additions Generally includes explanations where necessary; but over-explains or focuses on unnecessary information in some spots 	<ul style="list-style-type: none"> Has a title that clearly identifies you Has clearly labeled some parts to enhance usability, with some minor lapses or a few major lapses Generally presents information from most recent to oldest with a few minor lapses Generally presents sections in an order that helps build your professional identity with some spots where information seems to be out of order or missing 	<ul style="list-style-type: none"> Generally consistently uses design principles to convey your personal and professional identity with some lapses Generally uses appropriate colors enhance readability with some spots that are hard to read or some color choices that are unprofessional Generally uses appropriately sized fonts with some that are too large or too small Generally uses appropriately readable fonts Has some noticeable errors in spelling or grammar
A D CV (30-34.5 points)	<ul style="list-style-type: none"> Includes minimal relevant contact information with many minor or some major omissions Includes some appropriate education and professional experiences with many minor omissions or unnecessary additions Somewhat includes explanations where necessary; but over-explains or focuses on unnecessary information in many spots 	<ul style="list-style-type: none"> Has a title but it doesn't clearly identify you Has labeled a few parts to enhance usability, but generally is hard to understand Somewhat presents information from most recent to oldest with many lapses Somewhat presents sections in an order that helps build your professional identity with many spots where information seems to be out of order or missing 	<ul style="list-style-type: none"> Somewhat uses design principles to convey your personal and professional identity Somewhat uses appropriate colors enhance readability with many spots that are hard to read or many color choices that are unprofessional Somewhat uses appropriately sized fonts with most that are too large or too small Somewhat uses appropriately readable fonts Has many noticeable errors in spelling or grammar
An F CV (Less than 30 points)	<ul style="list-style-type: none"> Includes no relevant contact information Includes minimal appropriate education and professional experiences with numerous omissions or unnecessary additions Rarely or never includes explanations where necessary; but over-explains or focuses on unnecessary information in most spots 	<ul style="list-style-type: none"> Has no identifiable a title Has not labeled parts to enhance usability Rarely or never presents information from most recent to oldest with many lapses Rarely or never presents sections in an order that helps build your professional identity 	<ul style="list-style-type: none"> Minimally uses design principles to convey your personal and professional identity Fails to use appropriate colors enhance readability or all color choices are unprofessional Fails to use appropriate fonts Has numerous noticeable errors in spelling or grammar

STATEMENT OF PURPOSE or PHILOSOPHY OF TEACHING & LEARNING

You'll need to choose 1 of the following documents to produce for your portfolio. The Philosophy of Teaching and Learning is most appropriate for people who are planning to be graduate assistants or go into professional teaching at some level. Each document should be no more than 2 single spaced pages.

Statement of Purpose

The Statement of Purpose is a document that states your reasons for pursuing a particular field and gives readers a chance to get a sense of who you are and why you will be a successful member of your field. This document is your chance to make yourself stand out by explaining your experiences, interests, and personal goals. The document should focus on specific experiences and examples, rather than generalizations and abstract concepts like honesty or passion.

Statements of purpose should answer the following questions:

- 1) Why have you selected this field of study?
- 2) What motivates you to learn more about this field?
- 3) What do you want people to know about you that hasn't been discussed in other sections of the portfolio?

Your statement should be topically organized, rather than chronological. Your CV can provide a chronological explanation of your accomplishments. This is your opportunity to fill in the details and to show you can analyze, reflect on, and learn about yourself and your experiences. You want to be creative, but professional, here to help yourself stand out as a person who will be successful in a particular field.

The Philosophy of Teaching and Learning

The Philosophy of Teaching and Learning is a document that describes your beliefs about how people learn and how it's best to teach people. Your goal is to show what kind of teacher you will be and how you will take what you know about teaching and learning and enact it in a classroom. As with the statement of purpose, you should focus on specific examples, rather than generalizations. Any generalized ideas should be supported by a specific example.

Philosophies of Teaching and Learning should answer the following questions:

- 1) How do people learn your subject best? How will you help people learn in your classroom?
- 2) What does it mean to teach? What are your objectives when you teach?
- 3) How will you meet your objectives as a teacher?
- 4) Why will you teach in these ways? Why are these methods the best methods for teaching?

STATEMENT OF PURPOSE or PHILOSOPHY OF TEACHING AND LEARNING RUBRIC

	Content	Organization	Design & Presentation
An A Statement (45-50 points)	<ul style="list-style-type: none"> Consistently makes clear claims about personal goals or philosophies Includes specific examples to support any general claims Is appropriately personal but also connects personal experiences to professional ideas 	<ul style="list-style-type: none"> Lays out the topics for the paper in the introduction Clearly indicates the purpose of the document in the introduction Clearly uses transitions to lead the reader from topic to topic Consistently presents information in an order that the reader needs to understand your claims 	<ul style="list-style-type: none"> Consistently uses design principles to convey your personal and professional identity Uses appropriate colors enhance readability Uses appropriately sized fonts Uses appropriately readable fonts Has no noticeable errors in spelling or grammar
A B Statement (40-44.5 points)	<ul style="list-style-type: none"> Mostly consistently makes clear claims about personal goals or philosophies with a few unclear spots Mostly Includes specific examples to support any general claims, with a few spots that need more examples Is appropriately personal but also connects personal experiences to professional ideas except for a few spots that are too personal or don't make connections to professional idea 	<ul style="list-style-type: none"> Lays out the topics for the paper in the introduction with only a few lapses Mostly clearly indicates the purpose of the document in the introduction Mostly clearly uses transitions to lead the reader from topic to topic with a few lapses Mostly consistently presents information in an order that the reader needs to understand your claims with a few minor lapses 	<ul style="list-style-type: none"> Mostly consistently uses design principles to convey your personal and professional identity with a few minor lapses Mostly uses appropriate colors enhance readability Mostly uses appropriately sized fonts Mostly uses appropriately readable fonts Has a few noticeable errors in spelling or grammar
A C Statement (35-39.5 points)	<ul style="list-style-type: none"> Generally consistently makes clear claims about personal goals or philosophies with some unclear spots Generally includes specific examples to support any general claims, with some spots that need more examples Is generally appropriately personal but also connects personal experiences to professional ideas in some spots but has some spots that are too personal or don't make connections to professional ideas 	<ul style="list-style-type: none"> Lays out the topics for the paper in the introduction with some lapses Generally clearly indicates the purpose of the document in the introduction, but the purpose is unclear in spots Generally clearly uses transitions to lead the reader from topic to topic with some lapses Generally consistently presents information in an order that the reader needs to understand your claims with some lapses 	<ul style="list-style-type: none"> Generally consistently uses design principles to convey your personal and professional identity with some lapses Generally uses appropriate colors enhance readability Generally uses appropriately sized fonts Generally uses appropriately readable fonts Has some noticeable errors in spelling or grammar
A D Statement (30-34.5 points)	<ul style="list-style-type: none"> Somewhat consistently makes clear claims about personal goals or philosophies with many unclear spots Somewhat includes specific examples to support any general claims, with many spots that need more examples Is somewhat appropriately personal but also connects personal experiences to professional ideas in a few spots but has many spots that are too personal or don't make connections to professional ideas 	<ul style="list-style-type: none"> Lays out the topics for the paper in the introduction with many lapses Somewhat clearly indicates the purpose of the document in the introduction, but the purpose is unclear in many spots Somewhat clearly uses transitions to lead the reader from topic to topic with many lapses Somewhat consistently presents information in an order that the reader needs to understand your claims with many lapses 	<ul style="list-style-type: none"> Somewhat consistently uses design principles to convey your personal and professional identity with many lapses Somewhat uses appropriate colors enhance readability Somewhat uses appropriately sized fonts Somewhat uses appropriately readable fonts Has many noticeable errors in spelling or grammar
An F Statement (Less than 30 points)	<ul style="list-style-type: none"> Fails to make clear claims about personal goals or philosophies with many unclear spots Fails to include specific examples to support any general claims, with many spots that need more examples Is not appropriately personal OR fails to connects personal experiences to professional ideas 	<ul style="list-style-type: none"> Fails to lay out the topics for the paper in the introduction Fails to clearly indicate the purpose of the document in the introduction Fails to clearly use transitions to lead the reader from topic to topic Fails to consistently present information in an order that the reader needs to understand your claims 	<ul style="list-style-type: none"> Minimally uses design principles to convey your personal and professional identity Fails to use appropriate colors enhance readability or all color choices are unprofessional Fails to use appropriate fonts Has numerous noticeable errors in spelling or grammar

RESEARCH AGENDA

A research agenda is a brief statement of your research plans. It discusses projects you've completed and how you see yourself expanding on those projects. It also discusses your interests as a researcher and what types of projects and publications you see coming from those interests. So if you're interested in concussion research, a project you might propose would be to study the differences in concussions caused by work injuries, car accidents or sports injuries or you might propose a study of the success rate in diagnosing concussions in children of varying ages.

Ultimately, a research agenda identifies your primary research area/interests, specific projects you would like to pursue, and your plan for pursuing those projects.

Your Research Agenda should answer the following questions:

- 1) What are your primary research interests? How do those interests fit with other research that's been done or is currently being done?
- 2) What specific projects would you like to do? (This needs to include methods of collecting data and locations/populations)
- 3) What's your plan to complete those projects?
- 4) What can your research do for others in your field or for the public at large?

Your research agenda should be no more than 1 single-spaced page.

RESEARCH AGENDA RUBRIC

	Content	Organization	Design & Presentation
An A Agenda (45-50 points)	<ul style="list-style-type: none"> Clearly identifies at least 1 area of interest within your field of study Clearly describes at least 2 specialized projects within your interest area including specific methods and populations Clearly explains how your research fits with and extends existing research in your field Clearly explains how your research will benefit your field or the public at large 	<ul style="list-style-type: none"> Clearly indicates the purpose of the document in the introduction Clearly uses transitions to lead the reader from topic to topic Consistently presents information in an order that the reader needs to understand your claims 	<ul style="list-style-type: none"> Consistently uses design principles to convey your personal and professional identity Uses appropriate colors enhance readability Uses appropriately sized fonts Uses appropriately readable fonts Has no noticeable errors in spelling or grammar
A B Agenda (40-44.5 points)	<ul style="list-style-type: none"> Mostly clearly identifies at least 1 area of interest within your field of study, but your interest is slightly unclear Mostly clearly describes at least 2 specialized projects within your interest area including specific methods and populations, but a few spots are unclear or need more specifics Mostly clearly explains how your research fits with and extends existing research in your field, but a few spots are unclear or don't show how your research is appropriate for your field Mostly clearly explains how your research will benefit your field or the public at large, but is unclear in a few spots 	<ul style="list-style-type: none"> Mostly clearly indicates the purpose of the document in the introduction Mostly clearly uses transitions to lead the reader from topic to topic with a few lapses Mostly consistently presents information in an order that the reader needs to understand your claims with a few minor lapses 	<ul style="list-style-type: none"> Mostly consistently uses design principles to convey your personal and professional identity with a few minor lapses Mostly uses appropriate colors enhance readability Mostly uses appropriately sized fonts Mostly uses appropriately readable fonts Has a few noticeable errors in spelling or grammar
A C Agenda (35-39.5 points)	<ul style="list-style-type: none"> Generally clearly identifies at least 1 area of interest within your field of study, but your interest is unclear in a few spots Generally clearly describes at least 2 specialized projects within your interest area including specific methods and populations, but some spots are unclear or need more specifics Generally clearly explains how your research fits with and extends existing research in your field, but some spots are unclear or don't show how your research is appropriate for your field Generally clearly explains how your research will benefit your field or the public at large, but is unclear in some spots 	<ul style="list-style-type: none"> Generally clearly indicates the purpose of the document in the introduction, but the purpose is unclear in spots Generally clearly uses transitions to lead the reader from topic to topic with some lapses Generally consistently presents information in an order that the reader needs to understand your claims with some lapses 	<ul style="list-style-type: none"> Generally consistently uses design principles to convey your personal and professional identity with some lapses Generally uses appropriate colors enhance readability Generally uses appropriately sized fonts Generally uses appropriately readable fonts Has some noticeable errors in spelling or grammar
A D Agenda (30-34.5 points)	<ul style="list-style-type: none"> Somewhat clearly identifies at least 1 area of interest within your field of study, but your interest is unclear in most spots Somewhat clearly describes at least 2 specialized projects within your interest area including specific methods and populations, but most spots are unclear or need more specifics Somewhat clearly explains how your research fits with and extends existing research in your field, but most spots are unclear or don't show how your research is appropriate for your field Somewhat clearly explains how your research will benefit your field or the public at large, but is unclear in most spots 	<ul style="list-style-type: none"> Somewhat clearly indicates the purpose of the document in the introduction, but the purpose is unclear in many spots Somewhat clearly uses transitions to lead the reader from topic to topic with many lapses Somewhat consistently presents information in an order that the reader needs to understand your claims with many lapses 	<ul style="list-style-type: none"> Somewhat consistently uses design principles to convey your personal and professional identity with many lapses Somewhat uses appropriate colors enhance readability Somewhat uses appropriately sized fonts Somewhat uses appropriately readable fonts Has many noticeable errors in spelling or grammar
An F Agenda (Less than 30 points)	<ul style="list-style-type: none"> Fails to clearly identify at least 1 area of interest within your field of study Fails to describe at least 2 specialized projects within your interest area including specific methods and populations OR provides no specific information about the projects Fails to explain how your research fits with and extends existing research in your field Fails to explain how your research will benefit your field or the public at large 	<ul style="list-style-type: none"> Fails to clearly indicate the purpose of the document in the introduction Fails to clearly use transitions to lead the reader from topic to topic Fails to consistently present information in an order that the reader needs to understand your claims 	<ul style="list-style-type: none"> Minimally uses design principles to convey your personal and professional identity Fails to use appropriate colors enhance readability or all color choices are unprofessional Fails to use appropriate fonts Has numerous noticeable errors in spelling or grammar