



# Dreamweaver – Online Portfolios

## Documentation

The Center for Teaching Excellence  
*Teaching & Learning Resources*

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## What are online portfolios?

A portfolio web site is a way to reveal your credentials to the world. It allows you to package the best evidence of your candidacy such as artwork, reports, lesson plans, articles, letters, and more in a form easily accessible to anyone on the internet.

### **Examples of online portfolios**

- <http://www.weimer.org/resume/default.htm> (pretty boring; resume+)
- <http://www.qfolio.com/index.shtml> - company that makes online portfolios, examples:
  - [http://www.kemenyffys.com/clients/kemenyffys/nav/splash\\_featured.shtml](http://www.kemenyffys.com/clients/kemenyffys/nav/splash_featured.shtml)
  - [http://www.markludak.com/clients/ludakm/nav/splash\\_featured.shtml](http://www.markludak.com/clients/ludakm/nav/splash_featured.shtml)
- [www.bethscudder.com](http://www.bethscudder.com)

### **Resources**

- Skidmore college's page on portfolios:  
<http://www.skidmore.edu/administration/career/resume/portfolio.html>
- Web site for teachers using portfolios to evaluate students:  
<http://www.electricteacher.com/onlineportfolio/articles.htm>
- Contact the career center – they can help you polish the individual items:  
<http://www.american.edu/careercenter/>
- Free Dreamweaver templates – you can use these as a basis for making your own portfolio:  
<http://www.dreamweaver-templates.org/free-dreamweaver-templates.html>
- Free dynamic HTML scripts allow you to do many interesting and impressive-looking things, without having to know how to code in DHTML:  
<http://dynamicdrive.com/>

## Attributes of an online portfolio

### **Clear navigation**

You want to make it easy for an employer to find specific skills. Usability and navigation are key.

### **Web site search tools**

- From Atomz: <http://www.atomz.com/applications/search/trial.htm> (free trial – should be enough for your uses)
- From Google: <http://www.google.com/searchcode.html>

## ***Publishing and positioning***

One of the biggest points that is missed in web design and development is *positioning*. Think about search engines when you design!

- Use the H1 tag
- Use lots of keywords in the first 100 words of the page
- Use region-specific and industry-specific meta tags (see <http://searchenginewatch.com/webmasters/article.php/2167931> for more information)
- Use ALT text on images

After all, what good is an online resume, if nobody can find it?

## **Content to include**

Content is going to be different for everybody. However, here are some ideas of things you might want to include.

### ***Resume***

Go to the Career Center for help with creating or polishing a resume.

### ***Contact information***

Think about what you want to have available on the Web, but make sure you include *at least* your e-mail address, and preferably also a phone number. You might not want to include your home street address. If you have a P.O. Box, consider including that.

### ***Examples of work***


This is where you have the biggest variety, depending on career:

#### **Text**

You can just type the text into your web page, or you can have documents, or PDFs, attached to the web page as links – things that people can download.

Options you have to create a PDF:

- Open Office (free) allows you to save to PDF. <http://www.openoffice.org/>
- Adobe.com allows you to save to PDF using their web site (free, up to 5 times).

(<http://www.adobe.com> > on the left hand side, click )

- Use the Acrobat Writer software (you have to buy the software).
- If you have a Mac, the ability to make PDFs is included automatically.

Text items you might want to include:

- curriculum vitae/resume (obviously!)
- abstracts of papers presented
- bibliography
- lesson plans
- PowerPoint lectures

## Images

Create digital images using digital cameras, graphics programs, or scanners.

Use thumbnails with images. Thumbnails are a smaller version of the image you want. When you click on the thumbnail, it takes you to a separate page with the large version of the image. You can use any graphics program to resize your images.

- photos (theater)
- portfolio of works (visual arts, architecture)
- book covers/CD covers

**Note:** Do *not* include a photo of yourself on your portfolio if you are going to use it for employment purposes. Prospective employers can't look at photos of applicants because of potential for discrimination.

## Sound & video

You can include mp3s on your web site for people to download, simply by linking to them:

- music
- spoken word
- radio talent
- theater
- interviews

The New Media Center (Hurst 212) can help you create digital media from videos/DVDs.

## ***Transcript(s)***

You would probably scan your transcript from your college in order to include it on your web page. You could also type out all of the information in the Web page. Neither will serve as an *official* transcript.

## ***Recommendations***

Include recommendations from previous employers, or positive comments that past employers or coworkers or advisors or professors have made. You can include the comment and, if the recommender gives his or her permission, their contact information. Otherwise, it's common practice to say that references are available upon request – and include a link to e-mail you.

## Copyright issues

Anything on the web is subject to potential problems with copyright issues or privacy risks. Really, there are two separate problems: not violating others' copyrights, and not having your own work stolen.

## ***Not violating others' copyrights***

The portfolio-maker may violate some other company's copyright by including a sample (for example, if I put a PDF of a document I made for a company I worked for on my web site). Samples of proprietary materials or papers may violate copyright laws.

How do you deal with this?

- Do not put up work you do not have permission to use.
- Obtain written permission from employers, publishers, or professors to use samples in your portfolio.
- If you do not have permission, create something *like* it, but remove the proprietary information.

## ***Not having your work stolen***

Options:

- Put a copyright statement on the pages
- Don't include easily changeable files (e.g. use PDF instead of Word; use .jpg instead of a Photoshop file)
- Disable right-clicks (see below)
- Deal with it. Unfortunately, sometimes people steal work, even without an online portfolio to steal from. All of the tricks you do will not stop a truly determined content thief. Your expertise in the interview shows that you are the author or creator of the piece.

## **Right click – disable or not?**

### ***Don't!***

This article suggests that it is not a good idea to disable right-clicks:

<http://www.sitepoint.com/article/dont-disable-right-click>

### ***Do! Here's how***

If you decide to disable right-clicks, here is how you can:

<http://www.dynamicdrive.com/dynamicindex9/noright.htm>

Just copy and paste the code, on the web page linked to above, into your web page. You can change the words inside the quotes (“Function Disabled!”) to whatever message you want to display (e.g. “Property of Robert Smith”).

## **Publishing to the web**

### ***Get your own domain name***

There are many domain registration sites, such as register.com.

### ***Host your web page***

- AU's web server (NW01.american.edu/~youruserid)
- Internet service provider (often web hosting space is provided free when you pay for internet access such as DSL)
- Free web page site (warning: these usually come with unprofessional-looking ads)

### ***Register your web page with search engines***

Google: <http://www.google.com/addurl.html>

Yahoo: <http://search.yahoo.com/info/submit.html>

Dogpile: [https://secure.ah-ha.com/guaranteed\\_inclusion/teaser.aspx?network=dogpile](https://secure.ah-ha.com/guaranteed_inclusion/teaser.aspx?network=dogpile)  
(not free)

Altavista: <http://www.altavista.com/addurl/default>

Alltheweb: [http://www.alltheweb.com/help/webmaster/submit\\_site](http://www.alltheweb.com/help/webmaster/submit_site)

Ask: <http://sitesubmit.ask.com/index.html> (not free)

Metacrawler: [https://secure.ah-ha.com/guaranteed\\_inclusion/teaser.aspx?network=metacrawler](https://secure.ah-ha.com/guaranteed_inclusion/teaser.aspx?network=metacrawler) (not free)