How to Build Your ePortfolio

STEP 1: Make a plan

Audience Analysis

Consider who will visit your ePortfolio. What do you want them to learn about you?

Tone of voice is important to keep in mind. Look at other portfolios for inspiration!

8 in 10 employers say an ePortfolio would be useful in ensuring job applicants have the knowledge and skills needed to succeed in their company or organization.

Gather Materials

Select assignments, projects, art work, or any other accomplishments you would like to include. These could be from classes or personal projects.

Take some time to reflect on your process for each piece, as well as what you learned. This will help you identify transferable skills for future applications.

Save all of your materials - the pieces, reflections, and any images or graphics you will use in a local folder. Organizing them first will save a lot of time later, and keeping a copy of materials in a folder will come in handy if you need to make changes or switch platforms later.

STEP 2: Choose a platform

There are many factors to consider when you choose your ePortfolio platform. Spend some time researching your options - switching platforms later will take a lot longer!

Skills
Take stock of your design and programming skills. Your ePortfolio is a great opportunity to learn new things!
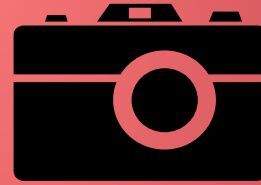
Time
Assess how long you will invest in your ePortfolio, and choose your platform accordingly.

Tip: Don't leave your ePortfolio until the last minute. You don't want to make errors!

Budget
There is a platform for every budget. Many are available for free, but for some people, the paid features are worthwhile.

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Discipline
In some industries, certain platforms are more common than others. Do some research to make sure your ePortfolio can be easily accessed by your peers.

STEP 3: Put it all together

Layout
Put some thought into the layout of your ePortfolio. Think about various pages to include based on the contents you've selected. Start with a sketch on paper so you can make changes quickly.
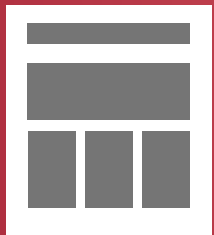
Typography
Choose fonts that are easy to read. Make sure that you use a web font so that you don't have formatting issues. Use fonts to highlight titles and headers, but try not to use more than 3 - more can be visually overwhelming!

Colour
You can send a lot of information about yourself through colour choice. Make sure that whatever palette use, there is enough contrast that text can be easily read. color.adobe.com is a great tool to help you find a palette that is visually appealing.

Space
Make sure you leave some empty space on your portfolio. It will make it much more attractive and easy to read, which is exactly what you want.

STEP 4: Follow through

Feedback
Asking other people to look at your ePortfolio is a great way to make improvements. Make sure you solicit comments from people from your target audience. Consider asking for feedback from a cross-section of people from different backgrounds and generations, too.

Maintenance
As you finish projects, make sure you add them to your ePortfolio. It is much easier to reflect on work while it is fresh in your memory.