

Creating and Developing a Portfolio



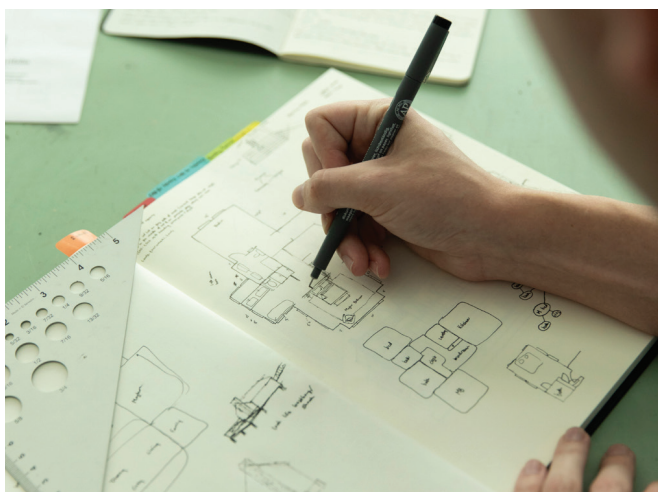
A portfolio is an interactive, visual showcase of professional and/or academic work samples. Portfolios can be digital or physical to display the work of individuals, teams, or organizations. Portfolios are often industry specific, vary in scope/nature, and focus on a personal brand. A portfolio is the most effective way to illustrate skills and creative accomplishments.

Structure and Components

- Your first impression is a landing page or table of contents that allows the user to smoothly navigate your content
- Components of a portfolio include About, Resume, Work Samples, Goals/Objectives
- Structurally, digital portfolios typically contain sections, images, and commentary on projects
- Optional sections include certificates, testimonials, and honors/awards
- Balance visuals and text to show your work while providing commentary

Tailoring Your Portfolio

- Consider your audience, industry, or field by focusing on projects that align closely with your desired job role
- Highlight the best examples of your work rather than displaying every project
- Showcase a range of skills to communicate your adaptability and versatility
- Update your portfolio as your skills grow and career goals change



Resources for Portfolio Development

Recommended Tools and Platforms

Leverage existing skills in tools that are familiar to you, but a few recommendations for building your portfolio include:

- **Google Sites:** any student with a valid UGA MyID may use Google Sites and request the Portfolio Site template (eits.uga.edu)
- **Canva:** a versatile design platform that allows you to share a link to your work (canva.com)
- **Wix:** a free website building platform (wix.com)
- **Issuu:** turn PDFs into digital Flipbooks and shareable content types (issuu.com)

Writing About You and Your Projects

Personal Statements/Bios

- Appears at the beginning of your portfolio
- Highlights your background, key experiences, and aspirations
- Showcases your interests, skills, and what motivates you

Reflection Sections

- Feature after each major project and in a concluding summary
- Focus on your personal learning and turn your portfolio into a meaningful story of your development
- Articulate your purpose, process, and results

Project Descriptions

- Include alongside each major work sample
- Focus on the specifics of your involvement, such as what you did, the skills you used, and the results you achieved
- Address any project challenges you overcame to demonstrate creative solutions to problems
- Provide context and evidence of your abilities

Portfolio Reviews

Career Consultants can review your portfolio for best practices based on your desired career field. Please review our website (career.uga.edu/students) for more resources that will help you develop your portfolio.