Exercise 1:
Why Create a Digital Portfolio?

There are many possible reasons for creating a professional digital portfolio. Write at least three reasons why you -- or anyone -- might want to create a professional digital portfolio.

After you’ve written your reasons, write numbers next to them ranking which are most important to you right now.
Exercise 2

Identify two or more digital portfolio sites from peers, colleagues, or leaders in your field*. Write the URL of the site, and then write a few words to capture your reaction or impression of the site.

* Suggestions for identifying people: use your social network, look at people’s profile pages. Search your colleagues / instructors. People who write or speak in your field or profession often have personal websites / portfolios. Also, try this Google search: [your field] inurl:wordpress.com/portfolio

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<th>Name + site URL</th>
<th>Your notes</th>
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Planning Your Portfolio -
Some Questions and Suggestions

What's your approach?

★ How much personal information do I share/reveal?
★ What's my tone?
★ How do I balance personal versus professional identity?
★ Who is my audience?

What kind of content should I select?

★ Personal statement
★ Curriculum Vitae
★ Academic work
★ Teaching / instruction / workshops
★ Service work
★ Creative work
★ Other personal accomplishments
★ Include fairly recent and up-to-date examples
★ Select a variety of forms / modes of work

How much should I include?

★ Select a sampling of high quality or representative work
★ Link out to more complete versions if appropriate
★ What are my categories / menu items?
  ○ No single right answer -- look to your exemplar portfolios for ideas and terminology appropriate to your field

How do I explain my samples?

★ Include a reflection or short abstract along with your work samples
★ Describe the work, explain what you achieved or learned, explain why you selected it for the portfolio

Cross link and link out

★ You’re on the web! Take advantage and use links to show relations within your work
★ You can also link to more complete or related work elsewhere, particularly in other places you “live” online. Which of those places do you want to include?
★ As appropriate, link to related content, people, projects, and groups online
Exercise 3: 
Paper Prototyping!

Use the wireframe templates of a typical WordPress layout on the next pages to prototype your site. Wireframes are helpful because you can focus on the site’s content and not worry about fonts, color schemes, or the particular controls within the software. You can also do multiple versions very quickly without worrying about losing the time you’ve invested.

Here are some things to consider and include: What is the title? Do you have a subtitle or tagline? What are the main categories of content in your navigation bar? Does your main page have mostly text, mostly images, or a mix? What sort of content is in those blocks?

Create at least two different paper prototypes. Then, if you’re comfortable, exchange the prototypes with a neighbor. Tell your partner if anything is unclear, or whether you respond more to one design than another. You could also do this with a friend or colleague after this workshop.
Exercise 4:  
Get Started!

Getting Acquainted with WordPress:  
Control Panel Overview

Getting Acquainted with WordPress:  
Control Panel Top Menu

If you have one site, you'll see this text. If you have more than one site, you'll see "Switch site"
Getting Acquainted with WordPress:
The Customizer

Adjust settings in your theme using this menu...

...or by clicking the “edit” icons next to theme elements

There are some important configurations in settings

Clicking here lets you browse themes

“Pages” is the content type we’ll use

Clicking here takes you to your site

Clicking here lets you customize your current theme
Getting Acquainted with WordPress: The Customizer

For a portfolio site, this "Static Front Page" setting is important.

Wordpress Privacy Settings: Site Visibility

Start at your Control Panel, then "Settings".

Options for your site's visibility are here.
Wordpress Privacy Settings:
Site Visibility

Uncheck this box to turn off comments

Still within “Settings”
Wordpress “Pages” vs. “Posts”

- **Posts**
  - Think “Blog”
  - Display in reverse chron order
  - URL includes the date blogname.
    `wordpress.com/2008/11/30/post-title/`

- **Pages**
  - Static, not displayed by date
  - Organize pages into hierarchy, including menus

For a portfolio site we will use **pages**.

...but can I have both? A portfolio site that includes a blog? Yes!

Wordpress: Create a Page

*Typical WYSIWYG editor*
Wordpress: Drafts vs. Published

As soon as you type anything, you'll have the option to "Save" — WordPress will autosave, too.

Saving a draft does not publish the page. This can be useful while you're working.

When you're ready to release it, click "Publish".

You can revert published pages back to draft status, too!

Wordpress: Create a Front Page for your Portfolio

WordPress defaults to post and blog mode, so we'll need to create a specific page to use as our portfolio's static homepage.

Starts by creating a regular page. Call it whatever you like, I'm using "Home" here.
Wordpress: Adding Images

WordPress uses a “Media Library” to hold all the media you may use in your site.

If you haven’t uploaded any media yet, you’ll see this:

Wordpress: Adding Images

After uploading some content, select the image you want and click the “Insert” button.

Note that the image will be inserted at the location of your edit cursor!
Wordpress: Change the Static Front Page Setting

1. Change “Front page displays” to “A static page”

2. Select the page you created as the “Front page”

Remember to click the “Save & Publish” button at the top when you’re done.

Wordpress: Working with Menus

We’re here, in the Menus control

Edit controls
New menu or sub-menu item
Wordpress: Configuring a Menu Item

What kind of thing does the menu item link to? We're using "Page"

Change the menu item label

Choose the specific page to link to

Wordpress: Creating a new Menu Item (& the new Page, too)

Choose "Create a new page for this menu item" and then click the "Add Item" button.

Remember to also click the "Save" button next to the menu name!
Wordpress: Exploring Themes

Themes control the overall look and layout of your site. Themes also allow for certain site functions (or not).

There are many themes that cost money, but there are many that are free:

wordpress.com/themes/type/free/
wordpress.com/themes/filter/portfolio/type/free/

Clicking here lets you browse themes

You can spend a lot of time exploring themes and previewing them. This is fun, but watch out for getting distracted from actually building your portfolio!

Learning how to learn more

→ wordpress.com/help
→ support.wordpress.com
→ codex.wordpress.org
Learning how to learn more

Exercise 5:
Learning how to Learn More

As a group, you will figure out how to do one of these things:

- ★ Embed a document from Google Docs
  - ○ Your choice, or [https://goo.gl/6tA3yz](https://goo.gl/6tA3yz)
- ★ Embed an audio track from [SoundCloud](https://soundcloud.com)
  - ○ Your choice :)
- ★ Include a Twitter account timeline
  - ○ Use twitter widget ID: 297487559557251073
- ★ Embed a [SlideShare](https://www.slideshare.net) slide deck
  - ○ Your choice

Google it

try “WordPress.com thing”
Exercise 6:
What is your plan for continuing to develop your portfolio?

You can take time now to write some ideas in your workbook, or revisit this question later.

Writing down some plans will give you some specific next steps for after this workshop is done.