

# Content, continued

## Communication Design

### Writing Samples

- Advertisements, promotional & public service materials
- Mock-ups, wireframes, user profiles & workflows
- Scripts, site maps & storyboards
- Articles & professional writing
- Newsletters & documents
- Brochures & pamphlets
- Multimedia presentations
- Information graphics
- Critique statements
- Research papers
- Contracts

### Produced Works

- Book, magazine, poster, newsletter, brochure, flyer & pamphlet design
- Signage, way-finding & instructional design
- Brand extension & logo development
- Mock-ups & user interface design
- Website & multimedia designs
- Photography & package design

## Media Analytics

### Writing Samples

- Research reports
- Media usage measurement analyses
- Social media insights reports
- Brand & competitor audits
- Policy briefs & proposals
- Metrics & methodology descriptions
- Executive summaries
- Research papers

### Produced Works

- Excel data spreadsheets
- Graphic visualizations of data
- Written reports & proposals
- PowerPoint & multimedia presentations
- Campaign analytics
- Basic survey research reports

“... Four in five employers [80%] say an electronic portfolio would be useful to them in ensuring that job applicants have the knowledge and skills they need to succeed in their company or organization.”

— Association of American Colleges & Universities (AAC&U)  
Hart Research Associates, 2015 Survey of Employers

# ePortfolio checklist

- Choose a platform. We suggest Weebly, Wix or WordPress.
- Choose a website name — it should be professional. Use your own name, if possible
- Each section of an ePortfolio should be its own page; bio page, resume page, contact page and content pages
- Build a site map — think about how you will organize your content
- An “About Me” section should be written as a concise business bio in the third person. Be sure to protect personal and confidential information.
- Get prior written approval for included client work
- Provide context for work you have completed. List your role, the client and technology used
- Match your ePortfolio with your profession
- Keep it simple: a white background, simple font choices and let your work be the showcase
- Embed videos instead of linking to YouTube, etc.
- Buy a hard drive to archive your ePortfolio work

## Getting Started

For content assistance, contact Amber Moser, [amoser2@elon.edu](mailto:amoser2@elon.edu), assistant director of career services, School of Communications.

For technical assistance, contact Bryan Baker, [bbaker3@elon.edu](mailto:bbaker3@elon.edu), director of multimedia projects, School of Communications.

# ePORTFOLIOS

Stand apart in the resume crowd



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## Your own virtual viewbook

An ePortfolio, or an electronic portfolio, is an organized collection of your best creative works. These virtual viewbooks are a digital record of your major projects and experiences, giving you a competitive edge when the time comes to enter the workforce.

## Content is king

An ePortfolio is your opportunity to highlight writing samples, images, graphics and design samples, productions and other creative works. It includes relevant personal information that reflects professional skills, experiences and accomplishments, such as a resume, biography, awards and reference letters. Some may include a professional “reel” to showcase media productions or performances.

## It's expected & required

It's no secret that today's job market is competitive. Most employers now expect candidates to have an ePortfolio. Additionally, an ePortfolio is a required assignment for students completing an internship. It may include works completed during the internship and examples of other significant work.

## You choose

There are many ways to create an ePortfolio and you may choose any online platform. The School of Communications recommends and will support Weebly, Wix and WordPress. Experienced users may build their own site with advanced handcrafted HTML and CSS.

## Make it easy to follow

An ePortfolio should be arranged by topics or skills that are intuitive to the viewer. It should reflect your best work and be easy to explain during a job interview or networking opportunity.

# Recommended ePortfolio content

## Journalism

### Writing Samples

- Hard news stories
- Breaking news stories
- Feature length stories
- Human-interest features
- Arts & entertainment stories
- Personality profiles
- Business news stories
- Sports stories
- TV newscast rundowns
- Commentaries

### Produced Works

- Video or audio news
- Photo slideshows
- News photographs
- Feature photographs
- Multimedia coverage
- Blogging samples
- News reel\*
- Hardcopy layout
- Web design

## Strategic Communications

### Writing Samples

- Advertisements & promotional materials
- Press releases
- Campaigns or proposals
- News & feature articles
- Magazine & Internet articles
- Public service announcements
- Sample letters
- Blogging samples
- Sample tweets & status updates
- Research abstracts

### Produced Works

- Newsletters & flyers
- Brochures & pamphlets
- Photographs & graphics
- Web & multimedia designs
- Promotion via social media
- PowerPoint/multimedia presentations
- Campaign analytics



## Cinema & Television Arts

### Writing Samples

- Television scripts
- TV plot series blueprints
- Screenplays
- Feature film scripts
- Film premises, concepts & synopsis
- Feature film treatments
- Story structure outlines
- Documentary scripts
- Film studies papers
- Script coverage

### Produced Works

- Narrative film shorts
- Documentary films
- On-camera project pitches
- Storyboards
- Creative reel\*

## \*News & Creative Reels

Industry professionals recommend that news or creative reels run no more than four minutes long. Make a strong impression by placing your best work first. Make sure to include a title card with all necessary contact information at the beginning and end of the reel.

News reels should include examples of writing, production and on-camera performance that support your career objectives. For news reel guidelines, search the Radio Television Digital News Association website, [www.rtdna.org/channel/career\\_advice](http://www.rtdna.org/channel/career_advice).

A creative reel should clearly define your focus as a producer, director, writer, videographer, editor, performer, etc. The reel should be divided into sections with frames stating your responsibilities in the sequence. Additional guidelines are listed variously online as: creative reels, demo reels, resume reels, career videos, etc.