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TEACHING WITH ePORTFOLIOS: SUPPLEMENT 10

ePortfolio In-Progress Presentation—Visual Design

Why give presentations and get feedback at this early stage?

Presenting your in-progress work far before you have a complete ePortfolio is an excellent way to step back and think carefully about what you're trying to achieve and how you're doing it so far. If you can articulate your goals and strategies clearly, you will be able to create an effective ePortfolio. If you find you can't quite articulate it as clearly as you'd like, you know you aren't "there" yet—you have more thinking, writing, and designing to do.

The best way to figure out exactly where you are is to zero in on discrete aspects of the ePortfolio one at a time. Since the whole ePortfolio is an argument, each discrete aspect of the portfolio should clearly develop and support that argument.

Presenters
For your presentation, show us your ePortfolio's landing page, just as it is when someone clicks on a link to your site (without scrolling) and walk us through:

1. Who your audience for this ePortfolio is
2. What argument you want your ePortfolio to make as a whole
3. What specific choices you've made on this page in terms of design (in terms of color, layout, images/videos/audio, hyperlinks, etc.) to help you communicate your argument
4. Where you could most use another set of eyes—what can we help you troubleshoot?

Reviewers
First Impressions:
What *general impression* of the creator does this landing page give, on first sight? What in particular gives that impression? What kind of audience does it seem to be appealing to? Why/How?

Design:
- Contrast: What stands out in relationship to other things, visually? How? How do you interpret that? Why? What kind of audience does it seem to appeal to? How so?

- Emphasis: What word(s) and/or visual elements get the most emphasis? How do you interpret that? Why? What kind of audience does it seem to appeal to? How so?

- Color: How would you describe the color palette of the page? What do the colors evoke for you? How do you interpret them? What kind of audience to they seem to appeal to? How so?

- Layout: How would you describe the layout? What kind of audience does it seem to appeal to? How so?

- Multimedia elements (video, audio, hyperlinks, images, etc.): What kinds of multimedia elements do you see? What impression do they give? How do they add to or detract from the stated goals of the page?