

ONLINE PORTFOLIO CRITERIA!

Audience	<ul style="list-style-type: none"> -Clearly addressed, beginning with the home page and continuing throughout the entire site (considers who is viewing the site and addresses the message they should receive) -Design and content is directed to audience(s)
Authorship	<ul style="list-style-type: none"> -Each page contains name; may also include contact information on each page (in the header, for example)
Home Page	<ul style="list-style-type: none"> -Aligned with area of specialization (i.e.: video major has a demo reel, copywriter has well-written copy) -Colors, graphics and fonts do not distract from readability and are consistent and cohesive -Name is prevalent -Includes industry (i.e.: photographer, advertising & marketing, audio) -All written content is extremely well-versed, edited and has strong purpose; contains no spelling or grammar errors -Appears simple, clean and attractive -Landing page is set up correctly (if applicable)
Navigation	<ul style="list-style-type: none"> -Located on each page, easy to find and consistently placed throughout site -Links are labeled clearly -Location of important elements is easily found -Is incredibly easy to get to and from each page
Portfolio Section	<ul style="list-style-type: none"> -Contains only best work -Well-organized -If showing few pieces, work is all shown on one "portfolio" page -For larger bodies of work, uses subcategories on portfolio page or directly on menu bar. Categories and layout are clear -Navigation is simple, clearly labeled, easily found and consistently placed -Work is proofread, free of instructor comments and professional -Work contains descriptions, titles, roles and/or labels when needed -Attachments are non-editable PDFs and are clearly labeled -Attachments open in a new window -Links open in a new window -Links only lead to appropriate sites for audience -All written content is extremely well-versed and has strong purpose; contains no spelling or grammar errors
Résumé	<ul style="list-style-type: none"> -Easy to find and view -Content is up-to-date, edited and well-written (see résumé rubric) -Objective/summary is vague or absent (only for online version) -Includes a link to a PDF version for printing and saving purposes (may only include a link); PDF link is easily accessible

