

## ONLINE PORTFOLIO CRITERIA!

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

