Building a Digital Portfolio With WordPress

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ULS/iSchool Digital Scholarship Workshop Series

Workshop Outline, Part One:

★ Why create a digital portfolio?
What reasons are most important to you?

★ Identify other portfolios you can use as examples

★ Planning your portfolio: What's your approach? What content do you include? How do you organize it?

★ Considerations for a digital portfolio

Workshop Outline, Part Two:

★ What are the basics of using WordPress?

★ Get started!

★ How you can learn to do more with WordPress?

★ What is your plan for continuing to develop your portfolio?

Exercise 1: Why Create a Digital Portfolio?

In your workbook, find Exercise 1:

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.

Why Create a Digital Portfolio?

Some of my reasons:

- ★ Document and demonstrate what you can do
- ★ Show a **broad view** of your work, activities, and philosophy
- ★ It's yours -- you own it and control it

Why Create a Digital Portfolio?

★ Control your online identity

"Carefully crafting and cautiously managing one's public image is a critical aspect of living in a mediated public world. Every advice column I've read warns people of the dangers of living online. I think that this is idiotic. People need to embrace the world we live in and learn to work within its framework. Don't panic about being public – embrace it and handle it with elegance."

danah boyd, "controlling your public appearance"

boyd, danah. (2007). danah boyd | apophenia » controlling your public appearance.
Retrieved from http://www.zephoria.org/thoughts/archives/2007/09/07/controlling_you.html

Why Create a Digital Portfolio?

★ Control your online identity

"[P]rofessors, vendors, colleagues, and prospective employers will google you. They're going to find something about you. The question is: Does it represent you?

… For me, this means it's really important to take control of what people see about me when they do a web search. I want the first few pages of hits to be about what I'm doing now, not when I first got on the Internet at age thirteen. And I want them to represent my professional skill set, not my personal life."

Andromeda Yelton, "Personal Branding for New Librarians"

Yelton, A. (2011). Personal Branding for New Librarians | New Members Round Table (NMRT). Retrieved March 4, 2016, from http://www.ala.org/nmrt/news/footnotes/february2011/personal_branding_for_new_librarians_yelton

Why Create a Digital Portfolio?

★ Reflect, identify gaps, future directions
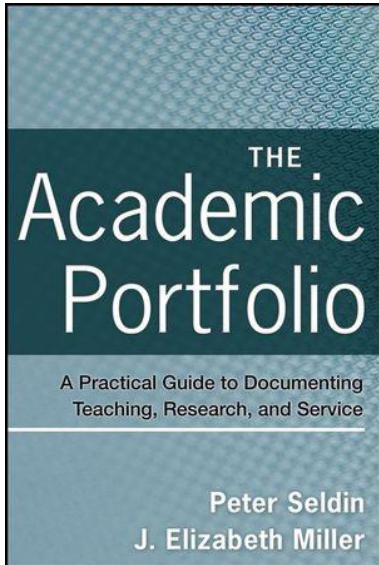
"The process of taking a fresh look at my teaching, scholarship, and service was motivating and even eye-opening. I especially valued the opportunity to reflect on how my efforts in the proverbial trinity of the professoriate are not as integrated as I originally thought. I'll work to improve that situation"

"An English professor in California"

Seldin, P., & Miller, J. E. (2008). *The Academic Portfolio: A Practical Guide to Documenting Teaching, Research, and Service*. San Francisco, CA: Jossey-Bass.

Why Create a Digital Portfolio?

★ Reflect, identify gaps, future directions
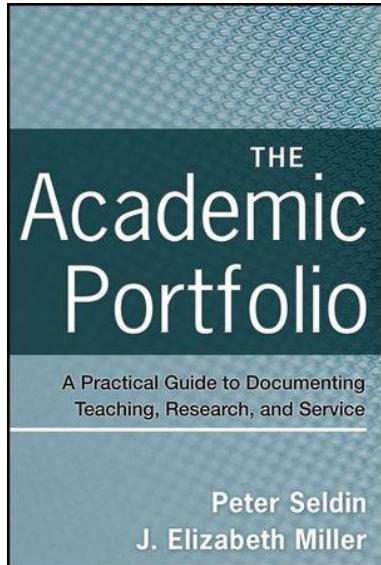
"Developing the portfolio enabled me to take a more systematic look at everything I've been doing in the classroom, as department chair, and in professional activities and then tying the threads together. Areas for improvement are more clear now"

"An engineering professor in Indiana"

Seldin, P., & Miller, J. E. (2008). *The Academic Portfolio: A Practical Guide to Documenting Teaching, Research, and Service*. San Francisco, CA: Jossey-Bass.

Why Create a Digital Portfolio?

★ Networking on the network

- A website raises your visibility, helps attract relevant people to you
- Cross-link your personal site your other online presences
- Statistics can give you a sense of who / how many people are visiting

★ Web publishing is a valuable skill in its own right

- Put WordPress on your C.V.!

★ Gather and preserve your own work

Before we go further -- Let's look at some examples

Five portfolios / personal sites I found from people in my field: Librarians, Archivists, Faculty

http://www.amandavisconti.com/

Exercise 2: Identify digital portfolios you can use as examples

In your workbook, find 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.

Planning your portfolio: 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?

PUBLIC RELATIONS

How to Separate the Personal and Professional on Social Media

by Ariane Ollier-Malaterre and Nancy Rothbard

MARCH 26, 2015

Open strategy - share everything, but risky…

Audience strategy - keeping separate personas for separate audiences. But hard to maintain separation…

Content strategy - "resigning oneself to posting only carefully considered content."

Custom strategy - manage both audience and content. Consideration of different audiences and use with different platforms, ex.: Linkedin (professional), Twitter (informal/blended), Facebook (only personal)

Planning your portfolio:
What content is included?

★ What kind of content should I select?

- Personal statement
- Curriculum Vitae
- Academic work
- Research
- 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

Planning your portfolio:
How do you organize and present content?

★ 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
- As appropriate, link to related content, people, projects, and groups online

Planning your portfolio:
Quick testing with wireframes & paper prototyping
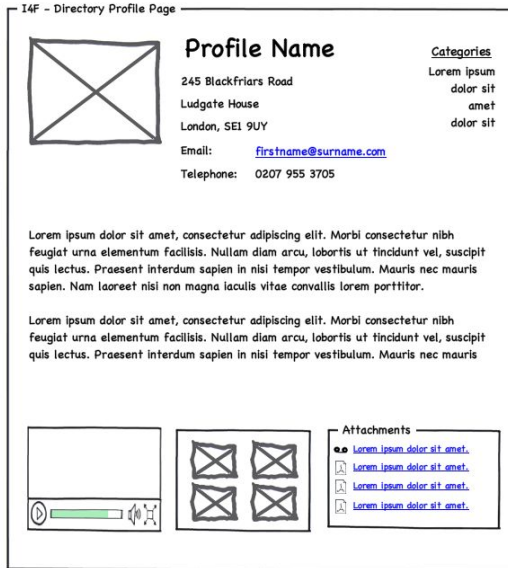
Exercise 3: Paper Prototyping!

In your workbook, find Exercise 3:

Use these wireframe templates of a typical WordPress layout 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.

How do you create a digital portfolio?

(domain, hosting, CMS) + your content = portfolio

Let's break this down if you're using WordPress.com…

★ Free *yoursitename*.wordpress.com domain *or* you can pay for a custom domain registration
★ (Basic) hosting is free. More storage, themes, features = $$$
★ CMS software is WordPress. WordPress is free, open-source software that can run on almost any server
★ You create content in WordPress, and upload, embed, and link to other content

Some other free hosting and building options:

A few reasons why we're using WordPress:

★ Used for many, many sites on the web
★ Versatile -- can be used to build many different kinds of sites
★ Free, open-source software (WordPress.org)
★ Huge developer base

WORDPRESS.COM   VS   WORDPRESS.ORG

Some paid web hosting with easy WordPress

The Basics of WordPress

★ Create Wordpress.com account
★ Log in
★ Get acquainted
★ Privacy
★ Understanding Pages vs. Posts
★ Create a Page
★ Add an image
★ Create a static front page
★ Create your Menu
★ Explore themes

Exercise 4: Get Started!

Getting Acquainted with WordPress: Control Panel Overview
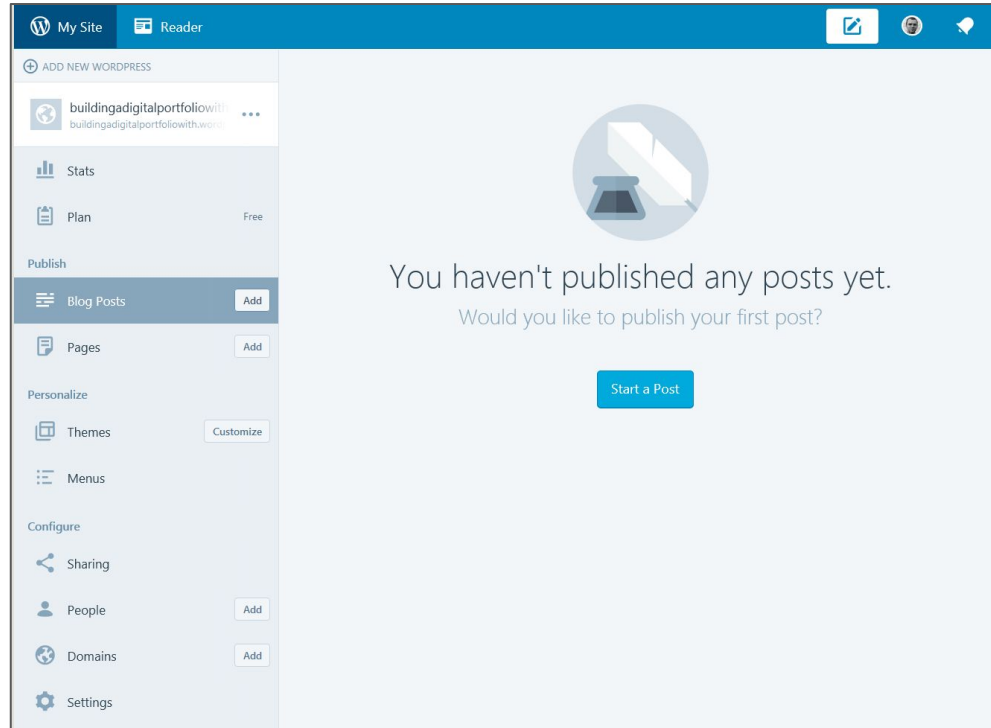
Getting Acquainted with WordPress: Control Panel Top Menu

Profile + personal settings

RSS feed reader - this is your default view when you log in

List of your sites

These two views toggle- you'll see one or the other

Create a new post

notifications

My Site   Reader

⊕ ADD NEW WORDPRESS
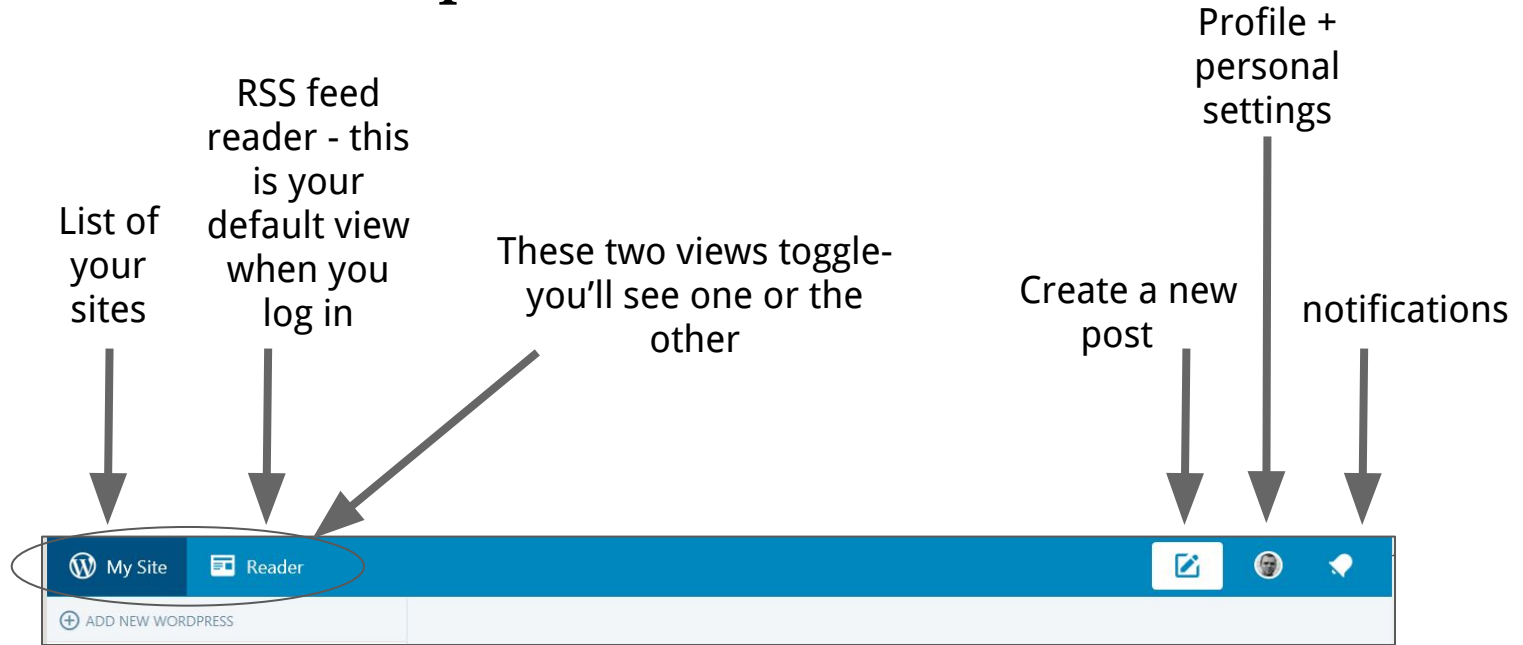
If you have one site, you'll see this text. If you have more than one site, you'll see "Switch site"

Getting Acquainted with WordPress: Control Panel Side Menu

Clicking here takes you to your site →
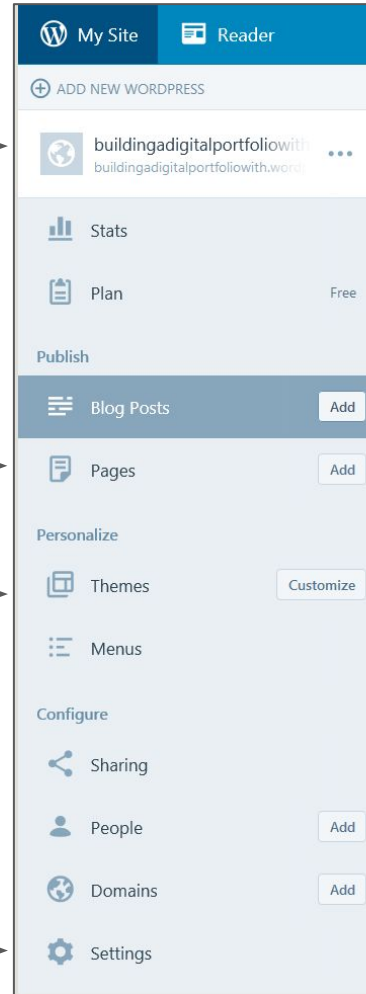
"Pages" is the content type we'll use →

Clicking here lets you browse themes →

← Clicking here lets you customize your current theme

There are some important configurations in settings →

Getting Acquainted with WordPress: The Customizer

Adjust settings in your theme using this menu...

...or by clicking the "edit" icons next to theme elements
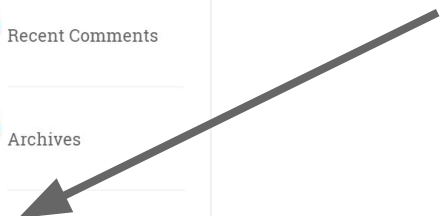
Getting Acquainted with WordPress: The Customizer

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

Wordpress Privacy Settings:
Site Visibility

Options for your site's visibility are here

Start at your Control Panel, then "Settings"

Wordpress Privacy Settings:
Site Visibility

Wordpress Privacy Settings:
Turn Off Comments

Uncheck this box to turn off comments

Still within "Settings"
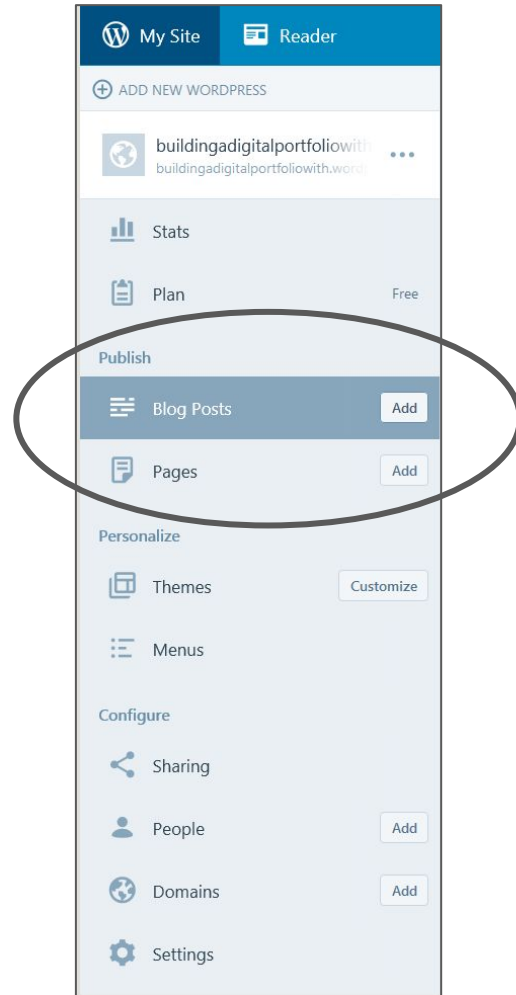
Wordpress "Pages" vs. "Posts"

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
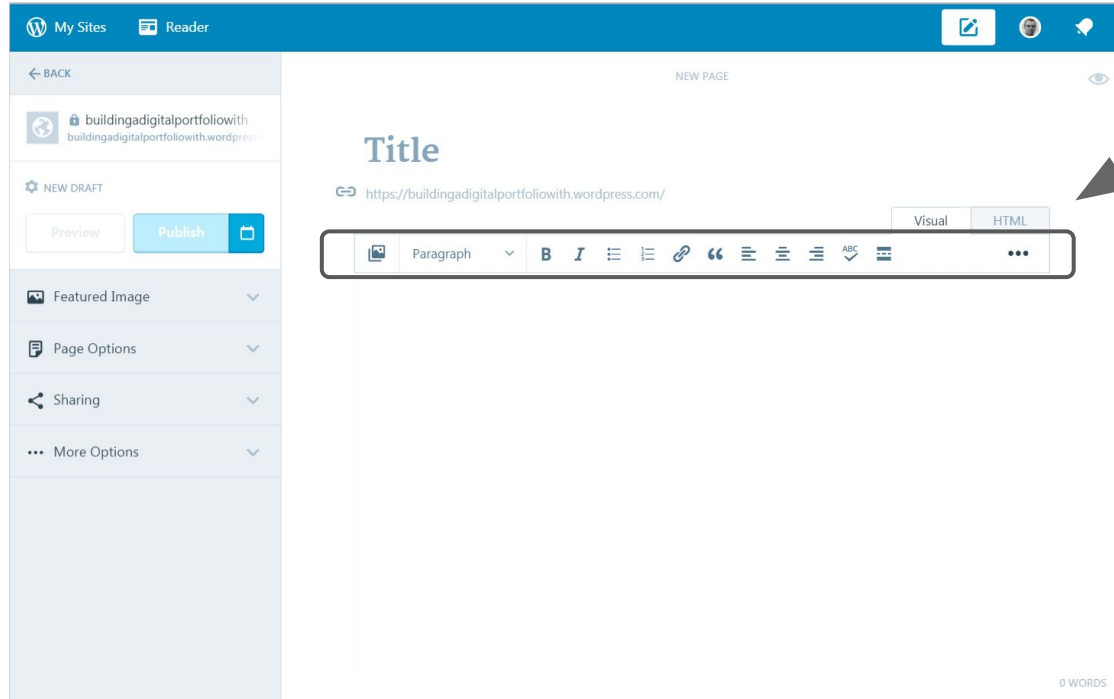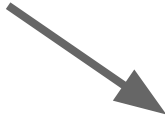- Organize pages into hierarchy, including menus

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

A few options here, but none are essential
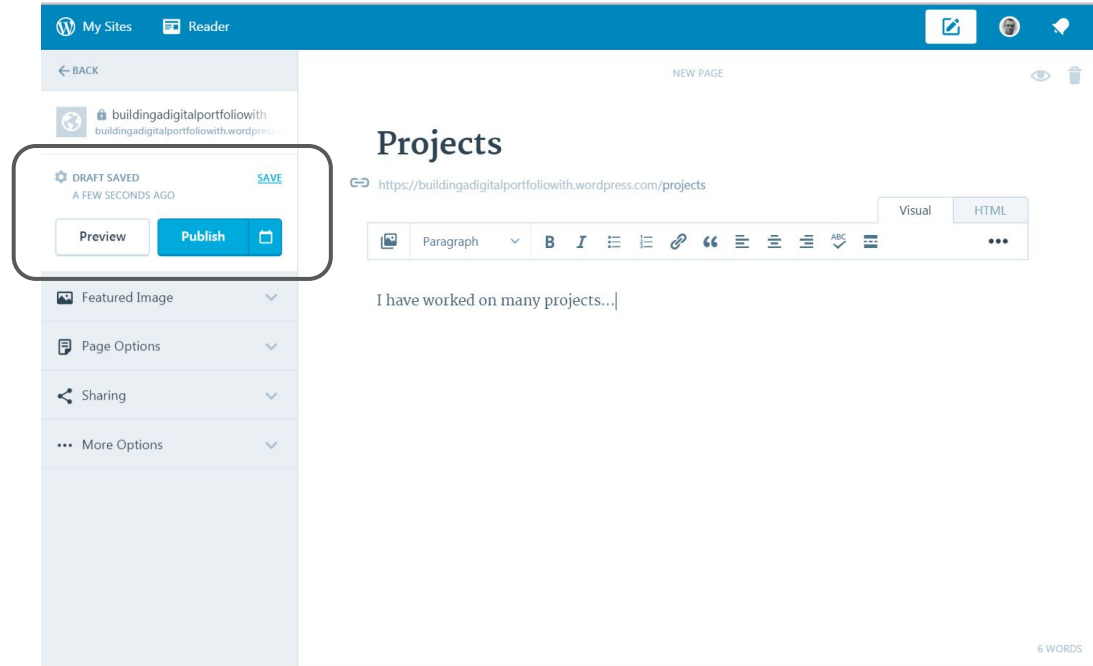
Typical WYSIWYG editor

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"

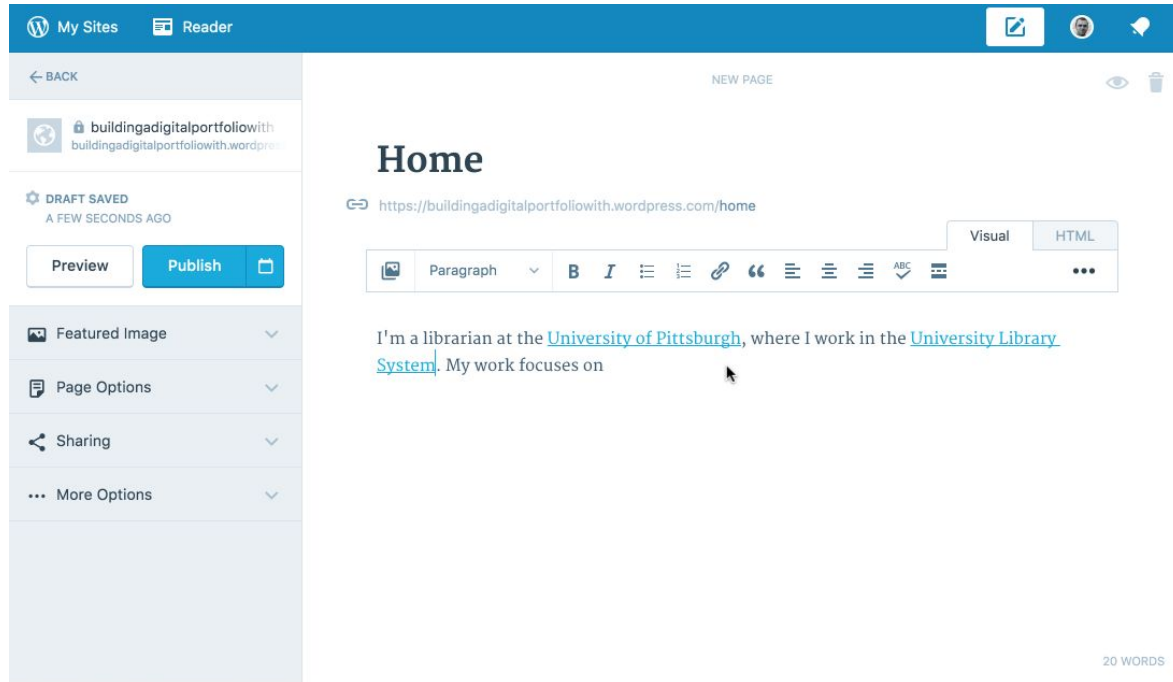You can revert published pages back to draft status, too!

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.
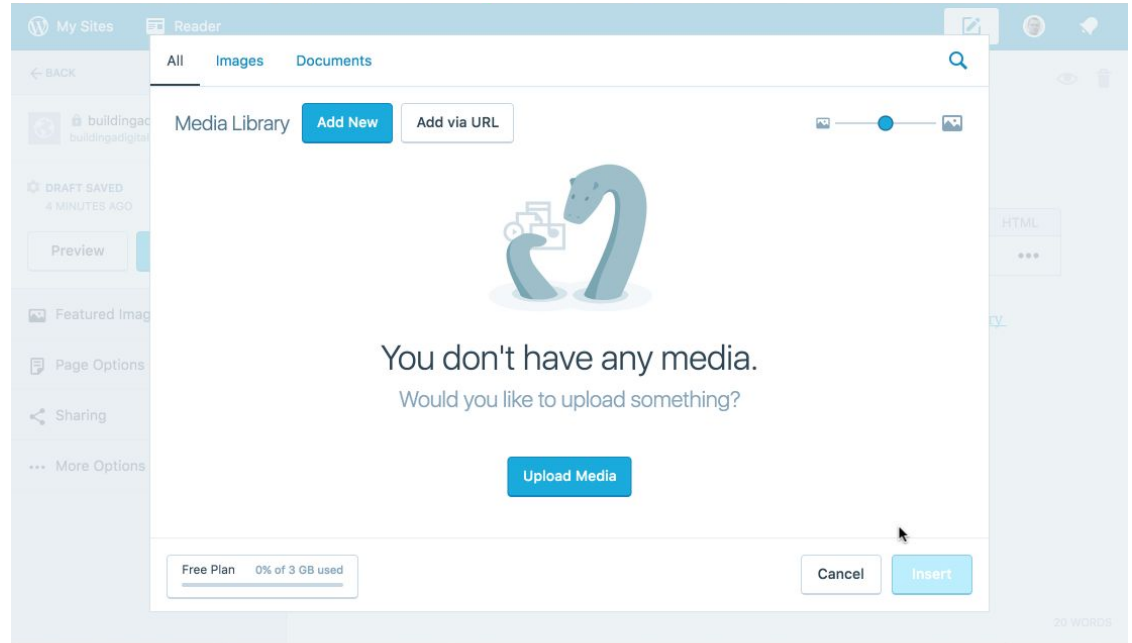
Wordpress: Adding Images

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!
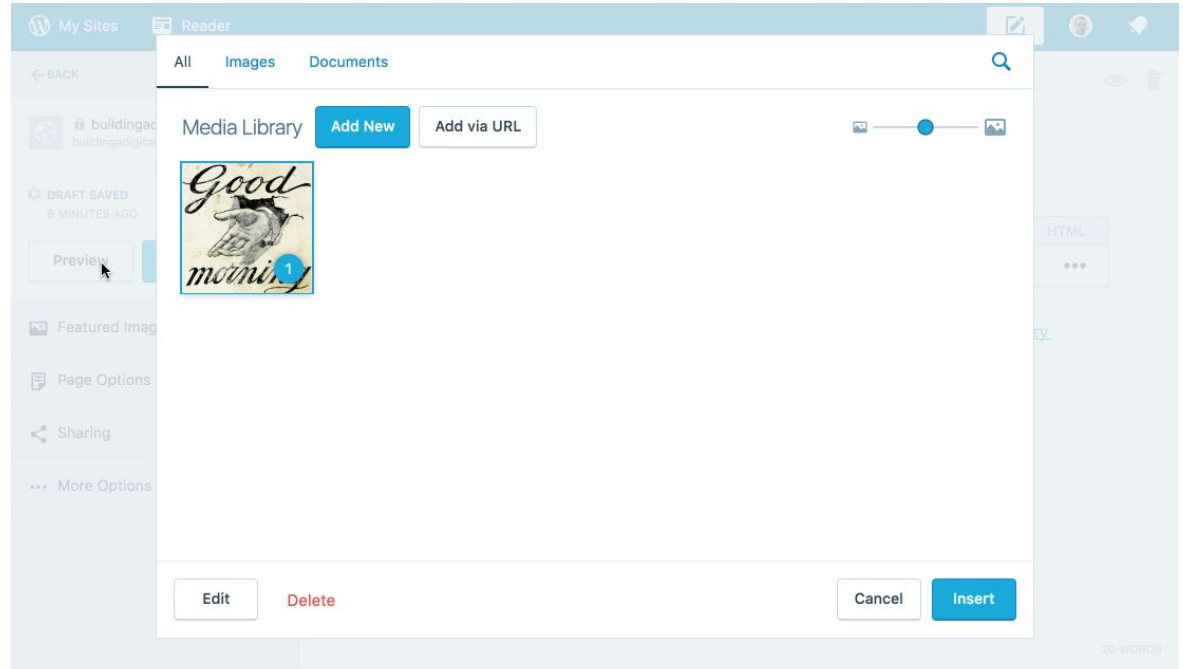
Wordpress: Change the Static Front Page Setting

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

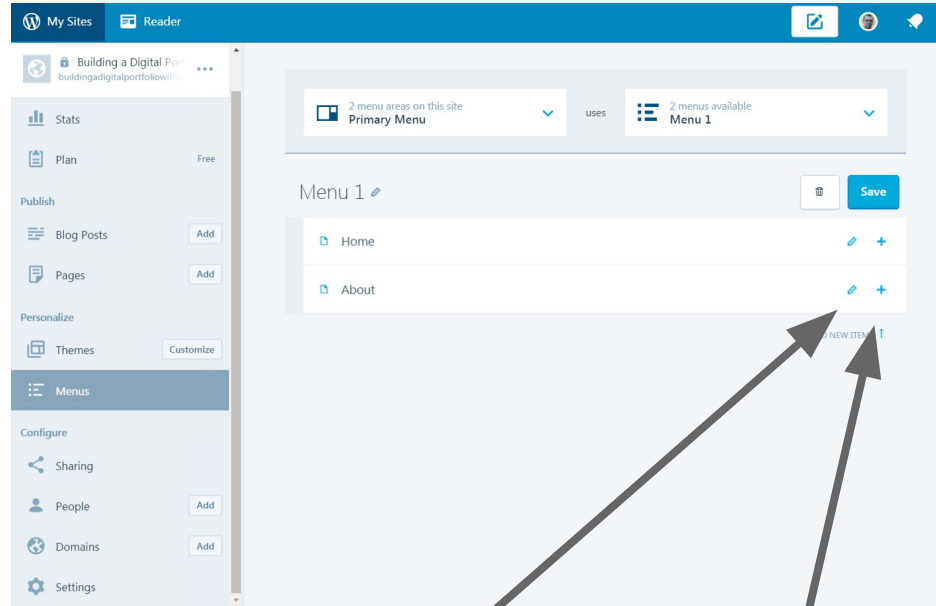

We're here, in the Menus control

Edit controls

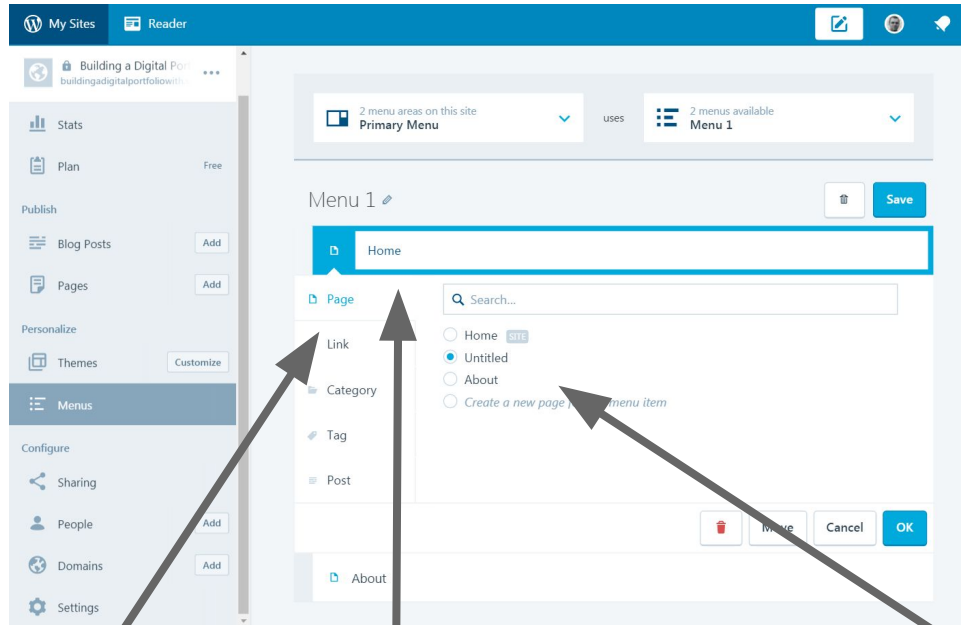New menu or submenu item

Wordpress: Configuring a Menu Item

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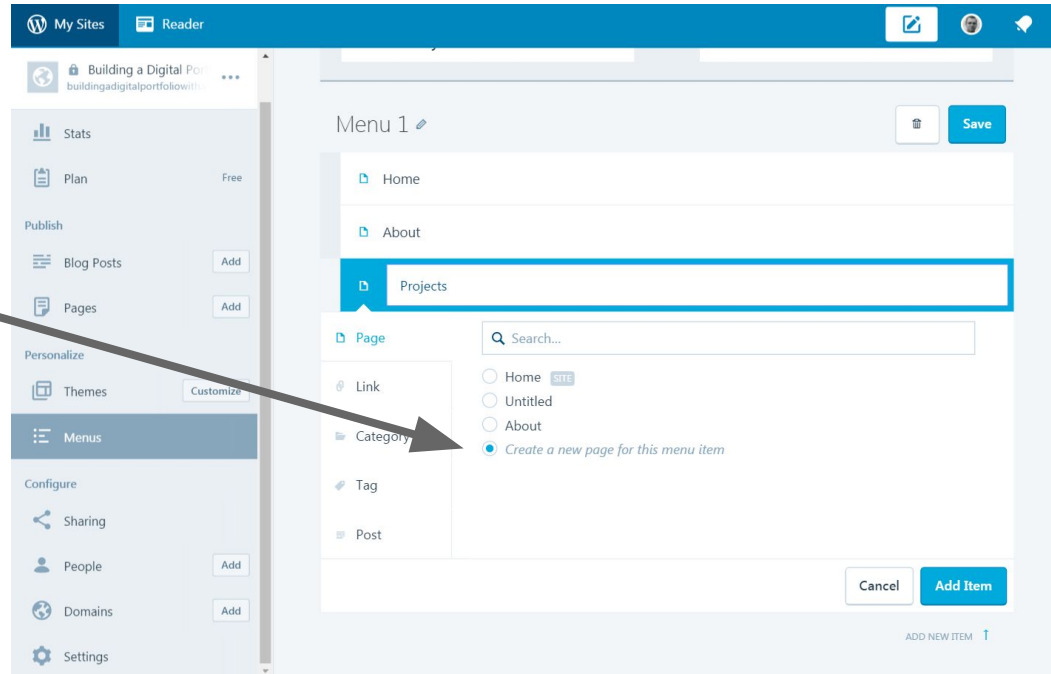
Change the menu item label

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/

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!

Clicking here lets you browse themes
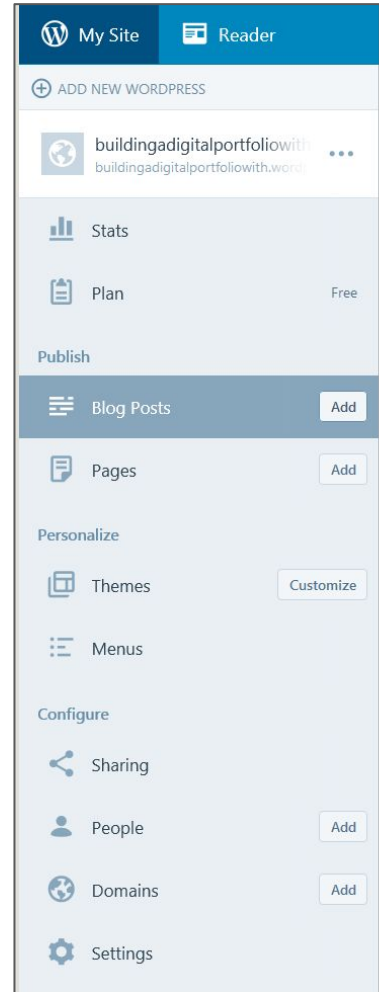
Learning how to learn more

➔ wordpress.com/help

➔ support.wordpress.com

➔ codex.wordpress.org

Learning how to learn more

The internet will make those bad words go away

Essential

Googling the Error Message

O RLY?

The Practical Developer
@ThePracticalDev
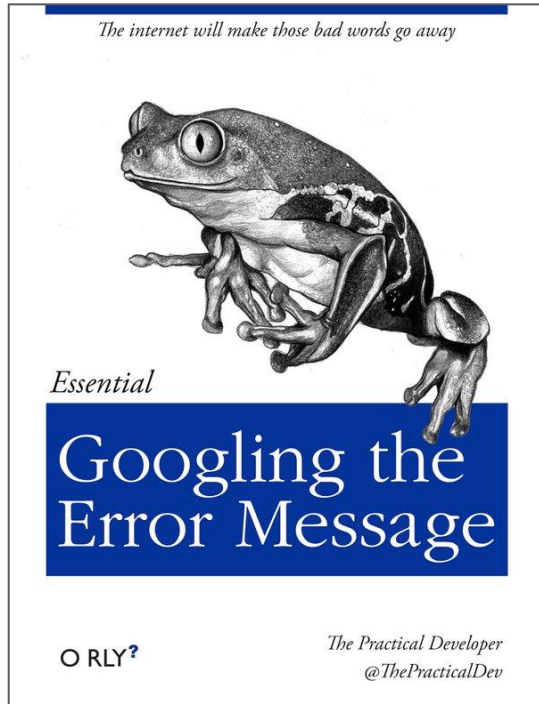
Play

Read

Watch

Learn from / teach to others

Google it

try "WordPress.com *thing*"

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
- ★ Embed an audio track from SoundCloud
  - ○ Your choice
- ★ Include a Twitter account timeline
  - ○ Use twitter widget ID: 297487559557251073
- ★ Embed a SlideShare slide deck
  - ○ Your choice

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.