

ePortfolio for students: Develop a Showcase ePortfolio

Why create a Showcase ePortfolio?

A Curriculum Vitae (CV) or resume is a summary of your experience and skills, often written in bullet points. “An ePortfolio brings the bullet points in a CV to life”¹ by providing a fuller and richer picture of your abilities and experience. Some employers ‘google’ your name before even considering giving you an interview, so you need to consider your digital identity, personal brand and online presence.

A Showcase ePortfolio can package your individual strengths, attributes and artefacts together in portable format for you to share and showcase yourself to wider audiences. You can create multiple ePortfolios depending on the persona, message or image you want to portray to different audiences (e.g. job interview, volunteering and award application). Below are the steps to get you started.

- STEP 1** **Plan** Identify, define and collect *PG 2*
- STEP 2** **Build** Content and structure *PG 4*
- STEP 3** **Design** Look and feel *PG 9*
- STEP 4** **Share** Market yourself *PG 10*

Showcase ePortfolio

A Showcase ePortfolio is a way to compile, share, promote and say “Here’s who I am, Here is what I can do” online. It will help you to establish your online identity, and present a well-rounded version of yourself.

Create your personal brand *(Source UQ Employability Centre)*

Your ePortfolio represents your personal brand. Personal branding is about creating an identify for yourself that highlights your unique qualities and attributes.



Why build a personal brand?

Your personal brand allows you to:

- Increases online visibility and market yourself
- Take control of the narrative on what drives you, your sense of self, your mission and purpose
- Cultivates self confidence, share your strengths, passions and accomplishments
- Build connections with like-minded peers and identify new opportunities
- Differentiate yourself from competitors

1. Who are you?

Your brand should be an authentic expression of who you are, what you value and what you would like to accomplish. Think about your:

- Skills, abilities, education, professional experiences
- Passions and personality
- Niche or specialisation

2. How are you perceived?

Your brand should be a reflection of your existing reputation or the way others view you. Think about:

- How your friends and family describe you
- How your professional colleagues describe you
- What Google says about you

3. What do you want to achieve?

When it comes to building a personal brand and job searching, who are you trying to reach and what industry do you want to work in? Think about:

- The sector you want to work in
- The target audience for your personal brand
- What your style is going to be

4. Narrow it down

The key to personal branding is finding your focus and sticking to it. Focus on being good at a few key things as a speciality can be a part of your brand.

5. Be consistent

It is important to be consistent with your brand and the choices that you make should be true to your brand. When you are confronted with a choice ask yourself if it is aligned with your brand? Stick with what you represent and know when to say no.

6. Flaunt it

You will know that you have your brand when you are passionate and proud of it. Reinforce it at every opportunity.

7. Let your brand come naturally

Your brand will evolve and change over time so embrace the changes and let it change. It should represent all aspects of you.

STEP 1 Plan: Identify, define and collect

1.1 Identify the purpose of ePortfolio

At its core, a Showcase ePortfolio functions as your personal brand website, where you can document and evidence your skills, experiences and learning. However an ePortfolio is not just a pile of work that accumulates over your studies. It should be a purposefully selected subset of your work that demonstrates who you are and what you can do.

A Showcase ePortfolio should have a purpose that guides which content you include. For example, do you want to demonstrate your academic growth? Then you might select items that illustrate the development of one or more skills and reflect upon the process that led to that development. Or do you want your ePortfolio to showcase the final products or your best work? In that case, the ePortfolio would contain samples that best exemplify your ability to apply relevant knowledge and skills.

It should have a theme that communicates an overarching message, and it should be aimed at a target audience.

Possible purpose:

- To demonstrate your learning or growth over time
- To demonstrate your competencies, experience, abilities, skills and strength
- To showcase the final products or your best work
- To communicate your philosophical approach
- To enhance your career placement and advancement



1.2 Define your theme

Spend some time thinking about your experiences, do they tie together, and are there common themes or styles that are consistent? Having a theme will help you create a more unified body of work and uncover the underlying threads that connect your experiences.

A theme does not need to be a word or phrase, it can be a concept that unifies your professional goals with your personal interests and experiences. It can be the:

- Particular persona you want to demonstrate
- Type of story you want to tell
- Image you want to portray

This can include academic, personal, job, volunteer, or extracurricular interests and experiences.

1.3 Define your target audience

The target audience is the person or particular group of people your ePortfolio is aimed. A well-defined target audience will help you to shape your structure, content and language of your ePortfolio to achieve the aim. Below are some questions to consider:

What do you hope to accomplish with this ePortfolio?

For example, to demonstrate:

- What you have learned?
- Who you are?
- Your professional skills & abilities?

Based on your answer, who would be the intended viewers or audience for this ePortfolio?

- Course Coordinators?
- University RHD?
- Accreditation Bodies?
- Potential employers?
- Potential clients?

What skills, ideas, experience and knowledge are relevant or important to your intended viewers or audience?

What concepts, theme (overall message) or key words/phrases should you include in your ePortfolio to appeal to your audience?

1.4 Collect and organise evidence and artefacts

The artefacts are the evidence that you use to display your skills, abilities, knowledge and/or learning. They can also be a representation of your experience, personal as well as academic and professional interests.

You will have produced work, projects, reports and papers throughout your study. The ePortfolio system includes a central online repository, "File Library" under "Work", for you to store not only your work from your study, but also store artefacts from personal activities and experiences including testimonials and personal references. You can store a wide range of materials from the start of your study, and build your database of experience. It is important to organise your materials so you can identify and find them easily. The following questions might help you decide which artefacts to include.

What skills, experience, or knowledge would you like to showcase or demonstrate?

Why include this experience? What did you learn or gain from the experience?

What document/s or media best represent this experience?

Below are some examples of a range of possible artefacts you could include in your ePortfolio.

Academic experience

Essays, assignments, papers, reports or case studies
Project products
Blueprints, rendering or models
Artwork or design
Recorded presentations or posters
Powerpoint presentation or slides
Video or audio projects
Product from collaborative or individual projects

Research experience

Lab reports
Technical reports
Grant proposals
Publications
Research philosophy
Conference presentations or slides

Internship, leadership, work, or volunteer experience

Flyers or brochures
Leadership philosophy
Videos or photos
Testimonials
Personal reference
Work history

Study Abroad programs

Blog or journal entries
Reflection of the experience
Videos or photos (participation)

Extra curricular activities

Cultural activities
Student clubs or organisations
Sports
Hobbies
Volunteer, non-profit or charity work

Skills or awards

Certificates or awards
Newspaper articles
Videos (demonstrative)
Badges



STEP 2 Build: content and structure

The purpose, theme and audience you have identified in Step 1 should drive the selection of content. The purpose is the goal of the Showcase ePortfolio, the theme is the message you want to communicate through ePortfolio, and your identified audience determines relevance of your material to be included as content.

2.1 What to include in your content?

Begin by thinking about the personal traits, academic and professional life that you might want to include. Then brainstorm what types of artefacts you have for each category. You do not need to include every artefact, only include artefacts that meet the purpose and audience needs that you have defined in Step 1.

Consider your ePortfolio as a “living” document that you can add, revise or assemble continuously. You can also create separate Showcase ePortfolios depending on the purpose. There are no set rules on what should be included in your Showcase ePortfolio as it’s your creative outlet to showcase or demonstrate your abilities, skills, experience and goals. However, consider the flow, journey or image you want to portray to readers. Consider the questions below to help plan the content you should include.

Is the content displayed in an organised and cohesive fashion?

Is the content representative for the purpose that is intended?

Is the content meeting the needs of the audience?

Below are a few options for you to use to articulate yourself.

Option A: Articulate your experience using “SEAL” *(Source UQ Employability Centre)*

1. Choose the event or experience that is relevant to the topic or the strength you want to demonstrate, reflect on the experience using SEAL process below to convert events into skills or strength.
2. Start with purposeful introduction, your opening needs to hook readers’ interest and convey why the experience is significant.
3. Paint a picture or tell a story to give the readers a clear idea of what happened, and your emotions, thoughts and actions.
4. Use artefacts, testimonials or references from people to evidence and support your growth or learning from the experience.
5. Think about how would you narrate or provide the whole picture of the experience to a stranger?
6. Conclude with how the experience has influenced you.

S (situation)	What happen during the event, incident, activity or task?
E (effect)	What was the new experience you had to deal with, or challenges you faced, what impact did they have on you?
A (action)	What action did you take or strategies did you used to deal with the challenges? Why did you choose to take the action you took?
L (learning)	What did you learn from it, what can you now do as a result? How would you handle a similar situation again in the future? Has this experience added to your development?

Option B: Use selection criteria to identify key skill set

1. Use selection criteria in job application as the topics (or headings).
2. Demonstrate your strengths with artefacts or experience reflection using SEAL, to address the specific professional skill requirement.

Selection criteria example

- Advanced interpersonal skills, including effective liaison and negotiation skills needed to develop and establish cooperative working relationships.
- Self-motivated with the ability to work under pressure, to adhere to strict deadlines, use initiative and to pay attention to detail.
- Excellent communication skills, both written and oral, including the ability to deliver group presentations and lead meetings.

Interpersonal Skills

Self-motivation

Communication Skills

Option C: Articulate your strengths

1. Go to EmployABILITY student starter kit at <http://student.developingemployability.edu.au>
2. Identify your unique strengths (employability) using the “Self-assessment tool”
3. Explore and access the activities available in “Student Resources” to help you articulate your strengths

2.2 Build your structure

Now you can build your ePortfolio structure by going into “My Coursework” in ePortfolio system, click on blue button “New Portfolio” to create new ePortfolio. Give the ePortfolio a name, and under “Table of Contents” select “Customizable table of contents” for a blank Portfolio with just the Home page. “Enable Table of Contents Edit Mode” to start building your pages and sub-pages.

The Showcase ePortfolio structure is how content is organised, and the flow or journey you want online readers to go through. A structured portfolio should be clear, thoughtful and easy for your audience to navigate. You need to consider how your artefacts, writing and visual elements are organised throughout your pages and/or sub-pages.

The screenshot shows the 'My Coursework' interface. At the top, there is a 'MENU' button and a 'My Coursework' header. Below the header, there is a 'My Portfolios' section with a 'Show Hidden' checkbox and a 'Portfolio Comments' notification. A blue 'New Portfolio' button is highlighted. Below this, there is a table with columns: Name, Table of Contents, Workspace, Department, and Modified. The table contains several rows of portfolio data. A modal window titled 'Create New Portfolio' is open, showing a 'Name' input field, a 'Table of Contents' dropdown menu (set to 'Customizable table of contents'), and a 'Workspace' dropdown menu. There are also links for 'What's this?' and 'Can't find your table of contents?'. At the bottom of the modal, there are 'Create' and 'Cancel' buttons. On the right side of the interface, there is a blue button labeled 'Enable Table of Contents Edit Mode' and a sidebar menu with items: Home, SKILLS & EXPERIENCE, Extra-Curricular, Work Samples, and Contact.

Consider the following sections in Table of Contents

Home (Welcome)

Summarise who you are and let your audience know what they will find in your ePortfolio.

Think about how you want to articulate your overall message or goals of this ePortfolio, and provide a brief description of what the readers will find in this ePortfolio.



Alice Cooper

Home

- SKILLS & EXPERIENCE
- Extra-Curricular
- Work Gallery: Design
 - Web Design
 - Mobile Apps
- Work Samples: Video
- Work Samples: User Experience
- Work Samples: Technology
- Contact

About Me

My name is Alice Cooper, I am currently completing my third-year studies in Bachelor of Multimedia Design at The University of Queensland. Through my academic and personal experiences, I have cultivated **adaptability, teamwork and problem-solving skills**. I have developed a strong **creative** and **open minded** personality through courses and hands-on studio work and industry projects in web, media creation, and various programming platforms.

I look forward to begin my career that will allow me to utilize and expand upon the knowledge and experience that I have developed in my studies.

Through this digital portfolio, a brief demonstration of my skills and experience, I hope to provide more insight as to who I am and what I have to offer.



POSITIVE

I am passionate about my work and always try to keep a positive attitude. A positive outlook pushes me through helps create quality content and energizes the amazing

CREATIVE

Creativity is something I bring to all projects. I always like to look at new project with fresh eyes. What is the strategy and the goal,

VERSATILE

Versatility is important to me because the more I can do and do well, the more I bring to the project. My skill set is broad and I enjoy

EFFICIENT

I understand how important it is to get things done efficiently. I work well under pressure, meet deadlines and can handle multiple

Your Profile or Professional Development

As you write your personal statement for your audience, think about what is important to you, how you view the world, and what your future goals are.

Keep in mind that you are writing your personal statement as a professional.

You can include:

- Personal or professional statement
- Resume
- Academic degree/s
- Awards and recognition
- Placement, internship and field work
- Certificates and licenses
- Badges
- Presentation, competitions
- On-and-off campus work experience
- Mentoring
- Research
- Personal blog
- LinkedIn profile

SKILLS

My skills range from design to coding to video production and social media strategy



Design
Web Design
Mobile Apps
Branding



User Experience
Information Architecture
Wireframing
Content Strategy



Video
Animation
Motion Graphics
Post-Production



Technology
HTML and CSS
JavaScript and jQuery
PHP AND ASPX

QUALIFICATION

Currently completing third year of Bachelor of Multimedia Design at The University of Queensland. Courses Completed:

- Year 1
 - Introduction to Software Engineering (CSES1001)
 - Design Thinking (DEED1100)
 - Introduction to Web Design (DECO1400)
 - Design Computing Studio 1 - Interactive Technology (DECO1800)
 - Introduction to Information Systems (INFS1200)
- Year 2
 - Programming in the Large (CSES2002)
 - Graphic Design (DECO2000)
 - Digital Prototyping (DECO2300)
 - Human-Computer Interaction (DECO2500)
 - Design Computing Studio 2 - Testing & Evaluation (DECO2800)
 - Digital Project (COMU3100) extra elective

Certificates

- MTA: IT Infrastructure - Mobility, 2016
- Adobe Certified Experts (ACE), 2016
- MTA: Microsoft Technology Associate - Fundamentals of IT, 2015

Badges



EXPERIENCE

JUNIOR DEVELOPER (PART-TIME)
 Cutting Razor Multimedia Agency
 SEPTEMBER 2016 - PRESENT

Working at the Agency, has given me the opportunity to see how things works in a REAL production agency. Here is also where I really started to make me appreciate how we can incorporate different media types to really attract customers interest and generate appetite to consume.

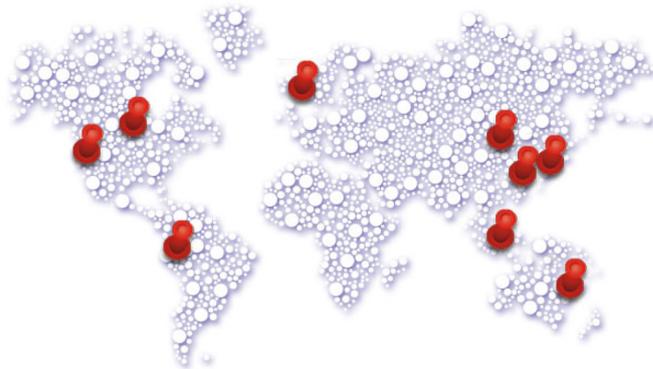
- User interface design for a range of software applications
- Application development and promotion
- Web and mobile design, development maintenance and support
- Online content management (CMS, CMB)
- Computer graphics and illustration
- Communication/promotional material production (printer and online)
- 2D animation
- Video post-production
- Creative maintenance

Other Activities/Experience or Extra-Curricular

Here is where you can demonstrate your personality, what your interests are and important or significant personal experiences that are not work-related.

Personal Experience

Countries I have visited (so far) ...



Most Favourite Destination (so far): **United Kingdom** (Love the mix of old and new)

Most Memorable Place (so far): **Quito, Ecuador** (What a BIG difference in lifestyle)

UQ Exchange Program, Semester 1 2016

Academic Experience

In my exchange semester last year, I took the opportunity to experience life in Japan and applied to study at Kyodai University in Kyoto. I always wanted to see their technology, their elaborate culture and tradition and interesting cuisines. One of the things I liked most about Kobe University was the huge range of courses on offer. I took an intensive morning course that was tough work but really REALLY improved my Japanese, and the University also offers more specific Japanese courses from absolute beginner to JLPT101, including Japanese for Sciences and Technology, JLPT preparation, Essay Writing and Kanji. However, what was a real draw card for me was being able to take regular classes in my home university major as well. This was a great opportunity to make Japanese friends, gain new perspectives on my studies, and put my language skills to the test.

I found the learning system to be very different than in Australia. There were three major partial assessment items during the semester, but almost every class there would be a small presentation, journal or homework task that counted towards the final grade. There was also a limited number of absences that you were allowed for each subject, and more than that would mean an immediate fail. Furthermore, the students all referred to the teacher as "先生" (sensei) which maintained quite distinct and formal roles.



Personal Experience

If I could give one piece of advice it would be **to take every opportunity**, even if you aren't totally comfortable with it. Because I jumped into so many different things, I was able to experience sides of Japan I otherwise never would have. **For example**, I went away for a weekend to rural Japan and spent the night

Work Samples

You may want to create a work sample section to support your professional development and other activities with more detail or to contextualise your involvement or what you achieved.

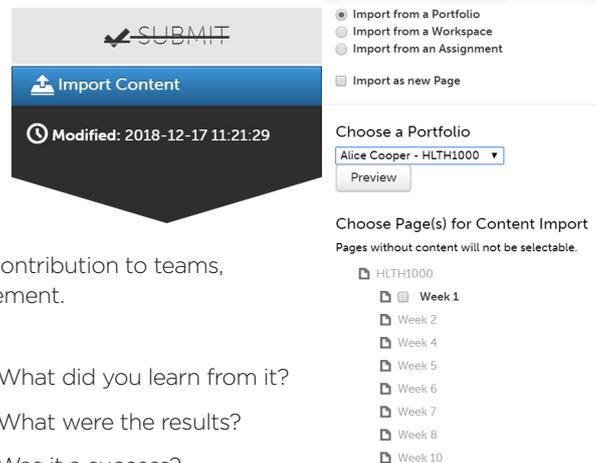
The ePortfolio system allows you to import content from other ePortfolios you have worked on.

You can apply reflective writing, “SEAL” in Step 2, to provide your audience with context on a piece of work, summarise your involvement and explain how it relates to your experiences.

You can provide a personal narrative of your experiences and/or projects to highlight your work and demonstrate your unique perspective. Team work can be demonstrated by highlighting your contribution to teams, providing readers an insight of your role/s, responsibility and achievement.

For example:

- What did you do?
- How have you done it?
- What inspired you?
- What did you learn from it?
- What were the results?
- Was it a success?



Alice Cooper

Home

SKILLS & EXPERIENCE

Extra-Curricular

Work Gallery: Design

Web Design

Mobile Apps

Work Samples: Video

Work Samples: User Experience

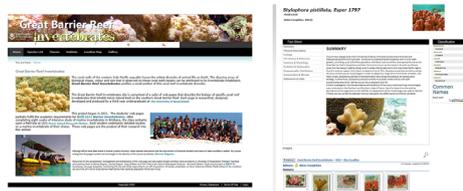
Work Samples: Technology

Contact

Web Design & Development

UQ Great Barrier Reef Invertebrates Student Research website (gbri.org.au)

This website formed part of the industry project assessment for "Digital Prototyping" (DECO2300)



Great Barrier Reef Students Research Report

ROLE	TASK	TOOLS
Web Developer	Establish an online space for UQ Marine Studies students to work and create report on their field trip to Heron Island.	HTML, ASPX, CSS, JavaScript/JQuery, Adobe Illustrator and Adobe Photoshop

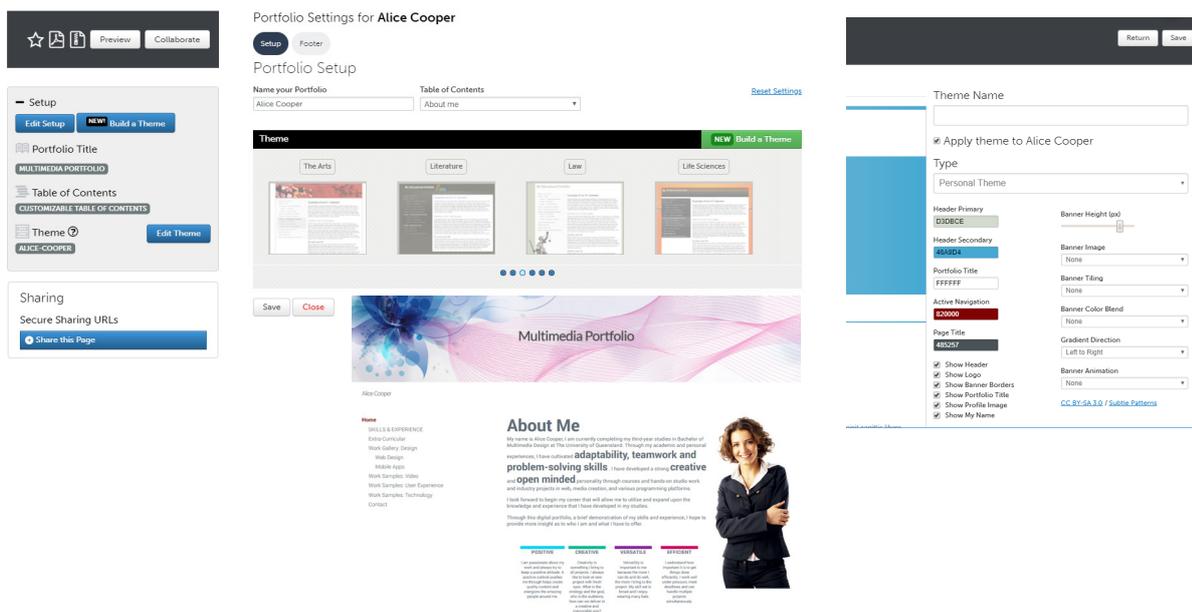
Always put your best work first

Your audience may not have time to click into everything that you have included in your ePortfolio, so make sure you order the artefacts and list your best work first.

STEP 3 Design: Look and feel

The visual elements of your Showcase ePortfolio are crucial to effectively communicate with your audience. The look and feel of the ePortfolio has an impact on the perception of your work and abilities.

The ePortfolio system provides a variety of pre-designed and customisable themes that you can use. The “**Setup**” feature enables you to choose a theme or build your own custom theme. To add your own banner image when creating your own theme, in “**Build a Theme**”, you would need to upload the banner image into the “**File Library**” first and for the image to appear in the dropdown menu under “**Banner Image**”.



Design Principles to Consider

Alignment

Everything on the page should have a connection to create a visual flow. Align items to give the page coherence. Do not place anything arbitrarily on the page.

Example: Create visual hard lines by aligning text and visual elements on a straight line. Interweave image with text using left, right or centred alignment.

Consistency/Repetition

Repeat some aspect of design throughout the entire page or ePortfolio. Repetition creates consistency and helps the reader to follow along the story or journey you are portraying.

Example: Repeat a design element such as an image (e.g. banner), font, colour or colour theme, or page layout.

Contrast

If two items are not exactly the same, make them very different. In general, high contrast provides more emphasis while low contrast provides less emphasis.

Example: Contrast a large font with a small font; a thick line with a thin line; a dark colour with a light colour; or widely spaced lines with closely packed lines.

Proximity

Group related items close to each other and space separate items far apart. Proximity ensures related items are seen as one cohesive group rather than a bunch of unrelated parts.

Example: Place an image and its caption or corresponding text close to each other.

Think of your ePortfolio as a website, like any professional website it needs to be functional and aesthetically pleasing to view.

STEP 4 Share: Market yourself

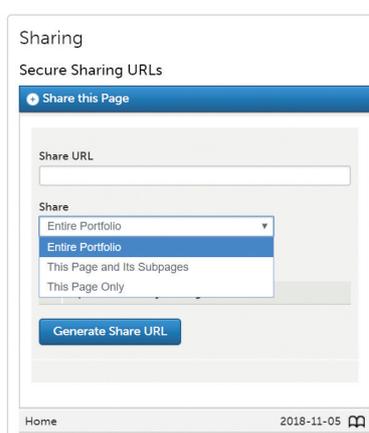
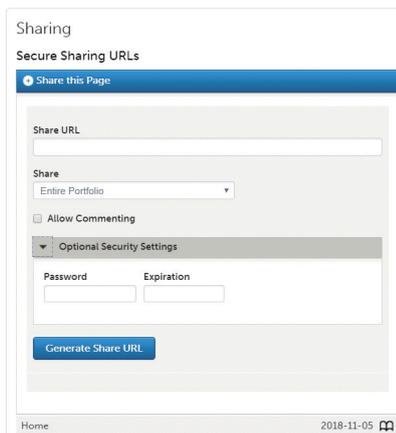
A Showcase ePortfolio, allows you to provide a fuller, richer picture of yourself online to any audience. Add your ePortfolio link to your LinkedIn and email signature, to make your work more visible and contribute to your online professional identity and personal brand.

Before sharing your ePortfolio it is recommended for you to complete the Employability and Social Media module from Library's Digital Essential website:

<https://web.library.uq.edu.au/research-tools-techniques/digital-essentials/employability>

<https://web.library.uq.edu.au/research-tools-techniques/digital-essentials/social-media>

You can generate a secured URL to share your ePortfolio in the "Sharing" panel. You can share the entire portfolio, particular section and its sub-pages or just one page, with optional password setting. Before you "Generate Share URL", ensure you have selected the landing or first page that you want online readers to see when they click on the URL. If you are sharing the entire portfolio, "Home" would be the usual page that viewer would start and should be selected in the Table of Contents as below.



Customizable table of contents

Enable Table of Contents Edit Mode

- Home
 - SKILLS & EXPERIENCE
 - Extra-Curricular
 - Work Gallery: Design
 - Web Design
 - Mobile Apps
 - Work Samples: Video
 - Work Samples: User Experience
 - Contact

Once you have generated the share URL, you can share your portfolio by email, Twitter, Facebook or LinkedIn.



Share your ePortfolio URL

- Shorten the generated Share URL using <https://tinyurl.com> or <https://bitly.com>
- Include the link in your email signature
- Place the link on your resume or cover letters
- Access your ePortfolio using portable device and refer to appropriate section of your ePortfolio during job interviews

Twitter

Share your ePortfolio with Twitter community "Hey! Check out my portfolio". Use hash tags to maximise the effect of your tweet.

Facebook

Make sure there are no inappropriate posts or photos on your wall in your public facing Facebook profile or the account you are using to share your ePortfolio. You can "Like" companies that you want to work for or in your industry. This is a great way to engage with relevant companies.

LinkedIn

LinkedIn is probably the most 'professional social media site for you to advertise yourself with your ePortfolio. You can get yourself noticed by posting discussions, linking to articles, following companies, adding connections and joining groups.

ePortfolio for students: Develop a Showcase ePortfolio v1.0

PLAN | BUILD | DESIGN | SHARE

PG 11

What you should know about privacy, copyright and ethical practice?

The public nature of the internet and ability to share your Showcase ePortfolio raise important questions about what to include in your ePortfolio and how to give appropriate credit. Any time you are using images or audio online you must be aware of copyright and permission of use. You should also be aware of your privacy and conscious of the information you share through your ePortfolio.

When using your ePortfolio, you must comply with the ePortfolio End User License Agreement that you have agreed to when you activated your account, and as well as UQ's [Student Charter policy](#).



ePortfolio end user license agreement

Privacy

You must not include any third-party private information in your ePortfolio. If you wish to use examples of your work that involve other people, e.g. a patient or another student, you need to de-identify or anonymise the person by using generalised statements. For example, "Group Member A, or Customer B, or patient X at ABC Hospital had the following etc."

Copyright

You must not include copyright materials that are not your own in your Showcase ePortfolio, unless you have the permission of use or attribute the author appropriately. Always check the license for use. Examples of third-party copyright materials include photographs, videos, published articles, or work produced by others.

You own the copyright of work you have submitted as assessment. However, if the work created as a group, the copyright is shared amongst all group members and attribution to all group members is required. The copyright of work you have created while under certain employment, e.g. part-time in a private company, the private company owns the copyright. You would need to seek permission from the private company to include in your ePortfolio.



Copyright © The University of Queensland

Ethical Practice

You must not include any material that is harmful to others, e.g. defamatory, abusive or threatening, in your Showcase ePortfolio. Be mindful of any cultural sensitivities online readers may have.

You might own the copyright of photos you take, however there may be issues around consent of the people within the photo. As a general rule, you do not need to seek permission of people who have incidentally being included in images taken by you at public place or public events, and can be included in your ePortfolio.

However, if you are taking an image in a private setting, or in a public setting where the person is the focus of the image, written consent is highly recommended. It can be an email agreeing for the images to be used.

In many situations where photos are taken, the parties might be known to each other, e.g. football team photo, it is considered that there is a sufficient 'implied' consent for the use.

Whenever in doubt, seek written or verbal consent of use.

For further information please visit the Digital Citizenship module from Library's Digital Essential website, <https://web.library.uq.edu.au/research-tools-techniques/digital-essentials>

Find and use third-party media *(Source UQ Central Library)*

You may want to use external or third-party media to enhance or strengthen your ePortfolio content or message. It is essential to respect other people's rights as creators.

You can include third-party images and copyright materials, without infringing the rights of the creator by including an attribution or agreeing to copyright licence. Failing to consider these factors could open you up to legal liability.

There are many ways you can access licensed work including:

- [Creative Commons](#) - public copyright licences with four variations of the licences, need to check the right of use and attribution requirement.
- [Pixabay.com](#) - free stock collection that can be copied, modified and distributed, cover under [Creative Commons CC0 1.0](#)
- [Unsplash.com](#) - the Unsplash licence allows for a non-exclusive copyright licence for commercial or non-commercial use, to share, modify, distribute, or perform. Attribution is not necessary.
- [Freesound.org](#) — database of sounds licensed under Creative Commons.
- [BBC Sound Effects](#) — contains over 16,000 sound effects are made available under a [RemArc](#) licence.

Creative Commons four variation of licences



or



BY (Attribution)

You must properly credit the creator of the work with creator's name, title of the work, licence of the work is made available, any copyright notes associated with the work and URL to the work. For example, [Digital Essentials](#) by [The University of Queensland](#) is licensed under [CC BY-NC-SA 4.0](#).



NC (Non-commercial)

You may not use this work for commercial purposes



ND (No Derivative Works)

You may not modify this work



SA (Share Alike)

If you remix, transform or modify the work, you must distribute it under the original licence

Attribution is the act of crediting an author or creator for their work. Attribution is similar to academic citation and referencing, a practice you may already be familiar with. Creative Commons licences indicate the attribution should include:

- Creator's name
- Title of the work
- Licence the work is made available under
- Any copyright notices associated with the work
- URL to the work

The attribution statement should appear as close to the work as possible. Please visit Creative Commons Australia's fact sheet on attribution for full details, <http://creativecommons.org.au/learn/fact-sheets/attribution/>

For further information please visit the Finding and Using Media module from Library's Digital Essential website, <https://web.library.uq.edu.au/research-tools-techniques/digital-essentials/finding-using-media>



Acknowledgement

This guide was a collaboration between Faculty of Health & Behavioural Science (HaBS), Faculty of Science-Students as Partners project, Institute for Teaching and Learning Innovation (ITaLI), UQ Employability Office, UQ Library Copyright Lawyer and Digital Literacy Team. Written by Jessica Tsai, HaBS eLearning Coordinator, in association with Dr Christine Slade (ITaLI), Kathleen Smeaton (UQ Central Library) and Anna Richards (UQ Employability Office).

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