

# Digital Portfolio

## Curriculum Package

### Overview

The following document contains curriculum resources that enable students to plan and build a professional portfolio website using [Wix.com](https://www.wix.com). Emphasis is on understanding of the Wix platform for basic web creation, personal branding, cultivating a consistent and effective online presence, and career development.

The curriculum resources are divided into three modules: PLAN, which provides reflection activities to help students choose content to showcase on their site; BRAND, which teaches students how to develop and demonstrate their personal brand on their website; and BUILD, which uses video tutorials and hands-on activities to familiarize students with the Wix Editor.

### Notes for Instructors and #WixCertified Opportunity

Every assignment or activity will include implementation notes and suggestions for teachers from the Wix Higher Ed curriculum developer. These notes will provide ideas for how to integrate the assignment into the class, how to use the assignments to plan student websites, and how the assignment might be adapted.

In addition, students in this course have the opportunity to submit their Wix websites to earn #WixExpert certification. The Wix Expert certification empowers students to connect their classroom learning to the expectations and tasks awaiting them in the world of work. Based on the work they are already completing for the course, students can earn industry-accredited certification that verifies their career-ready digital skills.

## Recommended Portfolio Templates

You can ask students to use one of the following templates to build their portfolio sites, to eliminate any potential pain points for students when they search or select a template that might not be ideal for a portfolio.

- [Resume and Projects template](#)
- [Business CV Template](#)
- [Personal Brand Showcase template](#)
- [Student Resume template](#)

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## Plan Module

Learning Objectives:

- Students will define goals and uses of an online portfolio.
- Students will practice communicating their accomplishments and experiences for different audiences who might view their portfolio.
- Students will plan and organize content for their site prior to site building.

## Homework: Brainstorming Site Content

### Learning Objectives:

- Select pieces of content to include in the portfolio;
- Reflect on how your chosen content represents your skills and experiences;
- Explain content for potential site visitors.

### Instructions:

In this activity, you will brainstorm and then choose 4 projects or pieces of content that will go on your site. Then, you will use the worksheet below to begin explaining the piece of content for a future site visitor. Your goal is to begin gathering content to include on your site, and to also consider why the content should be included. You should repeat this process for each project/piece of content you want to include on your site.

**Step 1:** Pick 2 projects or pieces of content from an ACADEMIC EXPERIENCE. This could be an assignment you did well on, or something that you feel showcases a specific skill. Give it a clear label/name in the left-hand column of the worksheet.

**Step 2:** Now explain this content by answering the questions in the right column of the worksheet. You may answer in short bullet points.

**Step 3:** Pick 2 more pieces of content, this time from a WORK/ INTERNSHIP/ LEADERSHIP/ VOLUNTEER experience (a resume is fine). Give it a clear label/name in the left-hand column of the worksheet.

**Step 4:** Now explain this content by answering the questions in the right column of the worksheet. You may answer in short bullet points.

*Example*

Name/Label For Content	Explain this content. What did you do? What were the results? Why would your audience care to see it? How does this content represent a specific skill or experience?
ECOLOGY REPORT	<ul style="list-style-type: none"><li>• Completed for 3rd year BIO 4000 Research seminar</li></ul>

	<ul style="list-style-type: none"><li>• Demonstrates my ability to collect and analyze field data</li><li>• Shows my research interests</li><li>• Shows how I can organize large amounts of information</li></ul>
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## Brainstorming Site Content Worksheet

<b>Name/Label For Content</b>	<b>Explain this content. What did you do? What were the results? Why would your audience care to see it? How does this content represent a specific skill or experience?</b>

## Lesson Plan: Writing Project Descriptions and Case Studies

In this lesson, students will tap into their writing skills to think critically about the kinds of messages they send when they write text (copy) for the web. They'll learn techniques for writing about themselves, their projects, and their experiences for a professional audience, and they will explore connections between storytelling and site content.

### Learning Objectives

- Students will explore techniques for writing for the web and for specific professional audiences.
- Students will apply knowledge by outlining ideas for site copy that describes their site content.

## Lecture: How to Effectively Present Your Projects and Experiences

For every project or experience you choose to showcase on your portfolio website, you need to include a short explanation or case study that describes your process of creating this project and the end result.

Remember that at the end of the day, you are the best possible person to be presenting your project – you know all the ins and outs and you were there every step of the way. A good rule is to remember that you're writing for real people that want to get to know you. You don't need to provide a very analytical, formal report of the project, but rather tell a short story that sets the tone and helps people get some insights into the way you work and your thought processes. Stick to your natural style and personality, while of course making sure to use appropriate language and correct grammar.

### Here's a little checklist of what to include in a project description or case study:

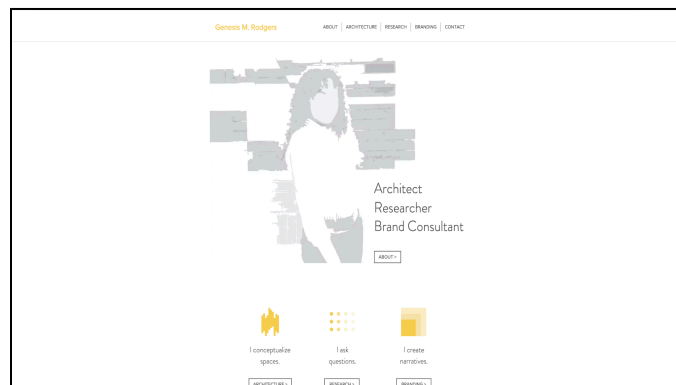
- ☐ A brief explanation summarizing what the project is all about.
- ☐ Background info, including what class you created the project in or what job asked you to complete it. This could also include explaining a volunteer experience or extracurricular activities in which you completed a special project or assignment.
- ☐ The goal of the project and a few words on the brief you were given.
- ☐ The duration of the project and how long it took to create/complete

- ☐ Remember to give credit to your teammates or partners and explain what your role in the project was.

Extras (these can add a nice touch to your case studies):

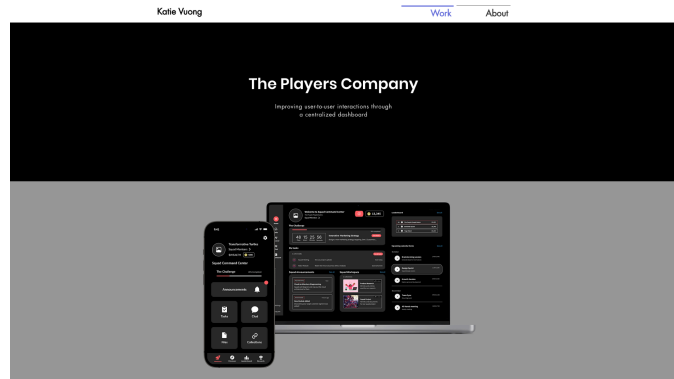
- ☐ A few details on your research for the project and the most interesting findings or insights.
- ☐ The main challenges you experienced.
- ☐ Lastly, sum up with a few words on the final result, including your main takeaways from the project and highlighting what was successful.

If you're concerned that all of these details will get too lengthy, see how [Genesis M Rodgers](#) has broken up her projects into 3 separate pages based on type. She then gives visitors a great visual and a short blurb with an option to get even more detail by clicking on the "View" buttons that accompany each project.

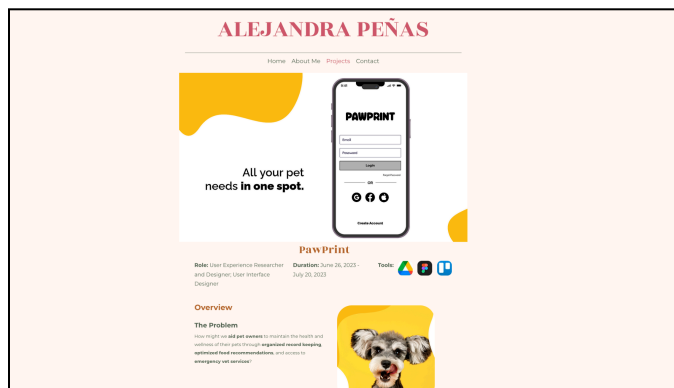


[Genesis M Rodgers](#)

Here's another amazing Project page from Katie Vuong, a cognitive science major at the University of Virginia.



[Katie Vuong](#)



## Activity: Project Description Exercises

Use the following 2 methods below to practice drafting a project description to put on your portfolio website.

### PAR = Problem, Action, Result

PARs are stories that describe Problems, Actions, and Results you've delivered in academic, professional, or other situations. PAR is also a method for answering interview questions that allows you to provide concrete examples of how you solved problems in specific situations. They make a memorable, positive impression and serve as compelling testimonials to your abilities.

You can use the PAR method when writing many job application materials (including your resume), but we will be using it to write the copy describing the projects we will showcase on our Projects page. Again, PARs are meant to



turn your work into relevant stories that show you in action—where you were effective, creative and resilient, rose to the occasion or saved the day.

For this activity, refer to your Brainstorming Site Content worksheet and select 2 pieces from it. Then take the explanation/reflection section and revise it according to the PAR Method. Follow these steps below:

**Problem = What was the problem you were trying to solve?**

*Ex. I was elected to the Campus Visiting Speakers Bureau for the 2016-2017 school year and was responsible for generating a slate of three to five speakers using a total budget of \$56,000. My objective was to generate a list of speakers for the Planning Committee that would make the final decision. The speakers needed to 1) appeal to the entire college community, 2) be available within our budget on a date when the auditorium was available, and 3) convey a motivational message consistent with our theme, "Social Responsibility In An Era of Change and Uncertainty."*

**Actions - What specific action did you take?**

*Ex. I solicited ideas for speakers from the rest of the Planning committee, students in my dorm, and my Marketing class. Then, I used their suggestions to help identify 15 speakers who would fit within our budget. I researched the speakers' career profiles, reviews of past speaking events, and their blogs. This narrowed my list to nine speakers who were appropriate for our theme and audience. I led three focus groups of a cross-section of 10 university students to generate a prioritized list of the nine speakers. I then reached out to the speakers' agents to check for scheduling availability and to verify fees, travel, and other requirements. From that, I had six names. I submitted the top five to the committee for their decision.*

**Results - What was the final result / final product?**

*Ex. The Planning Committee was "wowed" by the slate of speakers I submitted as well as my attention to detail. From my list, they selected motivational*

*speaker Cindy Jones to appear on September 15. We sold all 2,500 tickets, and Channel 9 did a story on her appearance at our event.*

Once you have answered the PAR questions in detail, you need to simplify and revise to make the information clear and accessible for your site visitors.

### 1. The S.T.A.R. format

The S.T.A.R. format comes from an area of behavioral interviewing in which there is an emphasis on giving concrete answers which are life-oriented, specific, and credible. You can also use the STAR format to help you unpack the story behind a piece of content in an effective way.

- **SITUATION:** What were the circumstances in which this piece of content was created?
- **TASK:** What were you asked to do? What duties did you perform?
- **ACTION/ATTITUDE:** What did you actually do? How did you do it?
- **RESULTS:** What happened after? What was the impact? What feedback did you receive?

**Learning Objectives:**

- Students will define what "branding" is.
- Students will discuss the importance of personal branding for a successful online presence.
- Students will apply insights to personal work, and make decisions about conveying their personal brand through their site content and design.

**Lesson Plan: Why Personal Branding Matters**

In this lesson, students will explore the idea of personal branding and learn its importance for their professional and personal goals. They will then strategize ways to establish their personal brand and present that brand on their portfolio website.

**Learning Objectives**

- Students will define what "branding" is.
- Students will discuss the importance of personal branding for a successful online presence.
- Students will identify ways to establish and take control of your personal brand.

**Lecture Part 1: What is Branding? (10-15 minutes)**

Look around you, and I bet you can spot at least five brands within hands reach. Brands are everywhere, from what we wear, to what we eat, to every piece of content we absorb throughout the day - both subconsciously and consciously. Good brands market themselves in a way that makes you remember them.

To get started, let's shout out some famous brands (*Instructor action → have students shout out brands and write them on the board, or show a slide with famous brand logos like apple, Coca Cola, Nike, LEGO etc.*)

Brands don't have to be famous; you are also a brand, whether you meant for that to happen or not. Because of this, you need to be responsible for your own personal branding. Whether you're applying for jobs or internships, or trying to make a name for yourself in a specific field or industry, branding matters. A lot. So in this lesson, we will explore how you can take control of your personal brand and allow it to empower you.

What is a personal brand, as opposed to a corporate one like we just looked at? A personal brand is a combination of your expertise, experience and personality. It includes your skills, job qualifications, and everything else that makes you, you. Your personal brand is synonymous with your reputation, and it can impact both your professional and personal life.

Defining your personal brand allows you to emphasize and visualize your strengths and passions to help set you apart from everyone else. It also ensures that people see you in the way you want them to see you. The best part about all of this is that it comes with many benefits for you:

**Become more relatable.** In other words, become more ‘human’ and less ‘markety’ by revealing more about yourself, your values, and your personality.

**Establish an identity people recognize and trust.** Personal branding ensures that people know what to come to you for, and that they will be able to rely on you for specific things.

**Get more opportunities.** With a strong brand, you will most likely be exposed to more interviews, job offers, promotions, contacts, clients, and more. Defining your personal brand also allows you to identify the opportunities you truly want to pursue and are passionate about.

**Differentiate yourself.** Building a brand will allow you to show off unique characteristics about yourself that set you apart from others in your area of specialization.

Your digital portfolio website reflects and promotes your personal brand, both in the content you choose to put on your site and the design choices you make on the site. Branding is a form of creating a relationship with people, and if your website showcases your personal brand, you can create a relationship with your site visitors and leave them with a powerful impression of who you are as a person, a job candidate, and a professional.

[Activity: Personal Brand Worksheet](#)

**Learning Objectives:**

- Identify qualities and characteristics that make you, YOU
- Identify skills, values and passions that are central to your personal and professional goals
- Develop 3 keywords or sentences that best describe your brand attributes

Answer these questions to help you uncover and craft a clear, powerful personal brand message that will resonate with your target audience and future site visitors.

1. What are you most passionate about? What do you care deeply about?

\*Think about the activities, interests, situations, and challenges that fascinate or excite you and energize you. Your passions are the things you can't wait to get to each day and feel cheated when you don't get the opportunity to do them. How do your passions converge with what you are best at doing?

2. What are your top 3-4 personal attributes-- the things that define how you make things happen?

\*Your personal brand attributes are the words you would use to define your personality, or the value that you offer. Examples include collaborative, resilient, compassionate, responsible, communicator, ethical, or genuine. You could start by asking your friends, family and coworkers to describe your personality using 3 to 4 adjectives. Which personality traits do they use to describe you? Now you try: what 3-4 adjectives would you use to define your personality?

Inventive	Leader	Compassionate	Devoted	Open Minded	Wise
Exciting	Literate	Incredible	Candid	Competitive	Sensitive
Thoughtful	Logical	Independent	Rebellious	Modest	Humorous
Powerful	Initiator	Ambitious	Cooperative	Courageous	Sensible

Practical	Original	Mediator	Trustworthy	Enthusiastic	Sincere
Proactive	Outgoing	Emotional	Interesting	Enterprising	Skilled
Productive	Particular	Cheerful	Risk-taking	Empathetic	Responsible
Professional	Patient	Forgiving	Easy going	Organized	Listener
Achiever	Positive	Insightful	Understanding	Focused	Helpful
Knowledgeable	Consistent	Generous	Quirky	Genuine	Personable

3. What specific professional experiences reflect your strengths and values? What are your 3-4 greatest strengths that have benefited or helped others around you?

For this, think about what a colleague, friend, sibling, employer, or teacher would say about you. Here's some examples:

*Ex. Identifying problems, seeing the details, leading, delegating, performing analysis, fact finding, crunching numbers, anticipating risk, motivating, mentoring, innovating, managing conflict, writing, listening, communicating.*

4. What do you have to offer that no one else does? What makes you unique and sets you apart from your peers?

5. Put it all together: Identify the 3 words or phrases that reflect your personal brand's attributes

*Ex. Actor, singer, writer; UX Designer, Illustrator, Dog-Enthusiast; Positive problem-solving data analyst*



## Lesson Plan: The “About Me” Statement

### Learning Objectives

- Students will identify characteristics of successful ‘About Me’ statements.
- Students will plan an effective “About Me” statement that summarizes their skills and represents their personal brand.

### Lecture: How to Write Professional Statements About Yourself

Challenging as it may be to talk about yourself and your work, your life as a professional will demand that you be able to do this well. People are going to ask you to introduce yourself, talk about your projects, your experience, and your way of working.

We are going to practice how to write about ourselves and our work by starting small, with the “About Me” statement. An “About Me” statement is a short paragraph in which you introduce yourself. Typically, people place their “About Me” statement on the “About” page of their professional website, as well as on their social media pages and other networking platforms. Your “About Me” statement could also take the form of a short personal introduction on your homepage.

Depending on your audience and goals, your “About Me” statement can highlight your personal interests, your professional achievements, or a mix of both. Here are some elements an about me statement might include:

- Job title or workplace
- University degree and other qualifications
- Hometown or city of residence
- Personal or professional goals
- Mission statement and values
- Skills and expertise
- Interests and hobbies

The goal of writing your “About Me” statement is to provide people with a snapshot of who you are. And the most effective ones are both professional and concise. Here’s how to write an “About Me” statement that suits your portfolio site:



**Introduce yourself:** State your first name and last name (sounds obvious, but you'd be surprised). Choose whether you want to introduce yourself in the first or third person, i.e. "My name is Samantha Green" vs. "Samantha Green is..."

- There isn't an exact rule about whether first or third person is better; since the "About Me" statement is a piece of personal writing, first person is acceptable. Sometimes, depending on the field you are studying or working in, third person can sound more professional or formal. You will also see people with long work histories use third person. But it really all comes down to the tone of voice you want to use and how you want to reflect your personal brand through your writing.

**State your company/brand name/who you work for/where you go to school:** Think about whether you want your bio to represent yourself on a personal level, or whether you'd like it to come across as more professional. If you have a personal brand or business - for example, a blog, freelance business or eCommerce site - be sure to mention your brand name at the beginning of your bio. Don't be afraid if the name sounds simple or redundant. It's perfectly fine, for instance, to say *Mary Smith is the founder and CEO of Smith Digital*.

- Likewise, feel free to mention the name of another company or brand that you work for if you'd like to associate it with your professional accomplishments - e.g., *Mary Smith is a consultant at Google and the founder and CEO of Smith Digital*.
- If you are still in school, mention what school you attend, your area of study and what year you are at in your study, ie *"Mary Smith is a junior at Westphalia University, where she is pursuing a degree in astrophysics with a minor in Russian literature."*

**Discuss your passions and values:** This is one of the most important elements to focus on as you write your "About Me" statement because it is the place where you bring everything together to highlight your personal brand.

- Remember your personal branding worksheet? Use it to think about the values and passions underlying your work, as well as your professional philosophy. What gets you up in the morning? What's the driving force behind what you do?

- You can also think of this part of your “About Me” as a kind of mission statement. Perhaps your mission is to serve others, contribute to society, grow your expertise or learn new skills. Whatever your reasons, expanding upon these ideas can help your audience get a better understanding of what truly matters to you.

**Explain your current professional role OR the professional role you want to**

**pursue after graduation:** Briefly explain your current position, if you have one. This is relevant whether you’re a beginner in your field or a high-level specialist, and it can be similar to the description you have on your resume. Alternatively, you can explain what role or position you want to pursue in your field of study, which helps paint a picture of who you are and what you have to offer.

*Ex. As an astrophysicist, Mary values analyzing data of satellites and telescopes, and use theoretical models to compare this data and align images"*

*Ex. Hello! I’m Mary Smith, an astrophysics major at Westphalia University and an aspiring aeronautics engineer.*

**Include professional achievements:** Highlight milestones that make you stand out. Even if you haven’t won an award or gained external recognition, you can discuss ways in which you’ve contributed new ideas or approaches to emphasize what you bring to the table. You can refer to your “Brainstorming Site Content” worksheets for help with this.

**Mention Your Personal Interests:** The most effective short bios will not only focus on your professional experience, but will also touch on what you like to do in your spare time. Consider mentioning:

- Your family
- Your hometown
- Your hobbies
- Side projects you’re working on

Transitioning to a more casual discussion of who you are outside of work is a great way to conclude your bio. This will present you as a more well-rounded person while making you relatable for your audience.

Here are some more writing tips to keep in mind when writing your “About Me” statement:

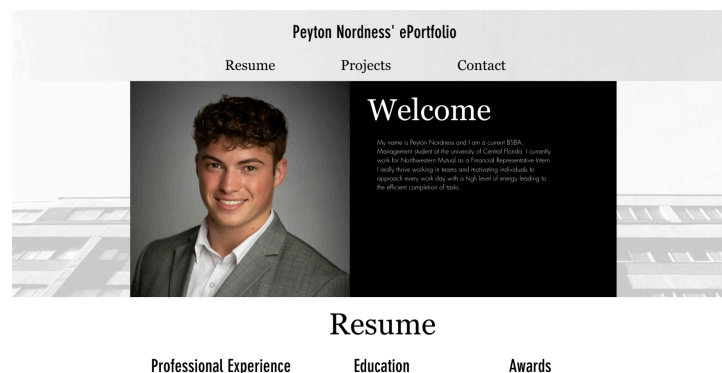
- **Keep it concise:** Your bio should be sufficiently explanatory, but it should also be short and to the point. A good rule of thumb is to keep each element of your bio - from your job description to your mission statement and hobbies - to about 1-2 sentences. That way, you’ll end up with a brief paragraph that holds your readers’ attention without rambling on.
- **Consider your audience:** The voice and tone you choose for your “About Me” statement largely depends on your audience and personal goals. If you’re looking for a job and are writing primarily for recruiters, you’ll want to use a serious, professional tone. On the other hand, if you’re creating an Instagram bio, consider using more casual, conversational language that reflects your personality. Try to avoid using extremely professional jargon that other people outside your circle won’t understand. Same goes for buzzwords—just like trends, you shouldn’t use them if they don’t work for you personally.
- **Link to your website:** When writing a bio for a platform other than your own website - a social media page, another company page, or a guest blog or publication - remember to include a link to your website. This will help you promote your website while highlighting your professionalism and authority.
- **Adapt for different platforms:** You’ll most likely need to adapt the length and writing style of your biography to suit different platforms. For example, you may place a longer bio on your website’s About page and a shorter one on your LinkedIn page. In these cases, use the same main principles for writing a bio while scaling down the most important elements.

Coming up with a personal description might seem tough. But there are times when it’s essential, and by following these tips, you can create a powerful “About Me” statement that helps you stand out in your field and allows your audience to get to know you better.

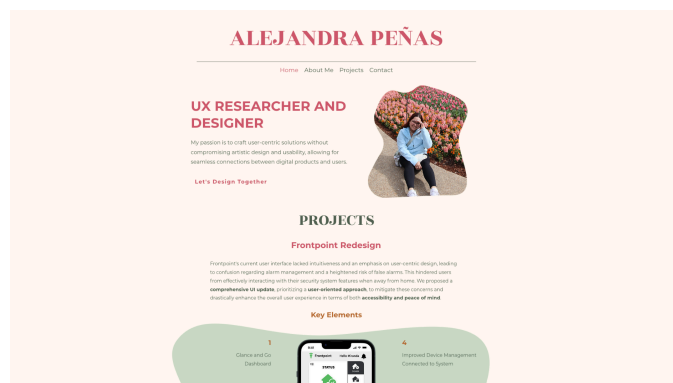
## Activity: What's the Story? (15-20 mins, with 5 for sharing findings)

**Note for Instructors:** In an online, asynchronous class, you can simply provide these websites as examples of “About Me” statements by real students, and ask students to view the sites and analyze their About Me statements on their own. You could also turn this into a writing assignment for the class discussion board.

**Instructions:** Let's analyze an About Me statement from a Wix site. Navigate to each of the student portfolio websites below. Then, use the questions below to assess whether their homepage and About Me statements tell a successful story about the site creator. Then, put together a diagnosis that explains in a few sentences how the site's “About Me” statement excels and/or what it could do better. Be prepared to share your diagnosis with the class.



[Peyton Nordness](#), Management, University of Central Florida



[Alejandra Peñas](#), Mathematics, Florida International University

- *Who is the site creator? Do they clearly answer the question “Who are you”? Why or why not?*
- *Can you identify what the site creator does/why their website exists?*
- *Is it clear how to move through the site based on the homepage? Is there a CTA and what is it telling you to do next?*
- *Does the homepage reflect the site creator’s personal brand? How would you describe their brand in 3 words?*

## Homework: “About Me” Statement Template

Fill out the template below to begin drafting your “About Me” statement. Refer back to the lecture points and website examples to use as models for your own short sentences. You may also adapt material from your “Personal Branding” worksheet. Once you’ve filled in this template, put it all together into a single paragraph to create an initial framework for your “About Me” statement.

**Sentence 1:** [Name] is a [job title] who [job description].

*E.g., Lisa Green is an English teacher who teaches beginning to advanced literature courses for 10th and 11th grade students at Bloomfield High School.*

*E.g. My name is Shannon Scott, and I am a senior at the University of Chicago, where I study biology and chemistry.*

**Sentence 2:** [Name] believes that [why you do the work you do].

*E.g., Lisa believes that written and analytical skills are not only a fundamental part of academic excellence, but are also the building blocks of critical thinking in high school and beyond.*

**Sentence 3:** [Name/pronoun] has [mention your achievements].

*E.g., In addition to managing the English curriculum for the school, she runs an after school program where she works one-on-one with students.*

**Sentence 4:** [Name/pronoun] is a [mention any relevant awards, training or honors].

*E.g., She has also been nominated Teacher of the Year for two consecutive years.*

**Sentence 5:** [Name/pronoun] holds a [insert degree] in [field of study] from [university].

*E.g., Lisa holds a BA in Creative Writing and a Master's Degree in Teaching from the University of Michigan.*

## In-class Activity: Your 30 Second Elevator Pitch

Using your “About Me” statement as a guide, we’re going to create a 30 second elevator pitch that summarizes who you are and what you offer. Our audience for this summary is busy recruiters and hiring managers on LinkedIn, but remember that you can use your professional summary across your social platforms, including on Instagram, Behance, Twitter, Dribbble, etc.

### Step 1: Who are you, really?

In a nutshell, what are you known for? What is your value proposition? What's your identity? And how does your work and skills help other people?

Take sentences 1-2 of your About Me, and use them to craft this statement of your value. Here's an example from part of a LinkedIn summary by a student we'll call “Alex”:

*“Every day, I protect sensitive information on thousands of people from hackers and cyberattacks.”*

At Alex’s professional core, that's the work he does AND how his work improves the lives of other people.

### Step 2: What do you do?

Now take the opening line a bit deeper, but remember the 30-second rule. This is no time to delve into three huge paragraphs on everything you've ever done. INstead, take the bare bones of your About Me and flesh it out with specific details, like:

- Your title and company
- BRIEFLY what you do at the job
- Again, how your job helps people
- Specialties or areas of expertise if you need to describe your role a bit further

Here's the continuation of Alex’s LinkedIn profile summary example:

*“As an **information security analyst** at **Acme Hospital System** in Sacramento, I **manage** the day-to-day flow of information into and out of five hospitals and two emergency centers. With a focus on **database management**, my job **ensures** critical computer systems, medical files, and patient history remain active and never fail. My team and I stay **updated on the latest trends** in information security to not only keep Acme Hospital System safe but also on the cutting edge.”*

**Step 3: Bring 'em home**

In the final step, put a stamp on your professional summary. By now the reader knows who you are and what you do. Now, finish out with a strong “closer” sentence.

Similar to your opening line, what's your mission as a working professional? What are you passionate about? How does your passion help other people?

For this closing sentence of the professional summary, turn to your personal brand keywords and the work you did articulating your personal brand values.

Here's the LinkedIn summary example from Alex's closing line:

*“A hospital never sleeps, and the same goes for IT. If everything runs smoothly and nothing suffers a glitch, then I know I did my job.”*



## Build Module

Learning Objectives:

- Students will understand and utilize the Wix Editor to build a portfolio site.
- Students will incorporate layout and design elements consistently.
- Students will design their site for a specific audience and purpose.

### Video Tutorials: Wix Editor Basics

**Notes for Instructors:** You can choose to have students watch these tutorials before or after the Wix workshop; the videos will serve either as an intro to Wix or as a refresher for students as they finish constructing their sites. You can then ask students to complete the knowledge checks and hands-on activities listed below to apply what they learn from the videos on their own portfolio websites.

- Wix Learn Video 1: [Start Creating Your Website](#)
- Wix Learn Video 2: [Customize Images and Galleries](#)
- Wix Learn Video 3: [Customize Your Site Design](#)

### Recommended Portfolio Templates

You can ask students to use one of the following templates to build their portfolio sites, to eliminate any potential pain points for students when they search or select a template that might not be ideal for a portfolio.

- [Resume and Projects template](#)
- [Business CV Template](#)
- [CV template](#)
- [Personal Brand Showcase template](#)
- [Student Resume template](#)

### Website Planning Worksheet

**Duration:** 20-25 minutes, to be completed for homework

**Learning Objectives:** By completing this worksheet, students will apply knowledge to plan their portfolio website. They will use this worksheet to guide them as they start building their websites.

**What do you want visitors to do on your website? Check relevant options below:**

- ☐ Subscribe
- ☐ Purchase
- ☐ Download my resume
- ☐ Learn more about me
- ☐ Set up meetings
- ☐ Leave their information
- ☐ RSVP
- ☐ Book services
- ☐ Buy tickets
- ☐ Other (write it in here)

**What do you want to get out of your website? Check relevant options below, or write it in:**

- ☐ Sales
- ☐ Have people book my services
- ☐ Data
- ☐ Generate leads
- ☐ Advertise myself
- ☐ Advertise an event
- ☐ Promote an upcoming sale
- ☐ Test something new
- ☐ Other (write it in here)

**Put it all together. Write out your site goal.**

The goal for my website is:

---

*Tip: Try to be as specific as possible. For example, instead of writing, "I want to get a job," you might write, "I want to get an editor job at Vogue." Or "I want investors to learn about a venture opportunity I built in my Entrepreneurship course."*

**Your One Liner/Headline**

A shorter version of your "About Me," this short statement sums up who you are and your website's value proposition - i.e. why your experience, background, and skills matter.

<b>Who are you?</b>	
<b>What do you do?</b>	
<b>How does your work/skills help others?</b>	

### **Calls to Action**

What buttons or links will your users click on to begin engaging with your site? Give them creative titles that will make them interested. We have given two examples to begin with: “Download My Resume” or “Learn More About My Work”

Now create 1-2 calls to action for your own site.

1.

2.

### **Plan Your Website Content**

In the table below, list 3 pieces of content you want to put on your website. If this is a portfolio site, this content could be a course project, volunteer or employment activities, or stuff you do in your free-time. If you are building a business website, this content could be product photos and videos, a mission statement, a company description etc.

<b>Content Name/Title</b>	<b>Short Description</b>	<b>Page it lives on</b>

**Contact Information**

Email	
LinkedIn	
Twitter or Instagram	
Additional Links	

## Homework: Basic Portfolio Site Building

Begin by choosing a template and start drafting your portfolio website. Remember, pick a template that appears to align with your site planning assignments. You can see what the template looks like by clicking “Preview” and “Full Preview”.

Once you pick a template and click edit, spend some time just exploring the template, its pages, and how it is laid out. You want to just get familiar with what the template offers so you know what you might want to keep and what you might want to change or delete.

Then, when you are ready, complete the following tasks to begin the process of building your site:

- ☐ Pages: Make sure you have a “Homepage,” “About,” “Projects,” and “Contact.” If your template comes with additional pages that don’t match these categories, delete them.
- ☐ View your Site Design, and decide if you want to change your site theme colors based on your mood boards and other planning assignments.
- ☐ Pick a background: Play around with different colors, images, and videos. You can always change or adjust this later, but get familiar with the background tools themselves and the Wix Media Library.
- ☐ Design Your Header: Your header should include your name and a menu that links to the pages you created above. Play around with the design of your header by changing colors and fonts as well

### Activity: Basic Editor Knowledge Checks

**Note for Instructors:** You could turn these knowledge checks into quizzes in your LMS. The quiz would essentially be a “completion check” type of assessment, but it’s one option for providing students with checkpoints as they work on their websites.

**Instructions:** Based on what you learned in the Wix Learn videos, complete the following knowledge checks.


#### Text Knowledge Check:

- ☐ Add a header to your site and customize it’s font, color, size.
- ☐ Add a paragraph to your site and customize it.
- ☐ Link the text to another part of your site.

#### Image Knowledge Check:

- ☐ Add an image from the Wix Media Library and crop it.
- ☐ Upload one of your own images to your Media library.
- ☐ Change an image from the template based on the video.

#### Button Knowledge Check:

- ☐ Add a new button to your site and change it’s design
- ☐ Add text and an icon to your button
- ☐ Link the CTA button to another page on your site, then try linking it to another webpage (click the  Link icon).


## Activity: Optimize Your Portfolio Site for Mobile

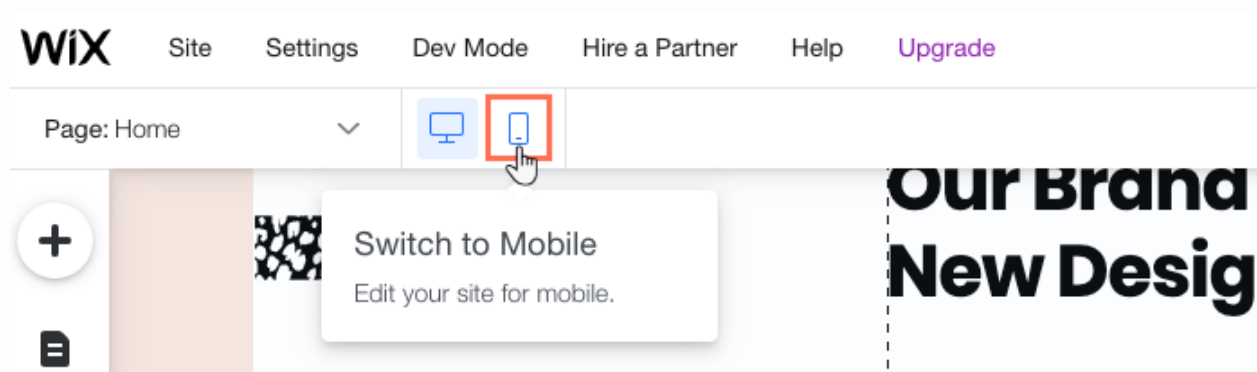
Ask students to watch this video for homework to understand how the Wix Mobile editor works:

- Wix Learn Video: [Optimize Your Site for Mobile](#)

Since everyone uses different kinds of screens to look at information online, we need to make sure that our portfolio sites can be accessed from all kinds of screens, including mobile phones and tablets.

With Wix, your desktop view is automatically converted to a mobile-friendly view. The desktop and mobile versions of your site represent different viewing modes of the same site; they are not separate sites. But it's important to continually check the mobile view because changes to your desktop view affect your mobile-friendly view, though changes to your mobile-friendly view are not reflected on your desktop view.

You can access the mobile Editor anytime by clicking the Mobile icon  on the top of the Editor.



Your mobile view is a reflection of your desktop view, which means it displays all the same elements and content. Your fonts, images and elements are automatically resized for optimal view, which gives you time to make the mobile experience truly unique.

Remember that the mobile Editor gives you full creative freedom while adjusting your site to mobile. You can make small adjustments and keep the same feel, or create a different look just for mobile. The design changes you make on mobile don't affect your desktop version.

Here are things you can adjust or change between your mobile and desktop versions of your site:

- ☐ Change image size
- ☐ Drag and drop elements
- ☐ Hide an element
- ☐ Change size of text
- ☐ Add “back to top” button
- ☐ Add animation to an element
- ☐ Reorder your page sections
- ☐ Change a page’s background

**Note for Instructor:** Students should publish their sites after completing the mobile editor activities.



## More Resources for Instructors

### Sample Student Portfolios

Ivy Chen, Fashion Design/Illustration, Parsons: [www.akaivyc.com](http://www.akaivyc.com)

Alejandra Peñas , Mathematics, Florida International University:

<https://www.alejandrapenas.com/>

Amanda Jean, Graphic Design, Eastern Michigan University:

<https://www.amandajeandesign.com/>

Marcus Jones, Animator/Illustrator, Memphis College of Art:

<https://www.marcusjonesart.com/>

John Harmon Cooper, Acting, Yale: <https://www.johnharmoncooper.com/>

Libby Peterson, Journalism, University of Indiana: <https://www.libbypeterson.com/>

Peyton Nordness, Management, University of Central Florida:

<https://peytoninordness6.wixsite.com/peytonnordness>

Brian Avila, Real Estate Major, University of Central Florida:

<https://bavila0.wixsite.com/brianaavila>

Rylee DeWitt: Sport Management, Washington State University and MBA, Seattle

University: <https://rdewitt4.wixsite.com/rdewitt/work>

### Recommended Portfolio Templates

You can ask students to use one of the following templates to build their portfolio sites, to eliminate any potential pain points for students when they search or select a template that might not be ideal for a portfolio.

- [Resume and Projects template](#)
- [Business CV Template](#)
- [CV template](#)
- [Personal Brand Showcase template](#)
- [Student Resume template](#)

### Reading and Resources

- [5 Questions Your Homepage Must Answer](#)
- [How to Write a Professional Bio](#)
- [How to Write Your Best Personal Statement](#)
- [How to Make a Personal Website: A Step by Step Guide](#)
- [What is Branding? A Comprehensive Guide](#)
- [Best Portfolio Websites to Fuel Your Inspiration](#)

### Helpful Wix Links

- [Wix Help Center](#)
- [Wix Learn](#)
- [Wix Blog](#)