

Hey, Dr. McDaniel:

Below is information on three different free online portfolios (carbonmade.com, writersresidence.com, leadyou.com), If you think this would be of use to your Capstone courses, feel free to just copy and paste it on your website or in an email to students. Sorry it has taken me so long to email you!

Carbonmade

Audience:

Carbonmade.com is visually oriented so its target clients are photographers, graphic designers and others who want to use an online portfolio to showcase their work visually. Each portfolio enables the user to write a description of the portfolio as a whole and to also write captions for each page. This allows room for the user to explain their work, but beyond this, the user must first modify each page to incorporate the extra content needed and then upload the page to the portfolio has either a jpeg or a pdf. Writers should be advised to stay away from this website because its functions are not ideal for written works.

Usability:

The usability of Carbonmade is simple. Sign up for free with an existing email account, and begin creating an online portfolio. While using a free account, users are able to upload five projects, complete with 36 photos or slides, but have zero videos. The projects are designed to showcase different work the user has accomplished and intend potential clients or job seekers to see. On the top right corner of the screen are the tabs for “work” and “about”. The “work” tab contains the projects and slides, and the “about” tab contains personal and contact information.

Upload photos, write a brief description, and the portfolio is finished! The site is designed for simplicity. The homepage contains handpicked examples of portfolios to provide users with references. All of these portfolios are very impressive and prestigious, which makes them excellent resources for inspiration.

Appearance:

Each portfolio looks professional and acts like an online flip book. Clients decide how to make their portfolio’s appearance pop with its content because there is not much room to change the website’s layout. In other words, the account is not customizable for the user.

Writers Residence

Audience:

The target audience for this site would be writers. There is ample room to display one’s writing within the portfolio. The user can include their resume, as well as personalize the layout to better suit their needs.

Usability:

Writersresidence.com is a surprisingly simple and user friendly website designed to help writers showcase their work. Sign up is free and the website takes the user through each step of the set up in detail. Each section is clearly marked for easy navigation. The site allows users to do the following:

- Edit user's home page (This is the first page people see when they visit the site.)
- Add a writing sample (Add samples as text or upload a file.)
- Pick the website's colors and fonts (Choose the look of the website to better suit the user's style.)
- Add contact details (Allows job seekers to.)
- Create a resume/CV (Use the simple form as a guide.)
- Create an "about me" page (Tells views a little (or a lot) about the user.)

Appearance:

The site is set up to be as professional as the user wants it to be. The user can choose how their own portfolio looks from a list of pre made templates or design their own. There are more professional templates as well as more juvenile ones, to help suit different users. Once the portfolio is complete, the final product is easy on the eyes and displays information in an organized way.

LeadYou

Audience:

Considering that there are options to upload and display video, audio, documents, and pictures, LeadYou.com is an excellent resource for nearly anyone.

Usability:

LeadYou.com is a free and relatively easy-to-use online portfolio service. Users do not have as much freedom as far as the customization of a portfolio, but the site does offer an abundance of templates.

Each portfolio has four tabs: Personal Information, Resume, About Me, and Writing Samples. If the users upload pictures or video, a fifth tab will open up called "My Portfolio." Users have the ability to change the title of each of these tabs, with the exception of the Personal Information tab. Other bonuses are, free unlimited web hosting, free unlimited updates and changes to resume and portfolio, and free unlimited space for pictures and documents. Users are also able to upload one video presentation and one audio presentation file. All of the above are offered, but is somewhat difficult in terms of uploading actual documents. The sample LeadYou.com portfolio only was able to include one writing sample under the "Writing Sample" tab, and was unable to upload any more documents due to some formatting issues.

In terms of navigation, the site is not difficult to use, and most should have an easy time setting up a basic portfolio.

Appearance:

LeadYou's appearance can be compared to a traditional Google Site but it provides users with more templates and color schemes to choose from.

Thanks and I hope you have a great week! See you next Monday.

Sincerely,

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