Your presentation is similar to a presentation to a client who might review your work prior to hiring you for a position or for a major design contract. Make sure your site is published in HTML format and can work from a Web browser. Test it before class in 2147. You cannot use the excuse “it worked from home (or any place else).” You will be graded on content and on the quality of your presentation so make sure you face your audience (not the screen), speak up, make eye contact, show interest and enthusiasm, and most importantly be proud of your work (Baron, 266).

The presentation must last 10-15 minutes and include the following components
1. Don’t refer to the people who went before you. Assume you are the only one presenting. Don’t compare yourself to others in the class. Don’t assume that anyone has seen your site or any other portfolio site before you.
2. Bring up your splash cover page and use it to introduce yourself. That is,
   2.1. Review who you are and what your strengths are; what field of technical communication will you be looking for work in?
   2.2. Review your biographical statement on the front page (don’t read it).
   2.3. Explain how the look of the page reflects your interests and skills by commenting on the content and look of the site.
   2.4. Don’t say what you are not – for instance don’t say you are not a designer, or not an expert in Flash, or not an expert in designing an electronic portfolio. Focus on what you do well, not on what you don’t do well.
3. As a rule, don’t ever apologize –don’t ever point out what’s wrong with the portfolio or any piece in your portfolio. You can discuss design constraints (e.g., two-color printing, client constraints, time limitations based on client needs) but not what you failed to do or can’t do. Be proud of your portfolio.
4. Show how you met the requirements of the assignment: On the front page show that you included at least one image along with your name, a short biographical statement, your email as a link, and links to at least three section headers on your home page (e.g. Design Skills, Writing Skills, Editing Skills). Point out your copyright notice.
5. Go through all the sections in your portfolio, noting the type of work you’ve included and why. Explain the overall design and use of animation in your portfolio interface – for instance, how you may have used a grid, why you used certain colors, typefaces, design elements.
6. Focus on three items in your portfolio – one from each section in your portfolio, including (if possible) at least one team project. In showing them,
6.1. Explain the writing and design challenges you overcame while completing the work. Avoid mechanical issues (such as computer breakdowns and software problems) and focus on design and writing challenges. For instance, how you may have handled a delicate issue (such as, when developing a brochure on child abuse) visually and verbally. Explain your creative decisions.

6.2. Or discuss the nature of the assignment and how you handled it. For instance, if you had to redesign a magazine layout, why did you choose the original (what were the problems) and why was your re-design or re-write better? For ideas on design issues go to the Mundi Design site http://www.mundidesign.com/presentation/index2.html and for ideas on writing issues, consider grammatical concerns, such as those at http://webster.commnet.edu/grammar/index.htm

6.3. Explain your role in creating the work. Be specific, what illustrations did you create, what images did you work on, what software filters did you use, what parts did you write or rewrite? If you worked on a team explain your role on the team and how the team divided up the work. **Try to show at least one team project. Be careful to only take credit for what you did.**

7. Dress code – you don’t need to wear a suit, but dress conservatively (e.g., no jeans, T-shirts). As Baron notes in the text, “Sharp, good-quality clothes that telegraph a personal style are very acceptable for professionals in the arts.” (p. 264).

8. Don’t memorize your presentation but go over your work prior to your presentation and determine ahead of time what you’re going to say about each piece. This presentation should not be spontaneous.

9. At the end, show your resume in PDF and HTML format – which should be linked from your home page. If you are short on time just use this time to review your major projects. Otherwise, just note the section titles that you’ve chosen.

10. You will be expected to ask questions of the other presenters. An easy way to ask a question is to ask the presenter to bring up a work they had discussed and ask them how they created one of the items on the page (e.g. a logo).

**11. Final Version (Dec. 8): You will be required to include six samples for your final version. Put your final version in the sites folder in the Mac folder and check that it works.**