**Proposal for Online Portfolios**

The proposal you will create for your online portfolio should be a formal statement of what you plan to put on your website, and as much as possible, what the site will look like as well.

You know already that you need to have at least three pages (in addition to your home page) and three types of “artifacts” as part of your portfolio: your client materials, your resume, and at least one project/paper from another course. You might also have a page that tells about your goals and the purpose of the site, if your home page doesn’t fulfill that audience need. And you also might consider an About Me page, depending again on what you decide to put where.

Thus, based on the research and WIX exploration you have done so far, in addition to what you’ll complete next week, write a 2-3 page proposal including as much detail as you can at this point. You can change your mind, of course, but this should be a good blueprint for you as you move forward.

Write the internal proposal as a memo. You may choose to write a very short memo with an attachment (the proposal itself, organized however you wish, which might give you more flexibility) or a longer memo. Just make sure you cover the following ideas:

* An intro/background/summary: Discuss the project overall, summarizing the goals and purpose of the site/portfolio. You might be able to modify material from an earlier assignment.
* A Content Discussion: Discuss the artifacts that at this point you think you will include and a brief discussion of why you think you’ll include them.
* A Design Discussion: Describe the WIX template you will be using, detailing as specifically as possible why you like it and how you will modify it. For example, what picture will you have on your home page? What colors will be featured? How will you label the links? Tie in your decisions about modifications to class discussions of web site design, showing that you have a good grasp of this material.

\*\* If it suits your organization better, you can place the discussion of design before content. Again, how you organize this material is up to you; I expect standard memo features, however.

* **L**ist the sources you used to develop your learning and understanding so far.

In addition to the memo grading guidelines I’ve used in the past, I will look for the following in grading this: that your introduction shows you understand what an professional online portfolio is designed to do; that you have put some thought into what artifacts you will include and why (what they show about you); that your design discussion shows evidence that you have done research at the WIX site and understand what makes a well-designed web site; that your Works Cited is complete and properly formatted; that your writing is grammatically clear and concise.