This is supplementary material for the Julianne Newmark and Tiffany Bourelle webtext "Fostering Community through Metacognitive Reflection in Online Technical Communication Courses," published in *Kairos: A Journal of Rhetoric, Technology, Pedagogy*, *26*(2), available at http://kairos.technorhetoric.net/26.2/praxis/newmark-bourelle/index.html

English 219 – Portfolio Assignment (*Revised, November 2015*)
_____

Purpose
The purpose of this assignment is to give you experience developing a professional portfolio website.

Description
For many careers, especially those that require writing, you will want to create a professional portfolio. Traditionally, these portfolios were printed, and you could share them with prospective employers. In our modern technological age, however, people are increasingly using electronic portfolios. For this assignment, we want you to build a professional portfolio using Google Sites (or a comparable web-design program).

By the end of the semester, your electronic portfolio will consist of final versions of your three major writing assignments, as well as a resume, application letter, and a brief home-page reflection video for the canon "Memory" (an aspect we will describe below). All of these features should be nicely embedded and integrated into your website. We are giving you the assignment at the beginning of the semester because you will be adding to it throughout the semester.

Reflections
There is one thing about this professional portfolio that will be a little different than the portfolios you will create in your career. If you want to use this portfolio professionally after the course is completed, you certainly can—you would simply want to remove the link to the reflection section and the content on the home page that we will describe here.

We want you to include reflections on each of the course outcomes in the designated section of your site. You will update these reflections after each project. Be as specific as possible in your reflections, referring to the projects and class activities that led to your learning. Don't generalize. You are being reflective but you are also being rhetorical—you are trying to convince your instructor that you learned the material of the course. Therefore, use evidence to back up your claims (evidence can come from your projects, discussion boards, interaction with peers or IAs, etc.). Your final portfolio will feature developed discussions of each of the five canons (Invention, Arrangement, Style, Delivery, and Memory) in the Outcomes area of your Google Site.

In addition to your discussion of the canon Memory in that area of your Outcomes link on your Google Site, we also want you to include on your Site's home page the one- to two-minute video you did for the discussion board (week 15) on the canon of Memory. Embed this brief video on your home page, and below that, write a brief paragraph in which you talk about how the video encapsulates your learning and experience in the course and is the representative piece for the multimodal portfolio in itself. Also, in this paragraph on your home page, please offer your impressions of how your classmates handled this prompt (this will require you to revisit the discussion board for week 15 and see what your peers created). What kinds of insights did your peers come up with? Taken together, what did your peers' comments and your own consideration of the canon of Memory teach you about multimodality as a way of creating meaning and

community in the 21st century workplace? These questions should be the foundation of the content on the home page of your final portfolio.

Format
Please watch the video overview of the portfolio, as well as the video tutorial for how to set up your Google Site portfolio. We have provided a template you can use, as discussed in the video, so PLEASE use this template as it already has all the necessary pages and subpages created for you. This includes space for your outcome reflections. However, if you're comfortable building your own webpage, you are free to do so, as long as it includes all the necessary materials.

Your portfolio must include:

- a welcoming homepage that introduces and contextualizes the purpose of the website for your audience (me, your instructor, as well as prospective employer). The homepage also must feature the embedded Memory canon video from the week 15 discussion board, plus a paragraph of analysis (described above) below the video.
- a resume and application letter targeted towards a particular job (embedded into the site).
- your three major projects (instructions, analytical report, and proposal/PSA), embedded or hyperlinked nicely into your site. Each should include a brief introduction to contextualize the assignment and its purpose.
- reflections on the course outcomes (updated after each project and in their proper place).

  It's important that you integrate and embed your projects into the website to that they are as effective, aesthetically pleasing, and professional as possible. Remember, you're designing this as if it were for a prospective employer. You want to give them the necessary context for your projects in addition to showing off your chops in designing a nice website.

Assignment Schedule
Your final portfolio will not be handed in until the end of the semester. However, you will be handing in an incomplete version of your portfolio throughout the semester. Every time you complete a project, you will upload it to your portfolio and turn it in by providing me with the URL. Also, you will update your reflections on the course outcomes after each project. This will make it easy for me to access your projects and reflections, while giving you feedback on your portfolio as the semester progresses.

The application letter, resume, and integration and discussion of the week 15 Memory video are the final parts of the project, which you will work on during the final weeks of the semester.

Resume and Application Letter
Toward the end of the semester, you will be asked to read Chapter 11 in Technical Communication Today and develop a resume and application letter. Go to the list of job search engines at the beginning of the chapter (page 317 in the print version) and search for a job that would interest you. Then target your application letter toward that

job. It doesn't have to be a job that you're qualified for now, but it should be one that you would aspire to get when you finish your college degree.

Grading
Your portfolio assignment is worth 250 points (25 percent of your final grade).

Evaluation
I will grade your projects using the following criteria:
Organization of Content—5 percent
Clear Sense of Purpose—5 percent
Clearly Stated Claims with Critical Reflection—20 percent
Resume and Application Letter—30 percent
Multimodal/Design Elements—30 percent Conventions—
10 percent