LSU | **Communication Across the Curriculum**

Public Portfolio Worksheet
Order and Substance

Your Distinguished Communicator Public Portfolio is a website you develop to further your post-graduation goals. It should be directed at a specific audience (e.g., employer or grad school admissions officer)—NOT your CxC Representative or your Faculty Advisor. It must showcase your knowledge of the field you are pursuing and your exceptional communication skills. Think of it as your online résumé and presentation of work samples and relevant experience, but communicated in a multisensory narrative.

This worksheet will help you prioritize content and organize your portfolio. Planning and organization are vital to successful portfolios, so be sure to answer these questions for yourself prior to building the actual portfolio.

TIP: Make sure to connect with your Faculty Advisor to review these planning documents so that they can help ensure you are on the path to success.

1. What are the most important experiences and samples that you need to highlight for your audience?

2. How will you group and organize your content so it best highlights the most important takeaways? (mental mapping, bullet points, and other forms of outlining will help you sort this out before you begin to build your website.)

3. Which design and content elements should you incorporate to encourage the action(s) you would like your audience to take?

4. Tone, colors, images, and design influence what your audience thinks and feels about you. What elements should you incorporate as you design your Public Portfolio to encourage the thoughts/feelings you want your audience to experience about you?

5. How do you edit, create or refine the language and visuals to reflect the content that is important for your audience to see?