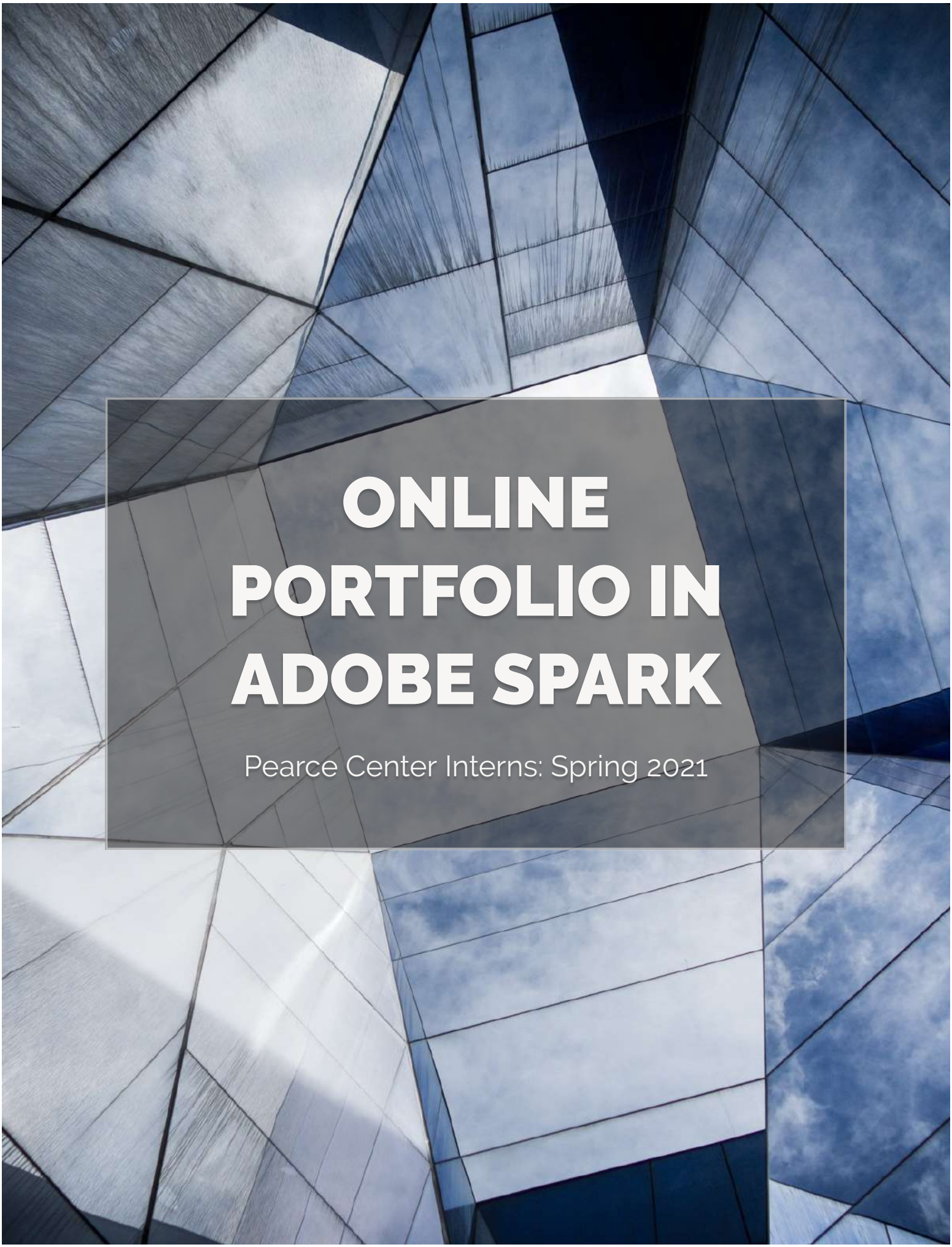


ONLINE PORTFOLIO IN ADOBE SPARK

Pearce Center Interns: Spring 2021

WHY DO YOU NEED AN ONLINE PORTFOLIO?

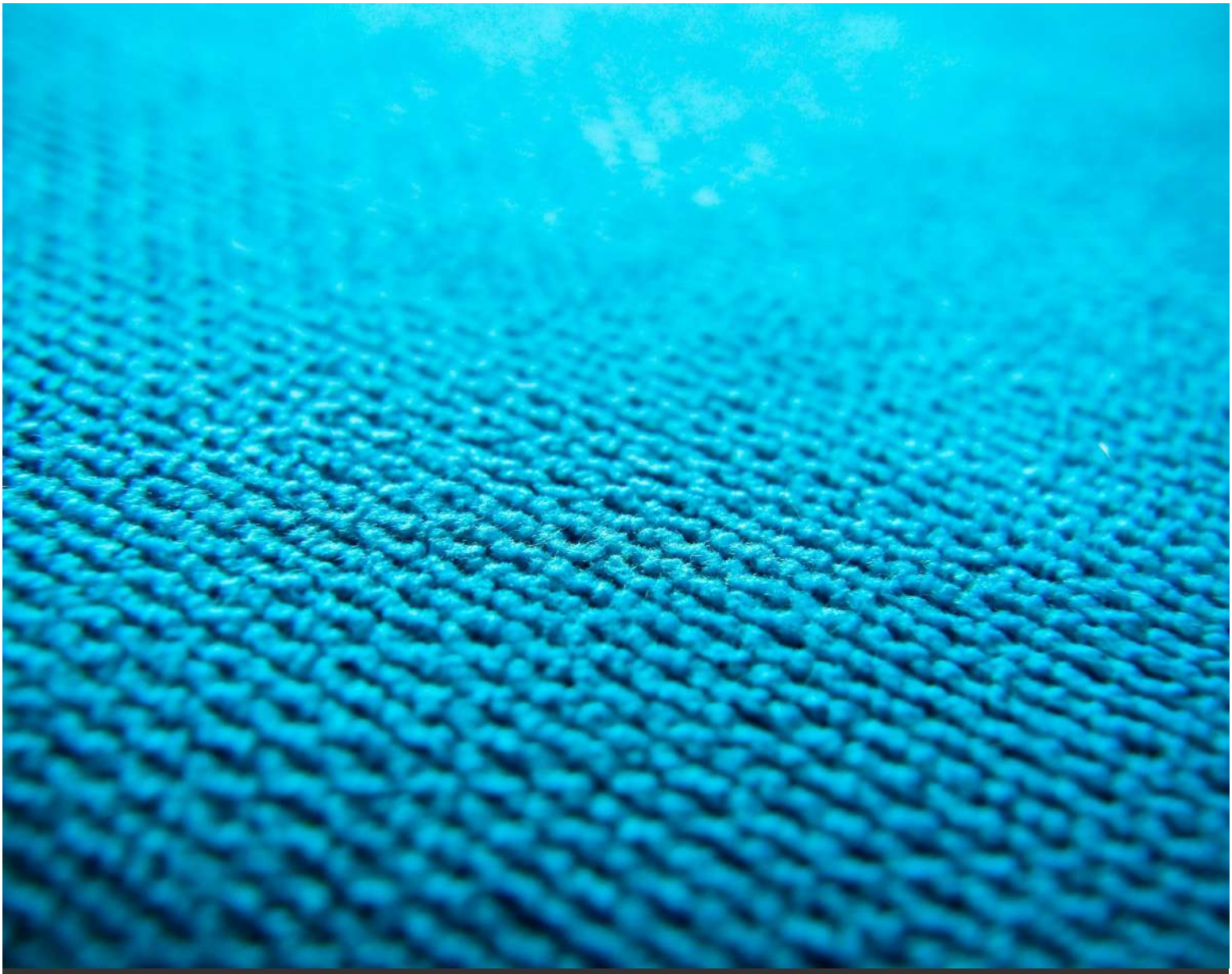
- Your resume and cover letter are great places to let prospective employers know about your skills, but there isn't room to showcase your talents. An online portfolio allows you to put together work samples that interviewers might not otherwise get to see

WHAT CAN I INCLUDE IN AN ONLINE PORTFOLIO?

- Photography work, graphic design samples, links to written works, links to social media work, and a description of how all of these reflect your professional abilities.

HOW DO I CREATE AN ONLINE PORTFOLIO?

- Let's take a look at some tips on how to create an online portfolio that will help you land that job!

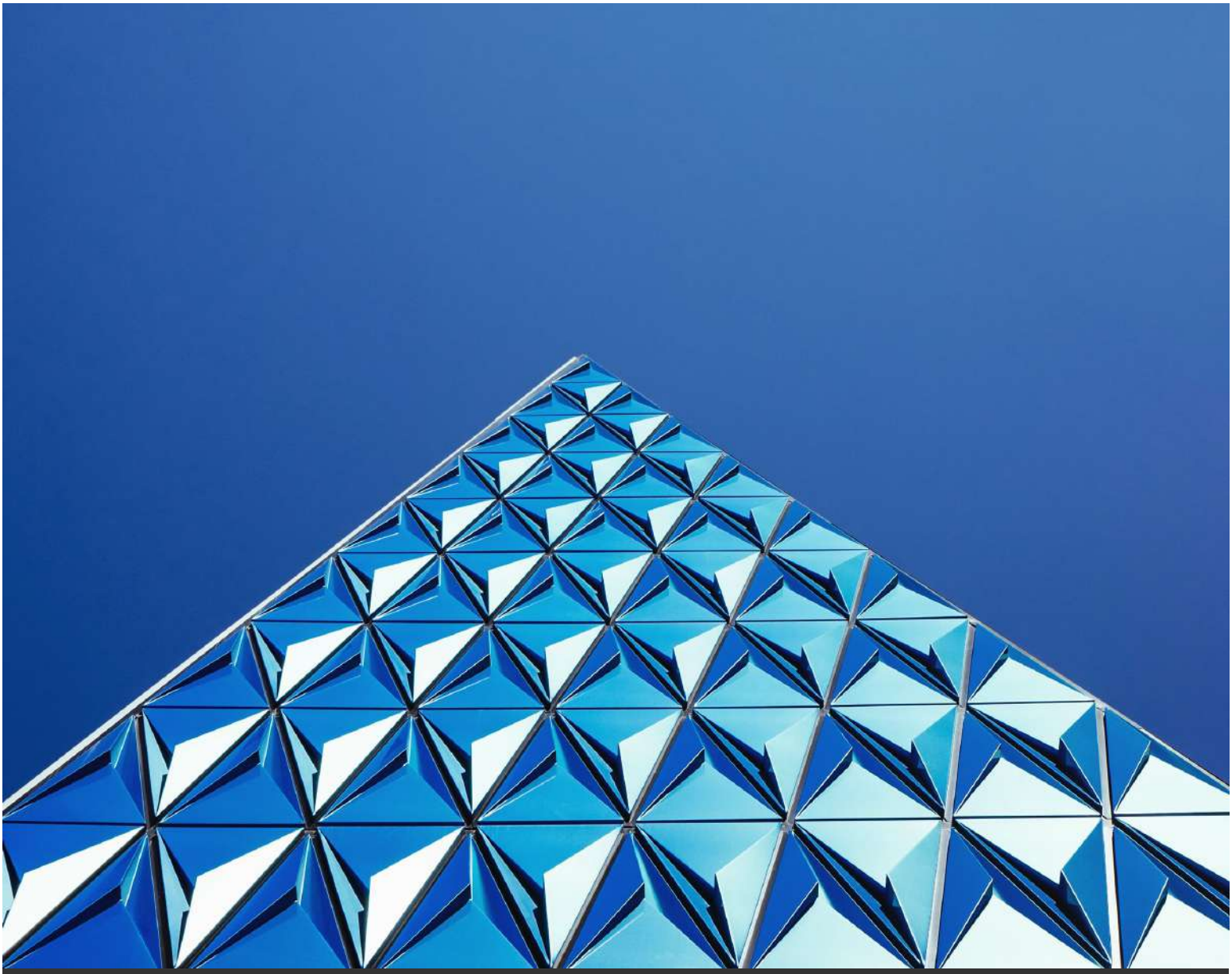


TIP #1 ORGANIZE YOUR SAMPLES

Before you begin creating your portfolio, you will need to gather up all your relevant work samples and think about how you want to arrange them.

How to arrange your samples will depend a lot on the job you are applying for and the story you want to tell. For example, if you are applying for a position as a social media manager, you would want to prioritize your social media work and perhaps put any writing samples you have more toward the bottom as supplemental information.

Make sure to update your work throughout the semester so all the information stays up to date and your viewers will get the best showcase of your current work and projects

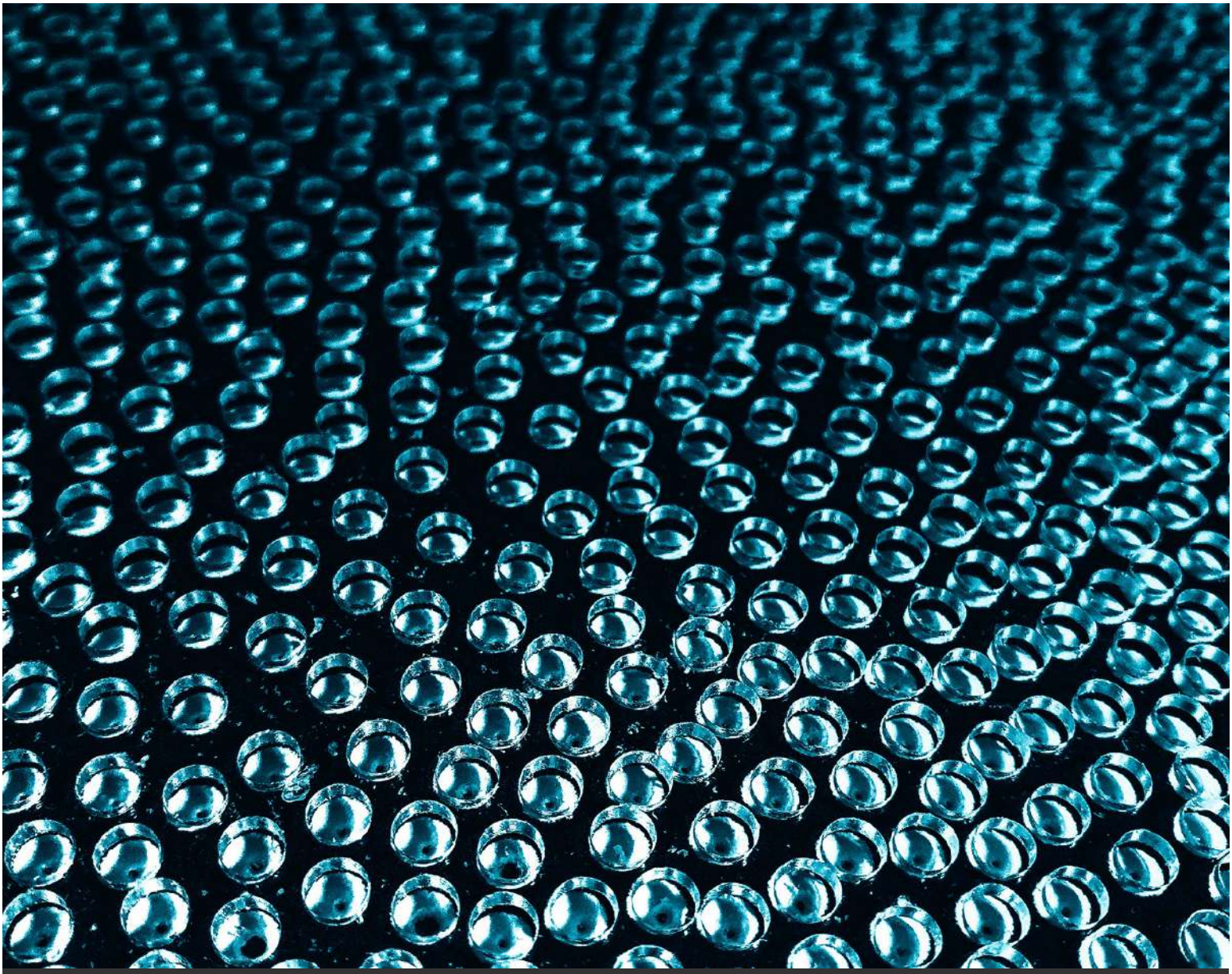


TIP #2: CREATE AN INTERESTING LAYOUT

Part of the fun of an online portfolio is the chance to really show your creative side and let the layout of the portfolio tell a story about you.

If you use Adobe Spark, you can select a pre-made theme to help you with your design. You can then use a mixture of photos, text, links, and videos to showcase your work.

Remember to prioritize your own work over interesting visuals. Photos should be used to enhance your design, not dominate it (unless they are your own photos).

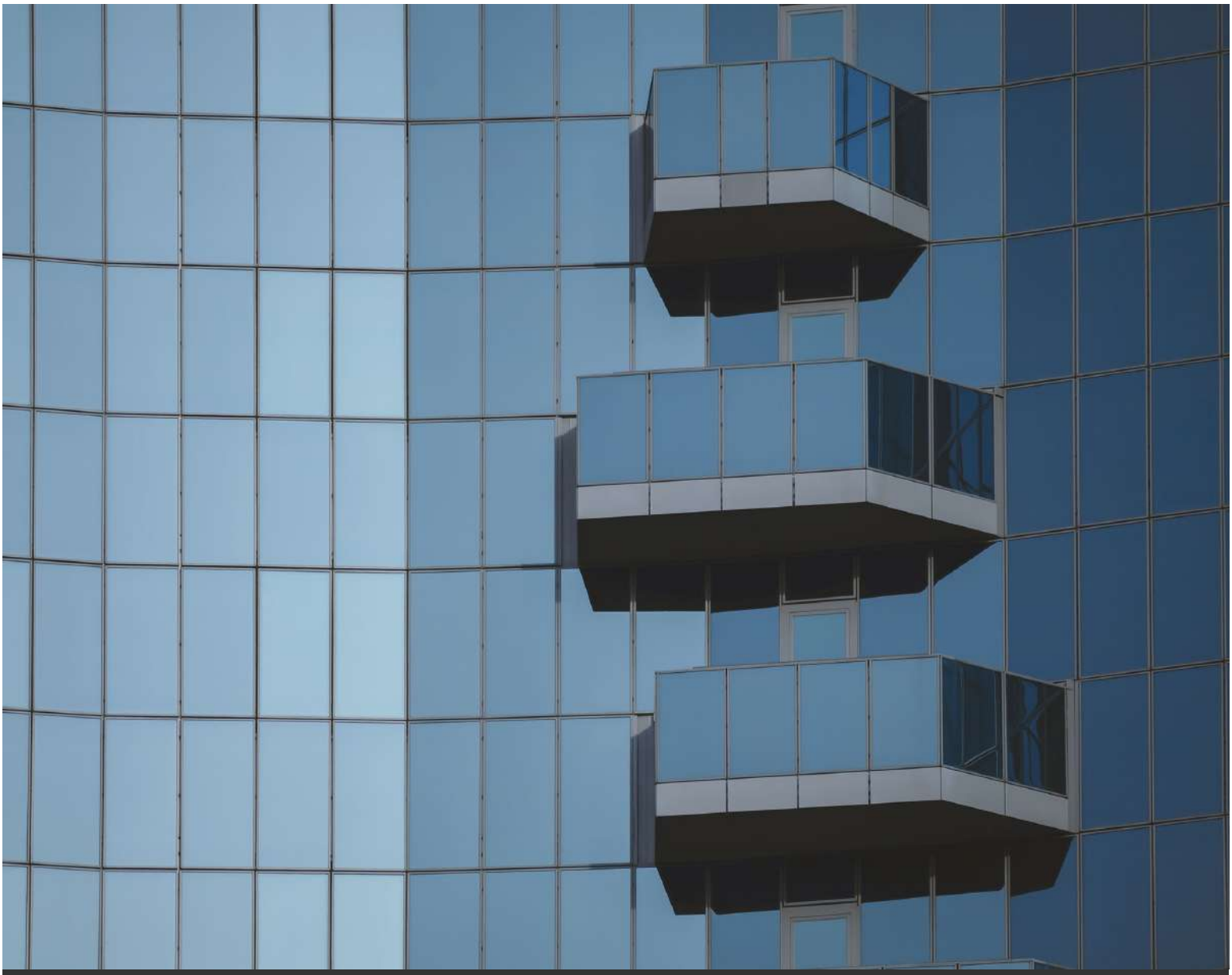


TIP #3: PRIORITIZE THE STORY, NOT THE WORK

Remember, your online portfolio is another chance for you to tell your prospective employer about yourself. Your resume and cover letter have already told them a lot about your professional journey up to this point, and your portfolio is a chance to showcase a bit more personality.

If you are, for example, really passionate about non-profit work, make your portfolio reflect that in selecting samples that are related to your work with those organizations.

It is also important to include a couple of paragraphs explaining how these work samples are relevant to you as a person and professional. Use this space as an opportunity to synthesize your work into that coherent narrative.

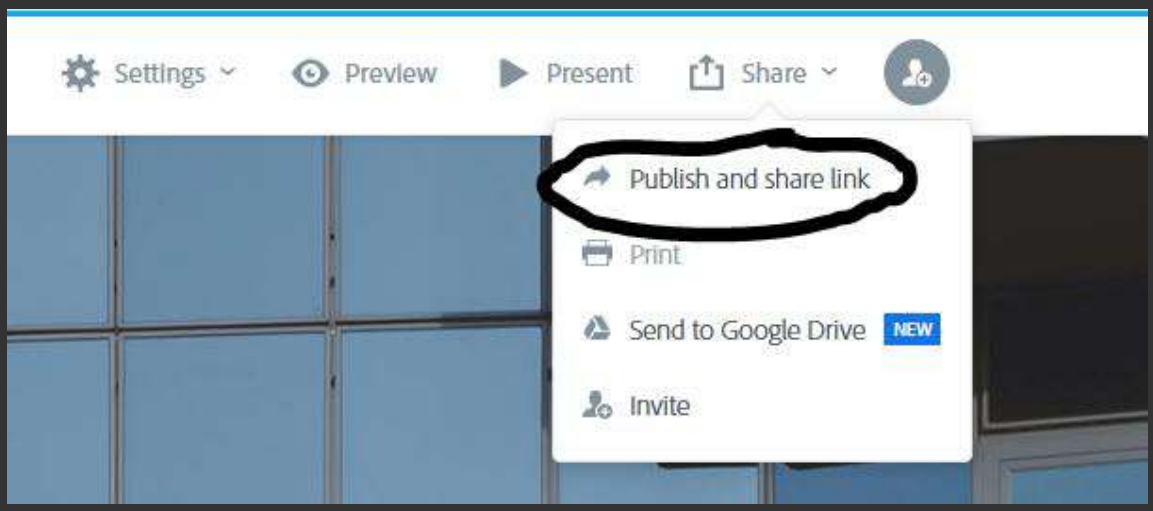


TIP #4: MAKE YOUR PORTFOLIO EASILY ACCESSIBLE

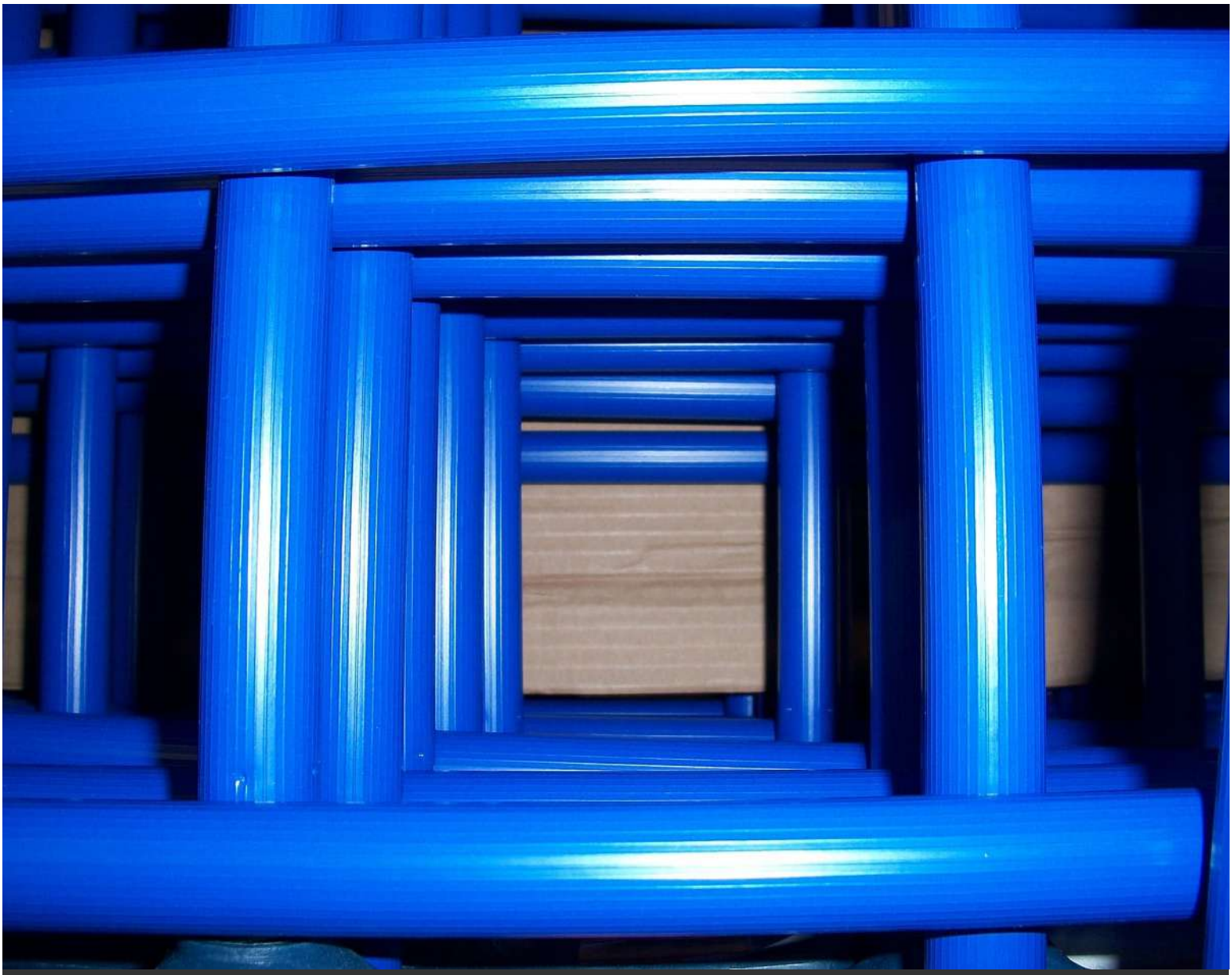
There are a variety of platforms you can use to create an online portfolio, but regardless of which one you use you will want to make

sure it is easy for employers to find and view. You should include a link to your portfolio on your resume along with your other contact information.

If you decide to use Adobe Spark, make sure you publish the page and get the sharable link so other people can view it without an account.

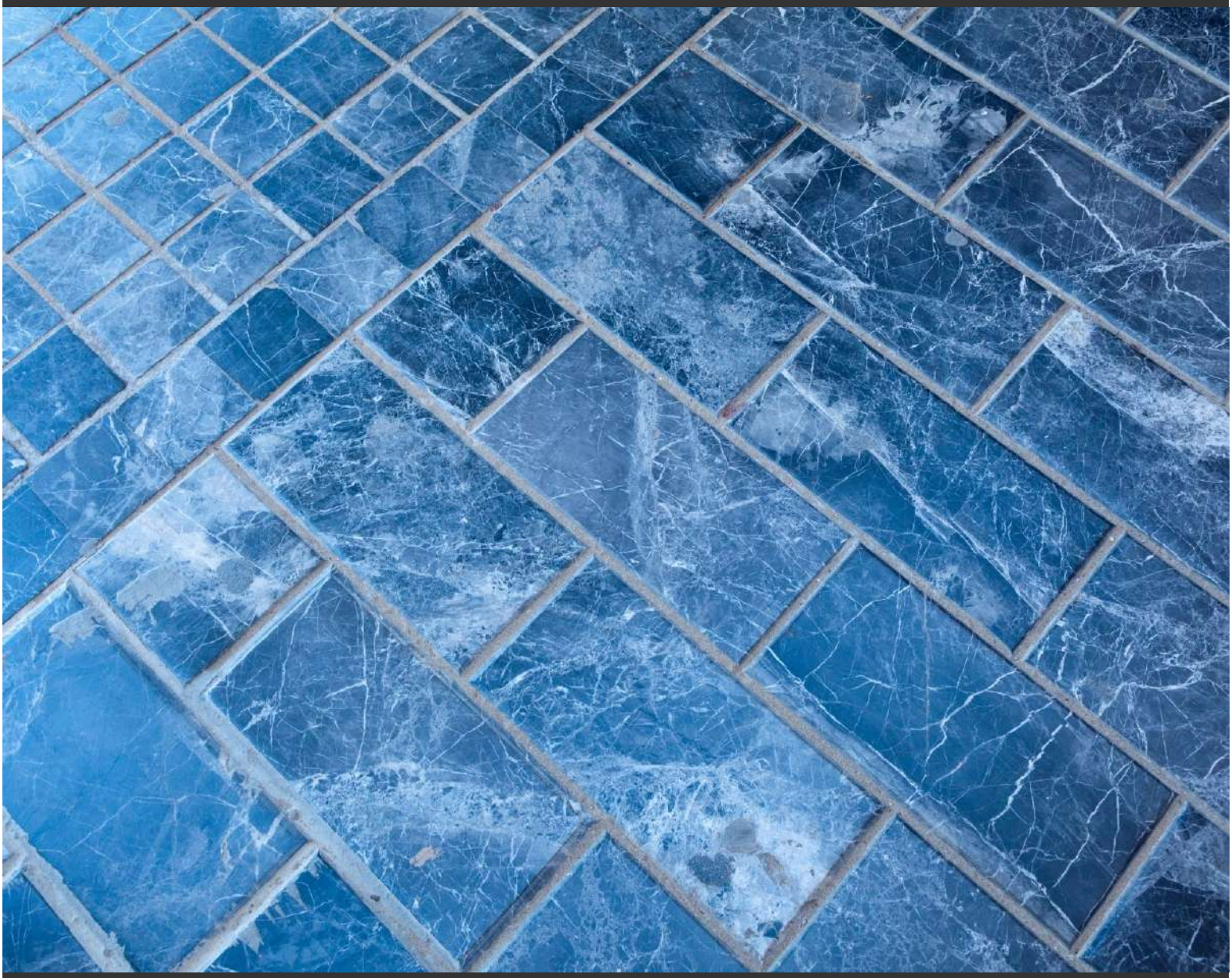


You can also use the "Print" option to save your portfolio as a PDF if you want to include it as a supplemental document on an application.

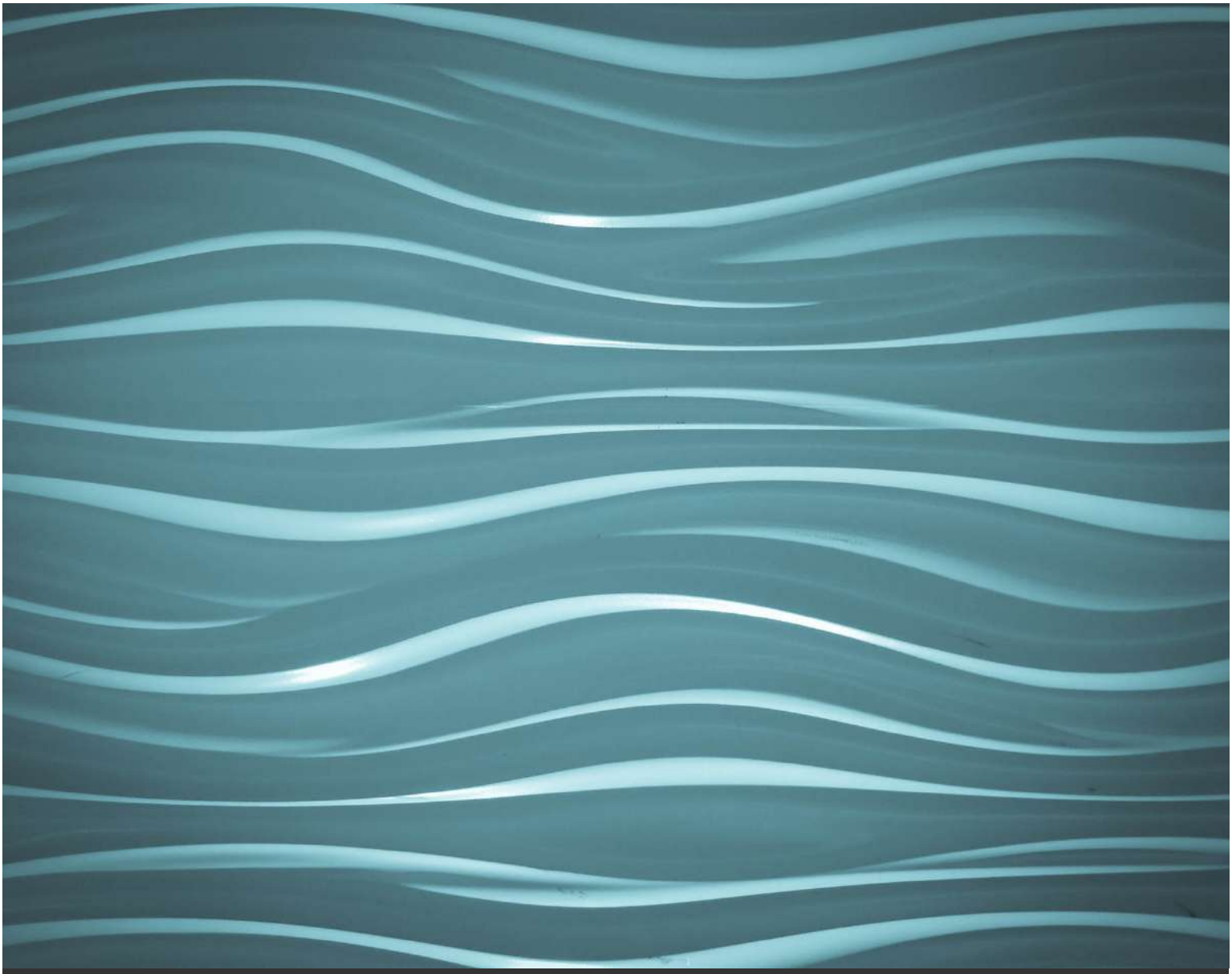


TIP #5: INCLUDE YOUR CONTACT INFORMATION ON YOUR PORTFOLIO

If you use a platform like Spark, it is possible someone will stumble across your portfolio even if they aren't from a place you've applied to. Including your contact information will allow these people to reach out if they are interested in your work and could provide an opportunity you weren't looking for.



BEST PRACTICES FOR USING ADOBE SPARK AS YOUR ONLINE PORTFOLIO



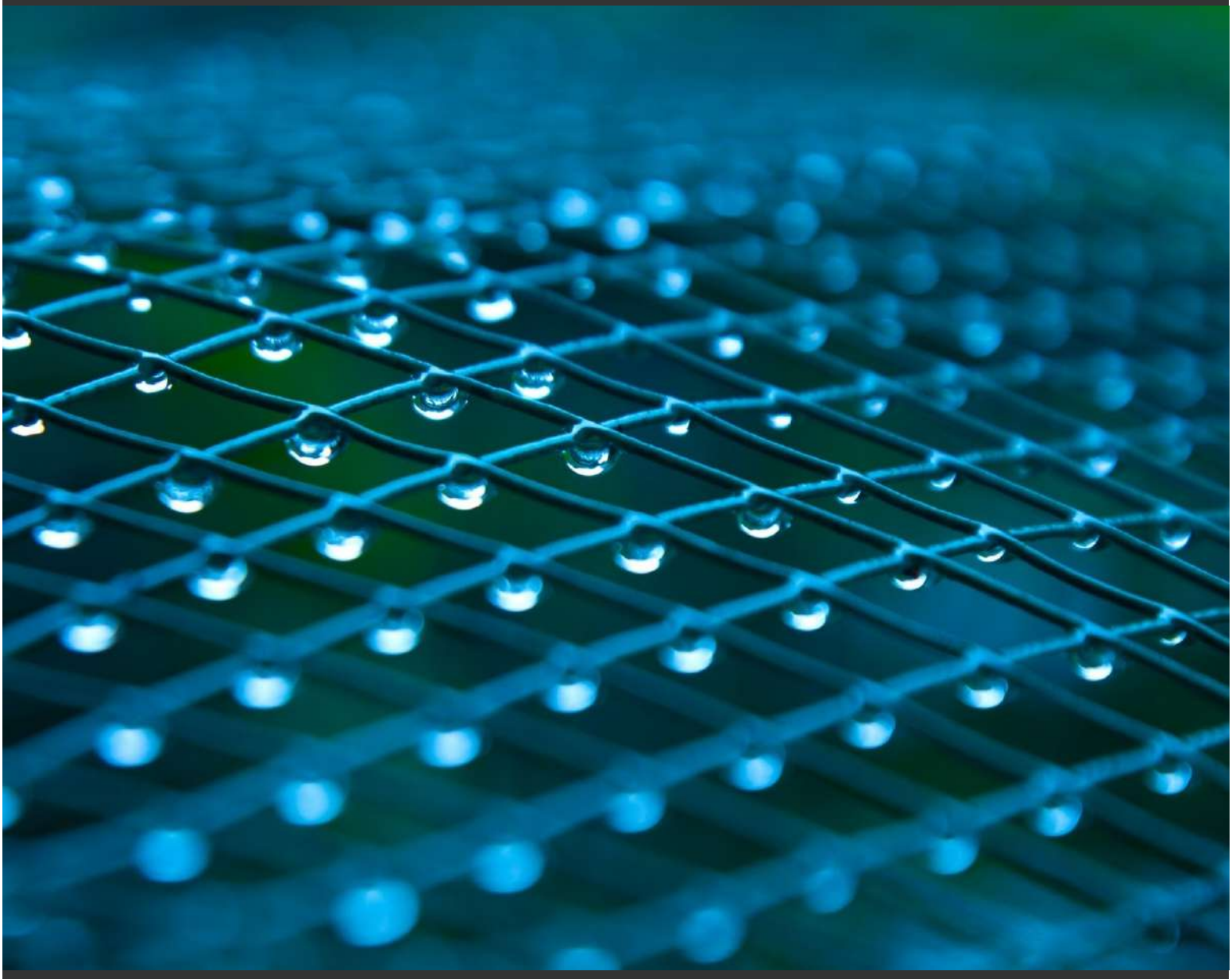
You can use the "Button" feature to link to works such as PDFs that are stored in online clouds like Google Drive or One Drive such as the example below.

Call My Name Walking Tour Map ▸

The "Button" tool can also be used to link to external URL sites such as social media profiles or links to written articles hosted on client

websites.

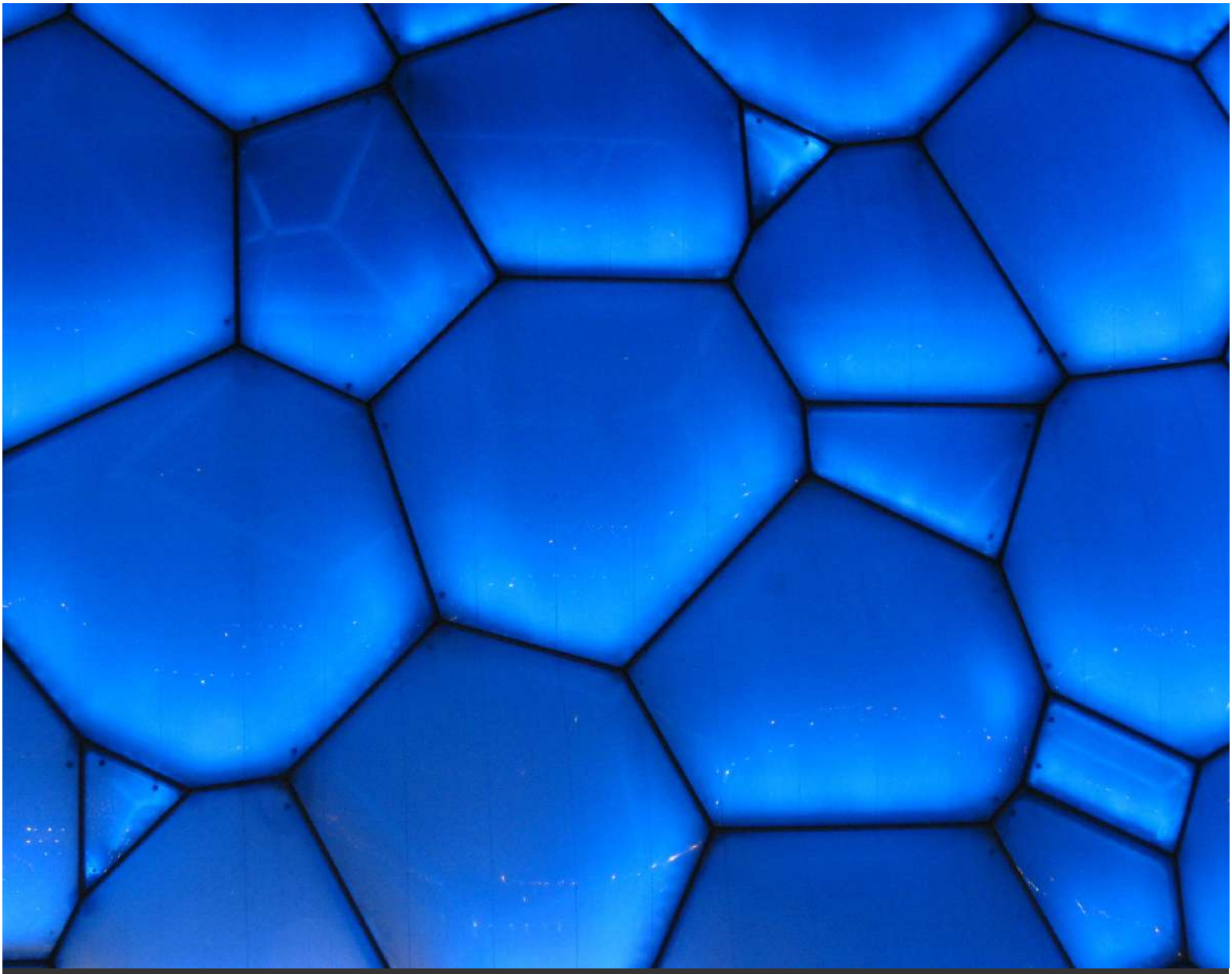
Paving the Way for Journalism at Clemson University: A Love for Storytelling



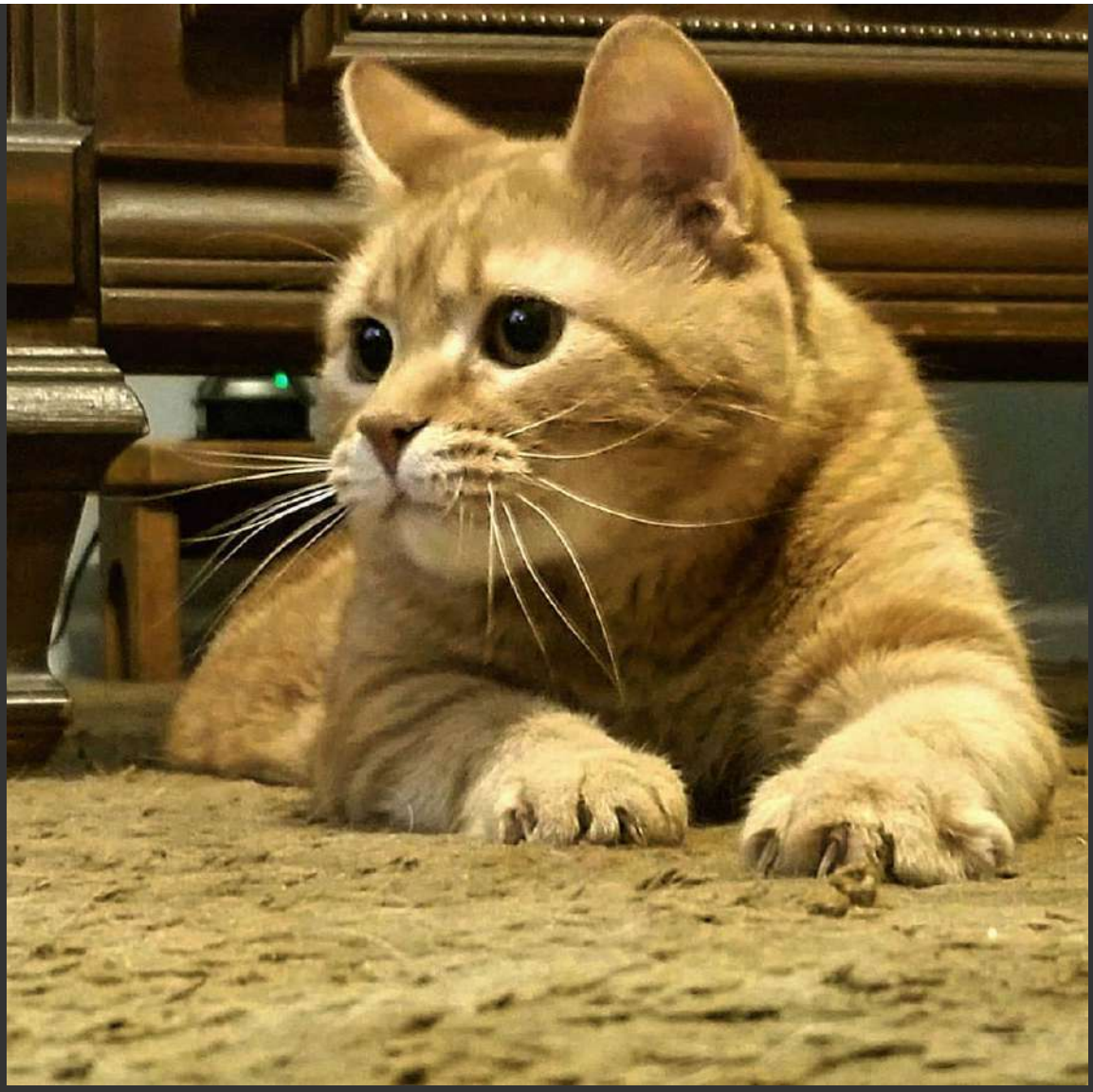
You can also embed videos from YouTube, Vimeo, or Spark Video that showcase your work.

https://www.youtube.com/watch?v=I3H-pXn3SwQ

You could also include an introductory video about you and your professional goals.

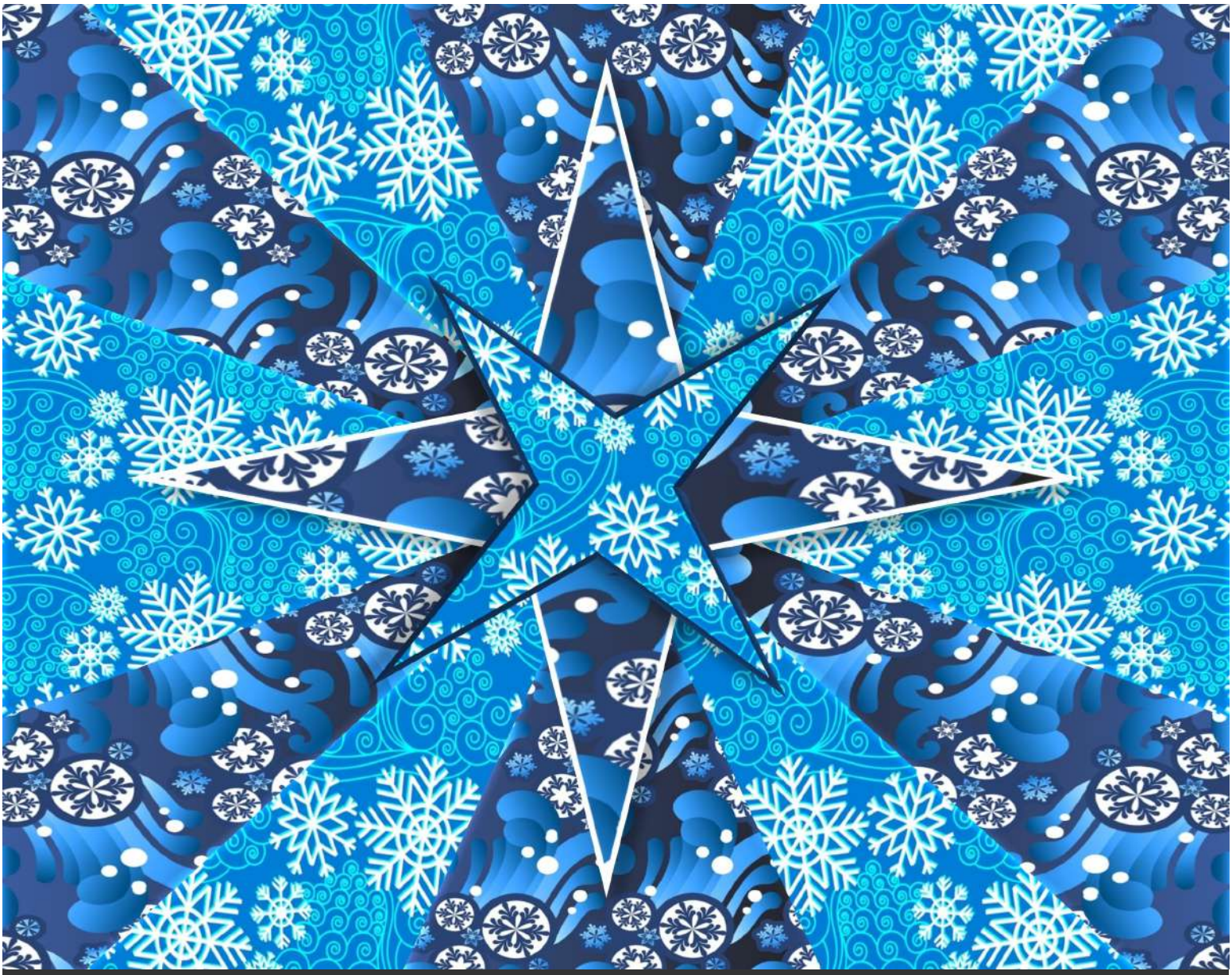


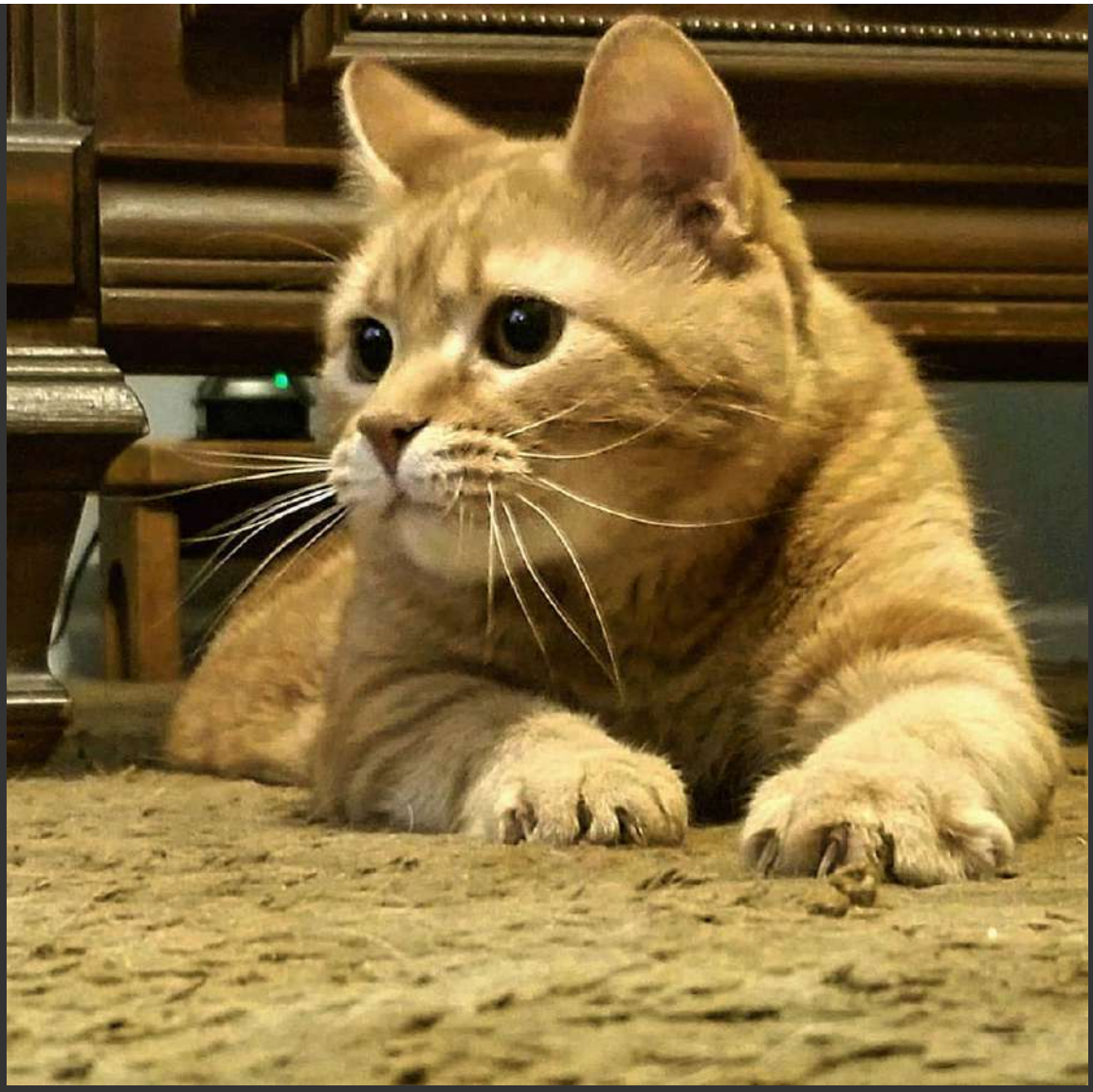
You can also include photos of your work throughout the portfolio in addition to any background images.



Be sure to add a caption to explain what your photo is! This is an example of a photo embedded into a "glideshow" and left aligned.

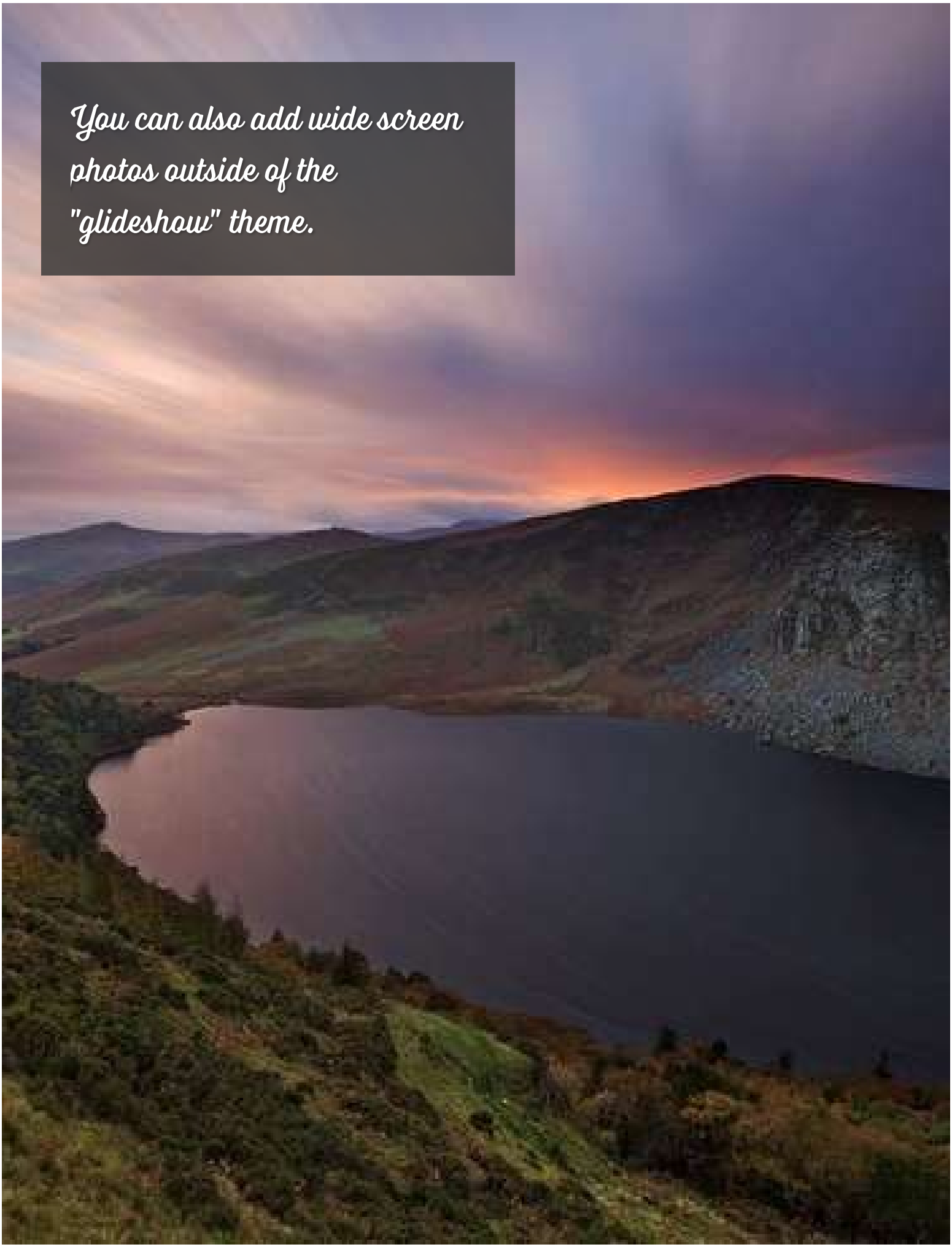
Dragging the box of your photo will allow you to change the alignment/appearance of the photo! A few examples will follow!



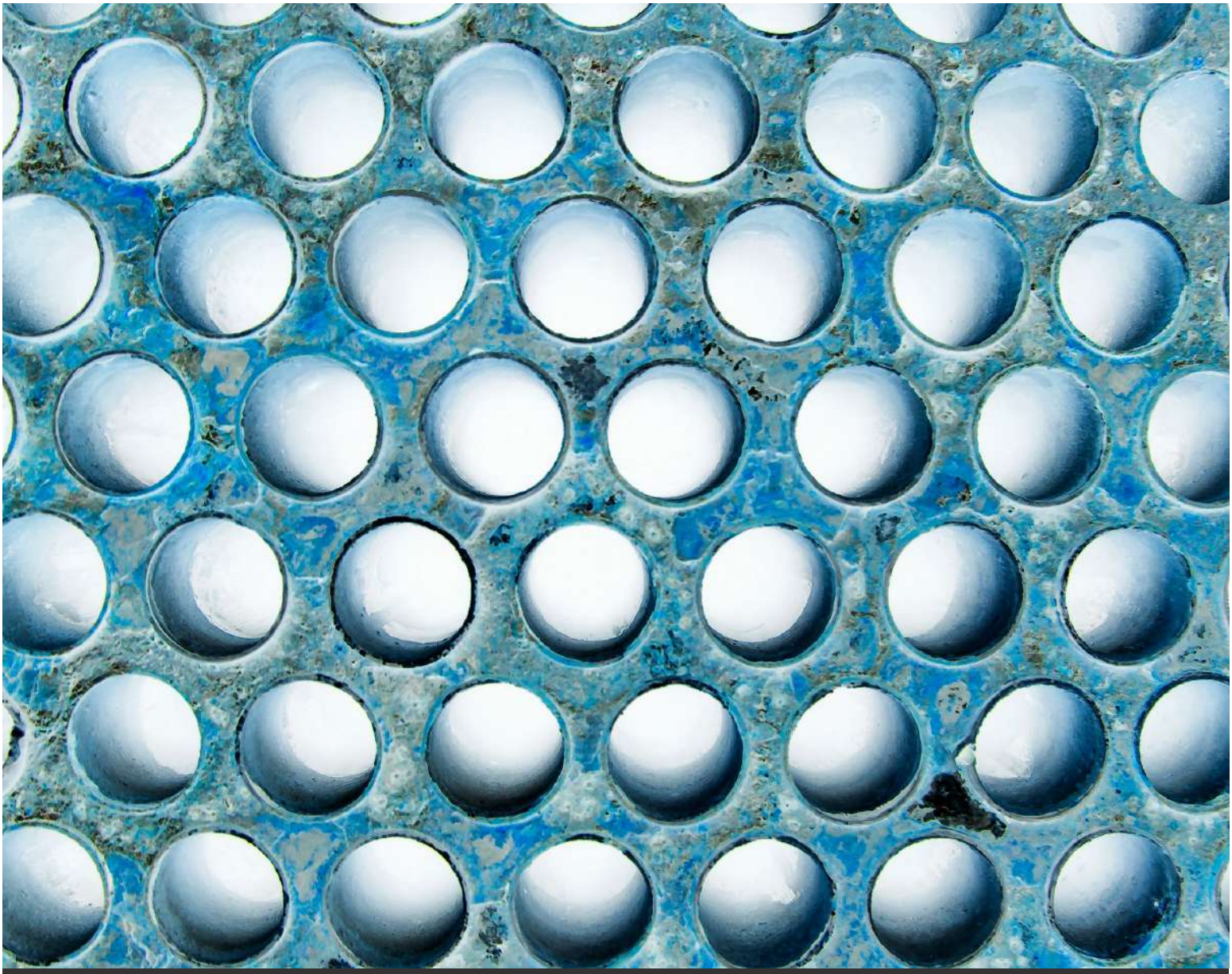


This is a photo embedded into a "glideshow" and centered

This is a photo grid. You can use this feature to show multiple different versions/stages of the same project or showcase a variety of you graphic/photography work.


You can also add wide screen photos outside of the "glideshow" theme.

If you need to add large blocks of text, you can use just the "Text" feature. For example, this could be nice for a short bio/mission statement or a description of the project(s) you are showcasing in your portfolio.



The great thing about platforms like Spark is that you can combine multiple of these elements to get the design that you are really wanting to achieve. While Spark does have its limitations in terms of fonts/colors, that can also be helpful so you don't agonize over these decisions.

I highly recommend taking some time to play around with Spark and other platforms to see what would work best for the story you are wanting to tell and the work you are wanting to showcase.

Let's look at a few examples of some digital portfolios that were created with Adobe Spark so you can get a better idea of what it offers!

Gary Shear ▸

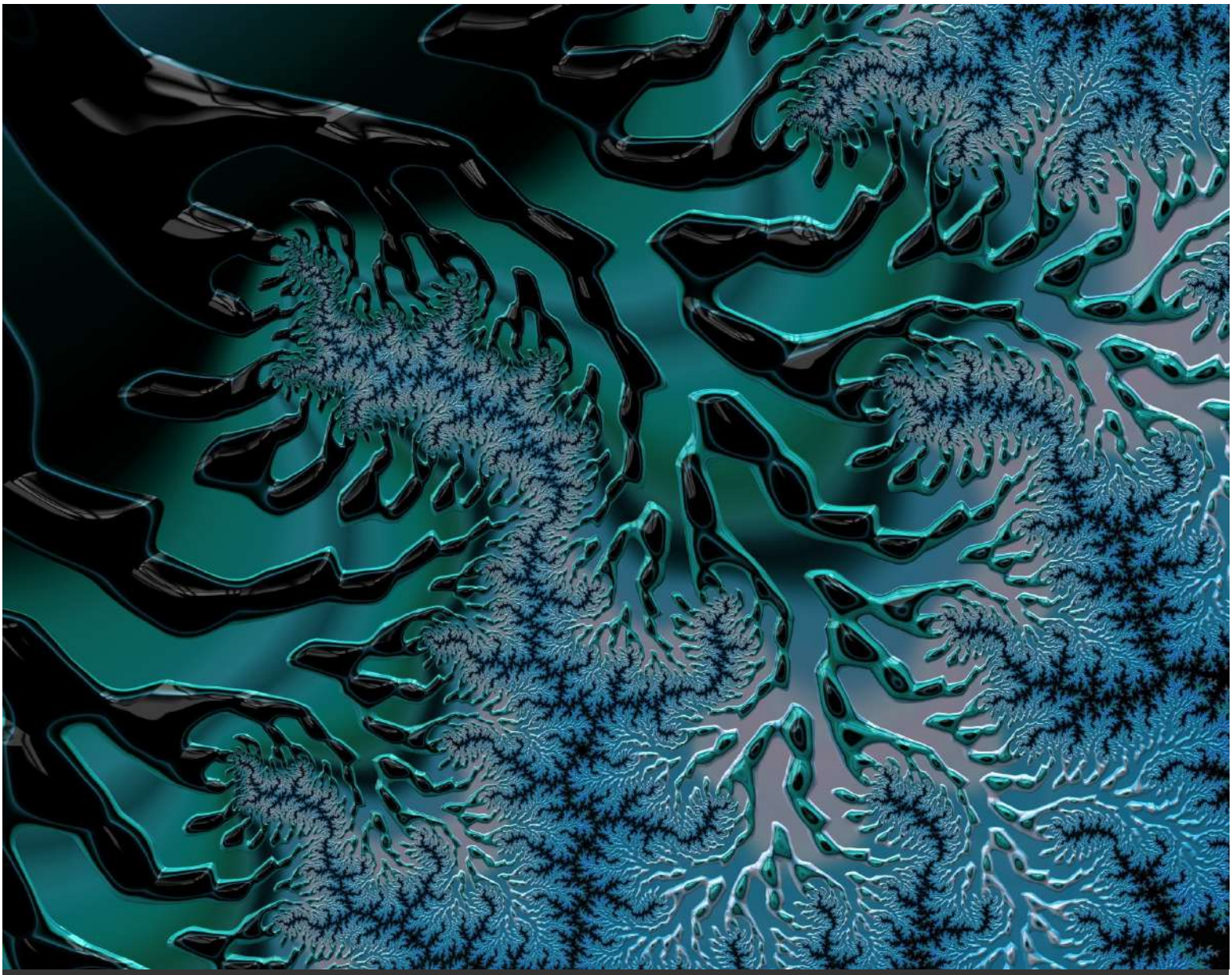
Skyler Hefley ▸

Shannon McNamara ▸

And a couple not hosted by Spark...

Hom Sweet Hom ▸

Jae Bin Lee ▸



QUESTIONS?

Credits:

Created with images by Pexels - "architecture building geometric" • stux - "hoarfrost eiskristalle winter" • tookapic - "textile texture blue" • Pexels - "abstract architectural architecture" • AJS1 - "sphere texture design" • mostafa_meraji - "modern lines geometric" • PublicDomainPictures - "bar rod blue" • PublicDomainPictures - "stone floor background" • StumblingOtis - "lines patterns blue" • PublicDomainPictures - "droplets drops rain" • FULVIO_TOGNON - "art pattern blue" • ZIPNON - "christmas background wallpaper" • pixel2013 - "apple red fruit" • pasja1000 - "red apples food" • lumix2004 - "orchard apple apples" • congerdesign - "apple green apple tree" • Daria-Yakovleva - "apples apple fruit" • Nickbar - "pattern abstract round" • Ocdesignzz - "fractal art digital art blue"