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CAS 138

29 April 2017

ePortfolio Letter

<https://ran7rclbedell137.wixsite.com/eportfolio>

When planning out my ePortfolio, I knew I mainly wanted to appeal to a scientific audience or to potential employers in natural resource related fields. I wanted to come off as both professional and personable, and I think my website accomplishes that. The goal was to present myself and my achievements/ involvements in a straightforward and serious way while also showing what really makes me who I am. I included a sort of mission statement on the home page to let the viewer know I am serious about what I do and to perhaps intrigue them to click around my site and see what I have to offer. My secondary audience for this website would be family members and friends that can check in on what I’ve been up to at college and in life. I think adding personal information (in my Passions page and About Page) works dually to make myself very approachable to other scientists and also inviting to my secondary audience. Also, I did not use overly-technical scientific language anywhere on the site so anyone can easily understand it.

For the theme of the website, I chose a pretty clean, simple, and elegant style. My goal was to be consistent in both layout and style between each page. I chose Times New Roman for the font throughout, which I spiced up a little bit through changes in font size, boldness, and italicization. White font was used against dark backgrounds, and black font against light backgrounds to make the text easy to read throughout. I think this theme and layout is very professional and I would feel very comfortable presenting it to a potential employer.

I divided the pages up into 5 simple categories which appear as tabs at the top of each page for easy navigation. Academics describes my coursework (which links to the university bulletin for each course) and that is where I chose to display my curated work. I had some decisions to make when making the research tab. I originally wanted to have an overview of all of my involvement at Penn State; research, clubs and organizations, and volunteer work. I knew I also wanted to include a resume. To avoid redundancy of material on the website and resume, I chose to prioritize my research experience since I am appealing to a scientific audience primarily. A downloadable copy of my resume is displayed right at the top of the page. My passions page was meant to describe more about me personally and show why I am so interested in wildlife and fisheries. The about and contact page is pretty obvious in purpose, but I wanted to add some more about my values and beliefs that hopefully resonates with employers.

When curating work to display on my site, I chose assignments that are representative of my different skills. For example, I chose the rhetorical analysis paper because I thought it was a good demonstration of my critical thinking skills, and I chose the HOPC video because it shows I can work well with a team to create a quality product. The nutrient management paper from my SOILS class was to show my scientific writing skills and the focus of that paper was on a topic that I might deal with in my career. I made sure to explicitly state which skill each assignment was meant to highlight in the project descriptions. Outside of the Academics page, I embedded my TIB speech on my passions tab since I thought it was an excellent way to show my creative side while explaining more about my love for nature. Also, I provided a link to the passion blog to demonstrate more of my writing and communication abilities. Overall, I think the addition of so many links strengthens my own website beyond what I could display without them.