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Professor Lori Bedell
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E-Portfolio Letter

I created my e-portfolio with the intention of directing it toward a professional audience. I want to be able to utilize this website as a resource to share information about myself beyond just a C.V., specifically as a reference for professors working on research projects and future employers. I would like my audience to be able to get a better sense of who I am, what I do, and what my work looks like through my site when considering me for research positions, internships, or job opportunities. While I wanted to make sure I maintained a formal and professional style, I also tried to let my personality shine through to seem more personable instead of just being yet another name on an application. As a secondary audience, I also plan on sharing my site with my family, but again, I created it specifically for a professional audience.

During the creation of my e-portfolio, I made various rhetorical choices to ensure that my content and style was appropriate and effective in reaching my intended audience. I kept the layout, design, and color palette of my website relatively simple and consistent so it looks formal and professional. I chose a light periwinkle, sage green, grayish tan, white, and black for my muted color scheme because together they look clean, calming, and inviting, as I would like my audience to feel invited to stay on my site for a while to view each of the different sections, without it feeling too bright or overwhelming. I chose a template that once again looks professional as an academic or business portfolio to align with my audience and purpose. The layout is simple and straightforward, always directing the viewer's attention vertically between separate sections on each page. I made sure to include a nice photo of myself on my About Me page so my potential employers can put a face to my name right away as they begin reading more about who I am. Throughout the pages that include my academic work, I included PDF viewers for papers, slideshows, and blog samples so they are easily accessible. Most of my personal images are included on my Extracurriculars page to show my audience what I do outside of classes, including my involvement in the Society of Physics Students, my advocacy work with the Frost Entomological Museum, and my creative work in the form of art and

photography. This way, my potential employers can get an all encompassing overview of who I am and what I do.

When organizing my e-portfolio, I divided my site into pages titled About Me, Written Works, Multimedia Projects, Blogs, Extracurriculars, C.V., and Contact. I decided that this linear organizational strategy would be the most effective and straightforward because they are clearly named and easy to navigate between, as opposed to utilizing a lot of subpages. This allows me to maintain a clean and professional looking portfolio to appeal to professors and potential employers. My home page welcomes the viewer, tells them who I am, and tells them what my portfolio includes. My work from RCL is divided into the Written Works, Multimedia Projects, and Blogs pages. The Extracurriculars page shares more about what I am involved in outside of RCL in the form of photos and descriptions. My C.V. page features my Curriculum Vitae clearly laid out in categories of Education, Achievements, Skills & Experiences, and Involvement, along with a button to download my professional C.V. as a PDF. Finally, I have a Contact page to make it very simple for a potential employer to reach out to me with any questions or comments, beyond just including my email addresses on my C.V. and in the site footer.

I chose my paradigm shift paper, my issue brief, and my This I Believe essay as my three written works because I am most proud of them. I did very well on them in terms of my grades, but most importantly, I think they do an amazing job at representing my writing abilities for potential employers because they are very well-written and allow me to highlight different writing styles. The two papers are very formal, academic, and research-based, letting me show topics I am passionate about. The essay is written in a free narrative style, letting me acknowledge the internal progress I have made while working on myself over the past couple of years and my ability to overcome hardships. Beyond being my favorites again, I chose my multimedia projects so that they paired with my written works since I felt that would be most effective in showing my fully realized projects with all of their components. These were also all completed by me individually since that makes more sense to me for displaying my work to my intended audience. In regards to my blogs, I chose to include both of my civic issue blog posts because I like that their topic and message connects to my other work, showing my dedication to this subject. I also specifically chose three of my earlier passion blog posts that focus less on my personal experiences and more on being a guide to figure out one's identity, since that was the central goal of the blog. I included ways to access both blog websites if the viewer is interested. I

proofread all of my pieces a final time and made small edits to them, such as typos I initially missed upon submitting them. Beyond that, I chose very well-written pieces and did not have to change much else in them or my multimedia projects. Finally, for my extracurriculars, I chose my topics and photos to show my various areas of interest and involvement, from physics, engineering, and entomology to acting, drawing, and taking photos. This way, my future employers can see evidence of my interests and my personality through what I do outside of academics. Overall, I think my e-portfolio website is successful and effective in compiling my academic work, interests, passions, and personality into one resource for future employers.

E-Portfolio Website: <https://paulinaprzybylski.wixsite.com/my-site>