Creating an E-Portfolio
Assessing the Context, Audience, and Content

Organization/Navigation
- Use sidebar menus, headers, or footers to organize layout.
- Include a link that will return readers to the main or previous page.
- Create succinct title headers for each page.
- Create a concise description of your portfolio in your introduction.
- Apply the 3-Click Rule.

Content & Tone
- Be selective about what you include.
- Use clear, concise language.
- Limit unbroken blocks of text.
- Justify text left, ragged-right margins.
- Create titles using your interests, rather than listing categories of information
- Proofread all of your work.

Style
- Use 12 point for text, 16-20 point for headings or listings of bulleted items.
- Clear and easy to read.
- Use bold and italic letters should have defined purposes
- Avoid underlining and using all uppercase, italics, or bold.
- Use font and typeface that fits your content.
- For a complete guide to selecting fonts visit: http://www.denizcemonduygu.com/tipo101/

Font
- Good contrast between font color and background color.
- Make sure backgrounds with texture are faint enough that text can be seen.
- Select a color scheme that communicates something about the context.
- Use one highlighting font color, if needed.
- Make sure main font color and type are consistent.

Color

Media
- Think of your audience, purpose and context of your media choices.
- Choose images connected to the rest of the content.
- Avoid distorting or blurring an enlarged image—unless done for a particular purpose.
- Strive to use only original work as opposed to borrowing sources from others.
- Cite sources and observe copyright.
- Be consistent with the type of images on a page.
- Keep videos short—aim for no more than 2 minutes in length.

Want feedback on designing your digital project? The Digital ACT Studio can help!
digitalactstudio.uncg.edu | 336-334-5616 | digitalacts@uncg.edu