



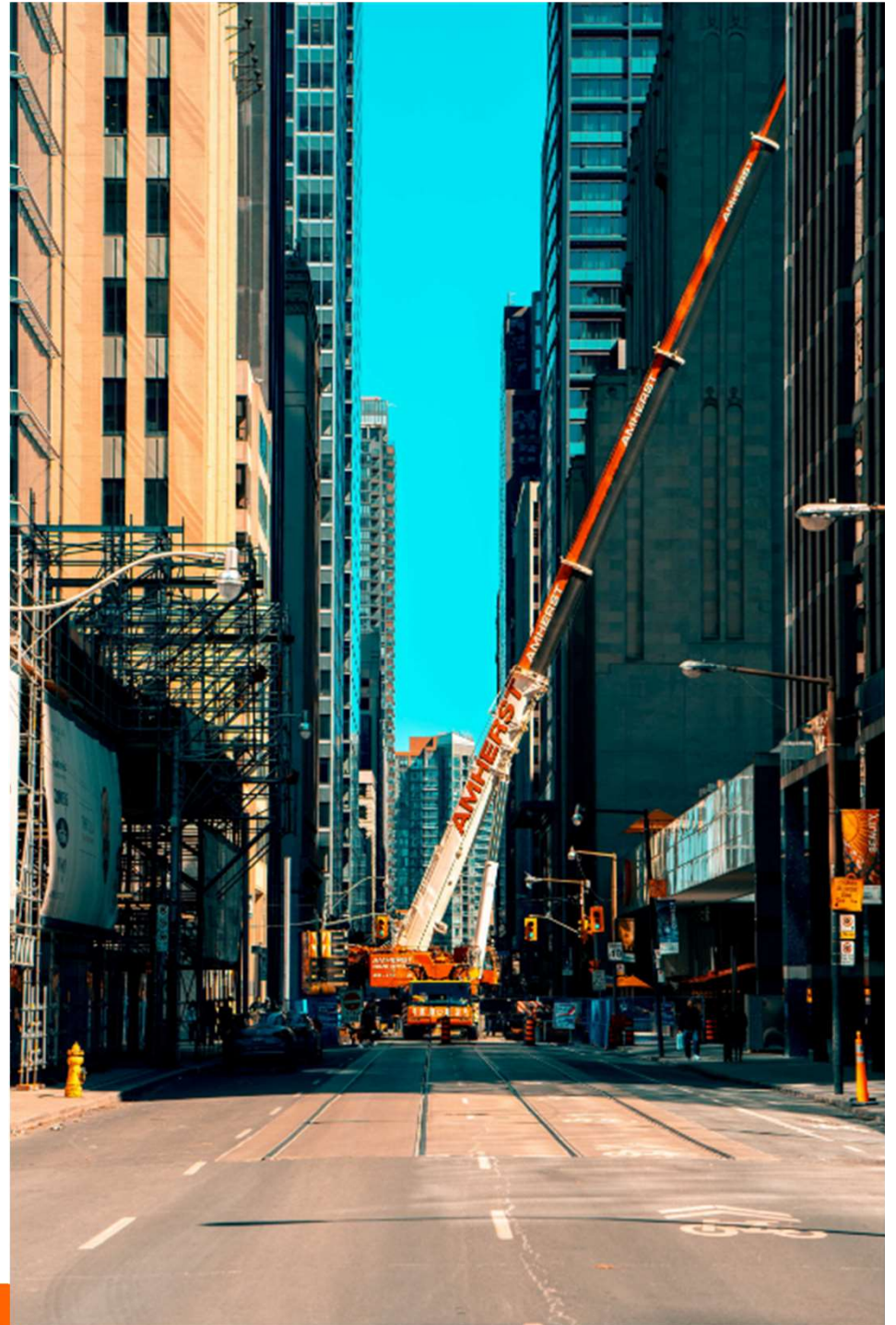


# Creating an Online Portfolio with ZERO Budget

*ATD Fort Worth Mid-Cities  
presented by  
Lorie Brown, Kristina Rogers & Samuel Apata*

# How this came to be

- Career Transition
- Job Transition
- Challenges
- ATD



# Agenda

- Introduction – President, ATD FWMC – Jeremy
  - Why have a Portfolio - Kristina
  - Challenges & Content - Samuel
  - Google Sites Demo - Lorie
  - Exercise / Breakout Room - Lorie
  - Resources - Kristina
  - Portfolio Tools/Examples - Samuel
  - Conclusion - Lorie
- 
- Q&A throughout





## What Are The Benefits?

Your portfolio is a virtual platform to showcase your talent, skills, insight, creativity, and expertise regarding all things of Instructional Design.



## Brief Discussion

- Do you have a portfolio?
- Has having and sharing a portfolio helped you get a corporate full-time job or freelance assignment?
- What do you think Hiring Managers want to see in a portfolio?





# Content Overview Challenges and Solution

*ATD Fort Worth Mid-Cities*

*Samuel*

# Don't have a portfolio?

Asked to do a sample project as part of the interview process.



# Have a portfolio?

Challenges of proprietary work.





# Things to consider

- What color theme should you use?
- What influenced the layout choices?
- Who is your audience is?
- Do we get a good sense of who the designer is?
- What should you include?
- What is the purpose?
- Call to action, takeaways, instant chat, contact section, etc.
- Social media links?



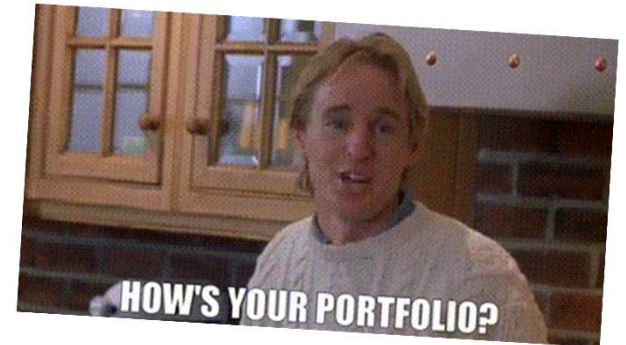
*“Remember, your portfolio is only as strong as your weakest work.”*

-Unknown

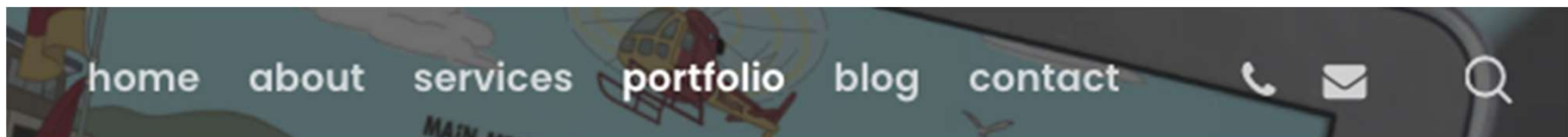


# Portfolio structure

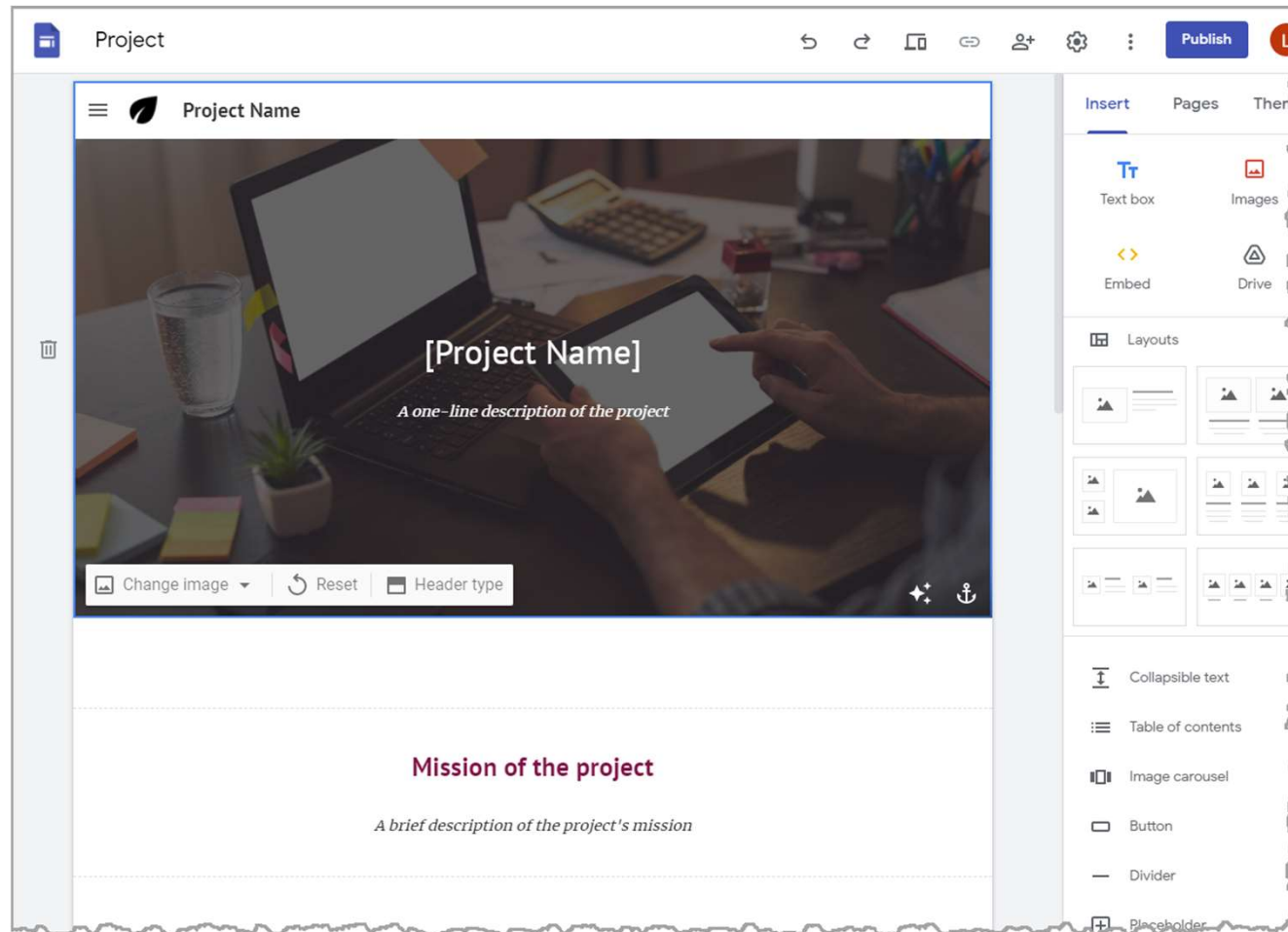
- Flagship or your Specialty
- Support documentation; storyboard, job aid etc.
- eLearning example if applicable
- Video samples
- Start with a problem, present the solution



# Menu structure



# Demo Google Sites – Lorie





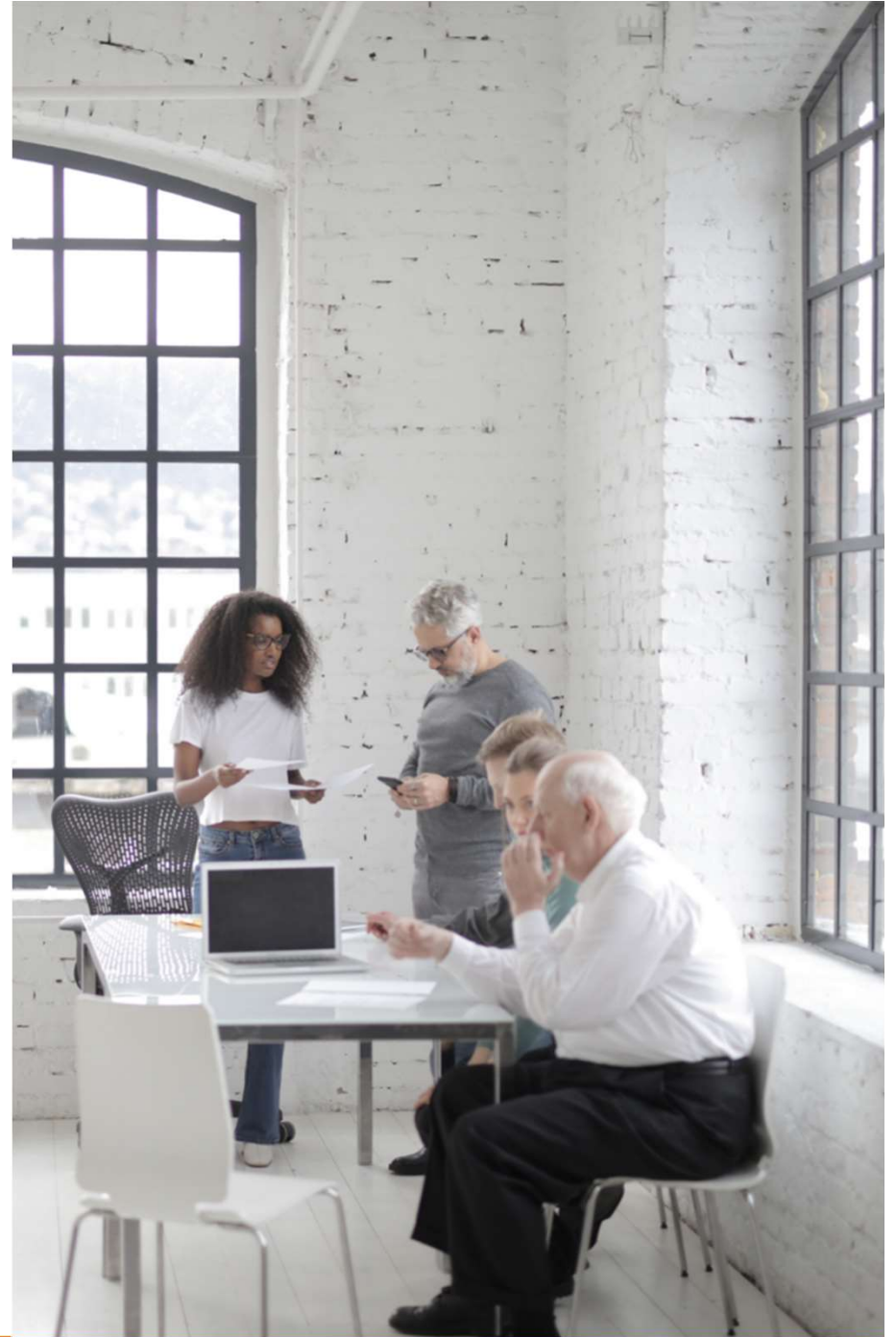
# Breakout Rooms

Download the document from  
the chat

3-4 people - 10 Minutes

Brainstorm

- Projects you already have
- Projects you want to create



# Resources

- **Microsoft 365/Personal:** Word, Excel, PowerPoint, OneNote - \$69 year
- **Snagit:** \$49 (Techsmith sales and discounts if bought with Camtasia - \$279)
- **Camtasia:** \$250 (Techsmith sales and discounts if bought with Snagit - \$279)
- **Captivate:** \$33.99/month or \$1299 perpetual license
- **Articulate Storyline 360:** 60-day free trial, or \$999 annually for individuals (Rise 360 included with the 360 subscription)



# Resources

- **Vyond:** 2-week free trial
- **Hardware:**
  - external mic
  - sound dampening box
  - camera
  - recording device
  - video editing
- **Free Resources:**
  - DeannaFisher.com
  - canva.com
  - pexels.com
  - Audacity





# Tools and Examples

<https://www.cathellis.com/portfolio/>

<https://www.devlinpeck.com/>

<http://www.deannafischer.com/welcome.html>

<https://timslade.com/portfolio/>

<http://caranorth.com/>

<http://samuelapata.com/>

<http://ashleychiasson.com/blog/about/>

<https://engagebraintrain.com/>







Lorie Brown

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