

An online portfolio is a great way to showcase your work to the world, especially if you are in a creative profession. Whether you are applying to a job that requires samples of your work, or want to cultivate a client base for freelance work, the benefits of using an online portfolio in your career are endless.

Choosing What to Include

It is important to be intentional about the works you decide to include. A portfolio should highlight your skills and abilities, whether that is creating media or planning events, or more! Here are some examples of what you can include:

Event flyers	Planning guides	Webpage designs	Photography	Spreadsheets
Artwork	Certificates	Recommendation letters	Research papers	Videos

In order to select the most relevant and beneficial samples, consider these questions:

- What does this item say about me or my skills?
- Is it relevant to the goals I want to achieve?
- Is it the final product and is it high quality?
- Does it contain any confidential information?

How to Annotate

Once you have selected your items, you should write descriptions about them and why you have included them in your portfolio. Depending on the format of your portfolio, these may be **captions, comments, or descriptive posts**. You may also save additional detail in a private file for later use, such as in an interview. Annotations should be more than a title—they should be **interesting and informative to the viewer**. As you write each annotation, consider:

- **Context:** Why did this get done? What was the purpose? What were the objectives of the project?
- **Conditions:** Was the project for a class or organization? How big/long was the project or activity?
- **Role:** Did you do everything? Were you working as part of a team or individually? What was your title, if any?
- **Tools and Techniques:** What equipment did you use? What methods or approaches did you take?

Make sure to use industry-specific language and name any programs or tools you used to effectively highlight your skills.

Sample Annotation

When I was the Event Coordinator for the Outdoor Adventures Club, I updated the group website to make it easier to list upcoming outings for the community. Collaborating with our secretary, I created an Excel spreadsheet of every upcoming event with time, location, and details. I then added it to the website using my hand-coding skills, adding CSS and jQuery to create a stylish menu of events that could be organized by type of outing—hiking, fishing, and camping. Our new members said it was helpful for finding out what we do!

Sharing Your Portfolio

After creating your portfolio, link it to a profile like About.me or LinkedIn to easily share it with employers and clients. Make sure to also **include a way to get in touch with you, such as a contact form or email**—do not include a phone number or home address. If you are interviewing for a job that requires work samples, or if using a portfolio during an interview is common in your field, you can also create a paper version to distribute or bring with you.

Free Online Portfolio Options

Platforms featured in this list are suggestions, not endorsements. Please use your best judgement when selecting a website to use for your portfolio and research additional considerations you may have, like privacy, file size limits, and shareability. In each category the suggestions are listed in alphabetical order.

General Portfolios

Blogging & Social Media Platforms

- Blogger* — www.blogger.com/features
- Ello* — www.ello.co
- Tumblr* — www.tumblr.com
- Wordpress — www.wordpress.com
 - Free features: 3GB of space

Website Platforms

- Weebly — www.weebly.com
 - Free features: Unlimited space/pages
- Wix — www.wix.com
 - Free features: 500MB of space, access to free stock image gallery

Portfolios for Specific Media

Art & Design Platforms

- ArtStation* - www.artstation.com
- Behance — www.behance.net
 - Requires an AdobeID
- Coroflot* — www.coroflot.com
- Dribbble — www.dribbble.com
 - Uploading requires an invite code

Audio Platforms

- Bandcamp — www.bandcamp.com
 - Free, with additional privacy and analytics benefits for paid members
- ReverbNation — www.reverbnation.com
 - Free features: Unlimited 8MB files
- SoundCloud — www.soundcloud.com
 - Free features: 3 hours of space

*Platforms marked with a * are 100% free with no paid options.*

Using College Central

Another option for you as student at LCCC is to make a portfolio using your College Central account. Log in at collegecentral.com/lcceagles and click on **My Career Portfolio**. From here you can choose the type of portfolio you'd like, and College Central will guide you through the process of creating a portfolio you're proud of.

Portfolio Platforms

- Carbonmade — www.carbonmade.com
 - Free features: 5 projects and 35 images
- Crevado — www.crevado.com
 - Free features: 5 galleries and 30 images
- DeviantArt Portfolio — portfolio.deviantart.com
 - Note: This is different from a DeviantArt profile page, and made for professional use
- FolioHD — www.foliohd.com
 - Free features: 36 file uploads
- PortfolioBox — www.portfoliobox.net
 - Free features: 50 images, 10 products, and 10 pages

Photography Platforms

- 500px — www.500px.com
 - Free features: 20 uploads/week
- Flickr — www.flickr.com
 - Free features: 1,000GB of space
- Instagram* — www.instagram.com
- Irista — www.irista.com
 - Free features: 15GB of space
- Photobucket — www.photobucket.com
 - Free features: 2GB of space

Video Platforms

- Vimeo — www.vimeo.com
 - Free features: Upload 500MB/week
- Vine* — www.vine.co
- YouTube — www.youtube.com
 - Uploading a video longer than 15 minutes requires free account verification