

## DESIGNING A WRITING PORTFOLIO WORKSHOP

### Portfolio Discussion: What is a writing portfolio? Why create a writing portfolio?

- Serves as culminating educational experience: an opportunity to compile a professional quality portfolio, to reflect on the minor, and to receive feedback
- Provides UWP a means to assess the effectiveness of the writing minor
- Serves a way to publicize the writing minor
- Offers writing minors an opportunity to publish their work on the UWP website for personal and professional purposes
- Offers writing minors an opportunity to showcase their work: on the UWP website, during job interviews or other professional activities; with family members, friends, and colleagues; and for yourself

### Required and Optional Portfolio Materials

In total, the portfolio should demonstrate the student's ability to vary writing according to audience, purpose, and genre, with particular emphasis on the ability to

- Manage the writing process to suit the task and situation
- Control style, tone, and structure
- Apply varied rhetorical strategies
- Evaluate and integrate external texts
- Write and edit collaboratively
- Use writing technologies appropriately

#### Required

Cover Page  
Table of Contents  
Introduction  
Range of Written Work (with Headnotes)  
Résumé

#### Optional

Copyright Page (suggest including contact information on this page)  
Acknowledgements Page

**Cover Page:** Include your name, your major(s) and minor(s), the date of submission, and a copyright notification.

**Introduction:** In your introduction (no longer than 2 single-spaced pages), reflect on the educational experience of the minor program and on your development as a writer. Avoid repeating all of the information in the headnotes; instead, select and synthesize specific information that helps to clarify the relevance of the pieces or projects to your

development: why did you select them and what do they demonstrate about your development as a writer?

Consider multiple audiences as you write your introduction:

- the portfolio review committee, made up of UWP faculty members
- potential employers
- current writing minors and students who are considering a writing minor
- UC Davis community members, such as alumni and administrators

**Explanatory Headnotes:** Begin each piece or project with an explanatory headnote (50 to 150 words). This should identify the piece or project and contextualize it: explain its rhetorical situation (the course or work site) and outline the assignment or the task, including the purpose, the target audience, and the topic. Include any information useful for understanding your choices as a writer: what was required and what was optional, chosen, or individually designed.

**Range of Written Work:** Select 3-5 pieces or projects that together represent your ability to vary writing according to audience, purpose and genre. A series of columns or related short pieces may be included as one project. Multimedia submissions may also be included.

The majority of the pieces or projects (2 of 3, 3 of 4, or 4 of 5) should have been written for courses that satisfied minor requirements, which may include the writing internship. One of the pieces may have been collaboratively written, if the headnote explains your role in the writing process. One of the pieces or projects may have been edited rather than written by you, if the headnote explains your role in the editing process and your portfolio includes both the original and the edited versions.

## Organizing Your Portfolio

### Possibilities for Supplemental Materials

### Possibilities for Writing Samples

Chronological order

Strongest to least strongest

Least strongest to strongest

Themes (e.g., science writing, marketing, nonfiction)

Most impressive to potential employer to least impressive

Other?

## Document Design Discussion

### Functions of Document Design

Motivation  
Comprehension  
Usability  
Efficiency  
Retention  
Clarity  
Organization  
Conciseness  
Good Impression

### Your Portfolio: Achieving the Functions of Document Design

- Create a table of contents to help the reader “see” the contents of your portfolio and to easily find your portfolio entries
- Create headings to help the reader “see” where new entries begin and to aid scanning
- Apply styles to headings, headnotes, and other text elements to help the reader “see” how you have organized your portfolio and to help the reader easily identify different kinds of information
- Create a running header and footer (consider using a horizontal rule) to help the reader locate where he or she is in your portfolio
- Use white space judiciously to encourage the reader to “read” your portfolio and to help the reader access your portfolio contents. White space helps documents “breathe.”

### Questions?

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## Workshop: Creating a Professional Writing Portfolio

**NOTE:** The instructions here are specific to the Microsoft Word version on the computers in the Olson Mac labs. You will need to adapt them for other versions of Word on Macs and PCs.

**NOTE:** These instructions help you to create a portfolio template that includes a header and footer, table of contents, page numbering, and consistently formatted headnotes, headings, and body text. See the UWP writing minor web page for an example of what a writing portfolio template might look like.

1. Draw thumbnail sketches of portfolio—include all the required materials and your selected writing pieces
2. Create a new Word document
3. Modify margins (suggest 1" margins)
4. Using your thumbnail sketches as a guide, insert pages into your Word document using page breaks and section breaks; include temporary labels such as cover page, copyright page, TOC, cover letter, Entry 1, Entry 2 and so on.

Your first page will be your cover page. After typing "cover page" as a label, hit "return" and then, from the menu bar, go to "**Insert > Break > Page Break**".

- |                           |   |
|---------------------------|---|
| ▪ Cover page              | insert page break                                   |
| ▪ Copyright page [opt.]   | insert page break                                   |
| ▪ Acknowledgements [opt.] | insert page break                                   |
| ▪ TOC                     | insert section break next page                      |
| ▪ Cover letter            | insert page break                                   |
| ▪ Entry 1                 | insert page break <i>OR</i> section break next page |
| ▪ Entry 2                 | insert page break <i>OR</i> section break next page |
| ▪ Entry 3                 | insert page break <i>OR</i> section break next page |
| ▪ Résumé                  | insert section break next page                      |
5. Create a running header and footer and paginate your document (use Roman numerals for front matter and regular numbers for all other pages)
    - Go to View > Header and Footer

- To number your front matter with Roman numerals, open the header or footer on the page after your cover page. Select “**Different First Page**”. Then, go to “Format Page Number” and select “**i ii, iii,**” for “Number format:” and “**i**” for “Start at:” [under “Page Numbering”]

NOTE: If page numbers do not show up, click “**Insert Page Number**”

- To number all other pages with regular numbers, open the header or footer of your cover letter page [start of Section 2] and unselect “**Different First Page**”. Then, go to “Format Page Number” and select “**1, 2, 3,**” for “Number format:” and “**1**” for “Start at:” [under “Page Numbering”]

NOTE: At the start of additional section breaks, you may need to go to “Format Page Number” and select “**Continue from previous section**” [under “Page Numbering” (this will keep the page numbers consecutive)]

NOTE: Consider adding a horizontal rule or other graphical element to your header and/or footer. Open the Object Palette to do this.

6. Insert Lorem Ipsum text (dummy text) as a placeholder for all headnotes. Open the “Latin-Lipsum.txt” file in the Class Folder to retrieve placeholder text. Or, go to <http://www.lorem-ipsum.info/generator3> to retrieve placeholder text.

NOTE: Suggest putting your headnotes above your portfolio entry titles.

7. Copy and paste documents into your new Word document

- Go to Edit > Select All to select your entire document. Then select “**Copy**”.
- If you want to preserve existing formatting, select “**Paste Special...**”
- If you want to reformat your documents using defined styles, select “**Paste**”. You will then need to apply a style to all elements of your copied text (headings, body text, captions, and so on).

NOTE: You might find it easier to work with the copied text by first clearing all pre-existing formatting (to do this, **highlight the copied text** and then select “**Clear Formatting**” from the list of available styles.

8. Create new styles or modify existing styles for the following (suggest modifying existing styles to make creating the table of contents easier):

- Heading 1 (Go to Modify Style)

- Heading 2
- Headnotes
- Normal (or “Body Text”)
- Captions

9. Apply styles to your document (at the very least, apply your defined styles for Heading 1, Normal, and Headnotes)

10. Create your Table of Contents

- Go to **“Elements Gallery > Document Elements > Table of Contents > Create with Heading Styles”**.
- Click point of entry in document
- Click \_\_\_\_\_

NOTE: Can click in TOC and see which style is highlighted. Right click to modify the style. Go to “Format” > “Paragraph...” to modify “before” and “after” spacing.

11. Convert portfolio template into a PDF. Go to File > Print > PDF (in opposite corner) and choose “Save As PDF” from the menu.