Writing Project 1

Submit Assignment

Due Feb 5 by 11:59pm **Points** 100 **Submitting** a website url

Writing Project 1: Starting the Portfolio Project

Portfolio: You are setting up your portfolio for the semester. This includes two parts:

*S**tudent Branding**:*This part focuses on setting up the portfolio as an academic example and considering how you are developing your personal brand (what makes you special? What makes you stand out from other students/job applicants?)

1. an introduction to the portfolio
2. an “About Me” page for you, the student, which also includes a profile picture

Company Branding: This part focuses on creating the identity of your company. This section includes the following:

1. an “About Us” for the company (crafting an appropriate public brand for the company)
2. a page that lists products and/or services
3. appropriate imagery/pictures (both for visual appeal of the site and to promote the company).
4. a logo/banner for the Digication portfolio

Key Documents:

Prewrite: Spend at least 30 minutes brainstorming possible company ideas/brands for the project. Explore your options since once you make a selection, you will be working with that company for the bulk of the semester. For the first part, write down as many ideas as you can. After that, focus on your three favorites and develop those in more detail.

Rough and Final Drafts (you need all documents for both the rough and final drafts) posted

into Digication:

Student Brand:

1. *Introduction to the portfolio:* Orientate your readers to the content and goals of the portfolio. What does the portfolio, as a whole, represent about you, this class, your goals, etc.?

2. About Me (as the student): How do you want to present yourself to the ASU community (students, faculty, staff, etc.)? What makes you stand out as a student/job applicant? This must include a profile picture.

Company Brand:

1. About Us: Information about the company (goals, history, principles) geared towards your intended customers.
2. Products and/or services offered: What does your company do?
3. Appropriate visual elements (pictures, etc.). Students need to be aware of copyrights with the use of imagery (create your own or use ones that are public domain/open source, etc.).
4. Logo/banner for the Portfolio