

# Web and App Development Degree Portfolio Requirements



DIGITAL MEDIA UVU · MONDAY, FEBRUARY 29, 2016 · 5 MINUTES 299 Reads

## Overview

To successfully pass the Portfolio Review and enter the Web & App Development concentration within the Web Design and Development Degree, candidates must complete:

1. All required Web and App Development courses, or be in the process of finishing core courses, each with a grade of B- (2.5) or better on a 4.0 scale (see conditional acceptance below)
2. Submit an online portfolio as a [Medium](#) Publication with all required items as outlined below by specified due dates, and as part of a personal branding strategy. For more information on structuring content, or, if you have passed the Portfolio Review already, and need further guidance on building a more robust version, the following article can help you strategize.

## Portfolio Requirements Outline

### Education and Career Letter

The education and career article should include a professionally written personal introduction; an outline of present educational goals; an entry-level career goal statement; a long-range career statement; each being one paragraph in length, to set the focus for your consideration. This article should be considered a 'Letter of Intent' that faculty can use to assess the level of seriousness for the submission. Be concise!

### Practical Knowledge and Skills Sections

In Medium, articles should express what has been learned by creating a Case Study styled article for each lower-division course beginning at DGM 1240 Communicating Digital Design as evidence of your capabilities. Articles should not sound like a term paper, but rather, a professionally written set off materials that a community of professionals might find valuable. For example, writing about a topic formed around a class project, a student might focus on a specific tool or set of technologies, use of processes, media integration methods, or even a combination of various topics, in an effort to showcase knowledge. Students should

infuse their knowledge by answering points such as...why this knowledge is important; provide visuals that support and validate specific capabilities on design or development; what specific problem was resolved and how it was done; why the final product is exemplary; and possibly provide a link to each functional project so faculty, or even a potential employer, can interact and experience the final product.

Medium Case Study Example > [Building Seamless iBook Backgrounds for Better UX Experiences](#)

Medium Publications for Portfolios > [Rethink your Portfolio Design](#)

Portfolio Resources on Flipboard > Digital Media's [Portfolio Review Magazine](#)

Medium Portfolio Development > [Medium Shortcut Cheat Sheet](#)

Medium Support > [Publication Help Center](#)

IMPORTANT: Use only creative names for Medium article titles. Do not use course numbers! Moreover, write each article for a broad audience in the UX/Interaction Design community specifically; meaning, articles should be a valuable reading experience, not a generalized rehash of a project, but an educational read meant to help others learn something of importance. Lastly, take the time to review current job postings on [AuthenticJobs.com](#) or other source and focus on key terms, processes, and technologies that are being sought in the industry. Here are some possible article title influencers to help students devise a strategy.

#### Section One: Methods and Process Articles

- Interaction Design Concepts in UI Development (DGM2240)
- Digital Design Processes are Not Stupid (DGM2250)
- Interactive Data Visualization Charts That Scream 'Use Me!' (DGM2271)
- Why Sketch App is My Go-To Tool for Creative Design? (Extra Curricular Work)

#### Section Two: Design and Development Articles

- Design Patterns and the Art of Consistency (Any Course)
- Image Compression Techniques That Make You Look Like a Genius! (DGM2341)
- Immersive Experiences are Critical to Engaging Participants (DGM2260)
- Interactive Advertisements Can Change a Readers Mind (DGM2270)
- Integrating 'Interactive Objects' into Productions to Increase Engagement (DGM2280)

- Preparing for an Internship in Digital Product Design (Extra Curricular Work)

At the end of each article, use the following statement, using your own information, to ensure faculty can identify the course and project affiliation. John Doe is a student in the Digital Media program at Utah Valley University, Orem Utah, studying Interaction & Design. The following article relates to (X Project) in the (DGM XXXX Course) and representative of the skills learned.

### **Student Medium Article/Publication Examples**

[Brittany Keller](#) | [Caden Damiano](#) | [Jackson Lloyd](#) | [Heather Wright](#) | [Jonah Stowe](#)

Industry > [Cofolio Examples](#)

### **Résumé / CV Article**

A separate Medium article should be written to showcase a personal résumé/CV and placed in Medium according to a personalized structure. This should have been completed in DGM 1240. We also recommend that students work with the Student Career Center to organize a résumé and use these links [Help Wanted](#) - [UXBeginner](#) - [UsabilityCounts](#) - [Monster](#) - to craft their document(s). The résumé should be updated frequently, and reflect UX/Interaction Design / [Digital Product Design](#) experiences. Lastly, a link to a PDF version should be provided in the article for potential employers to download.

### **Extra Curricular Work**

Students must demonstrate a sufficient quantity and quality of extra-curricular activities in the Interaction and Design (UX/Interaction Design) field through voluntary immersion. This would include submission of UX Design-based Web sites, mobile Apps, or immersive/adaptive projects with supporting documentation (e.g. not as part of a class), and most importantly an emphasis on Digital Product Design and Development. It is recommended that extra curricular projects be solo-produced; however, if not, group-originated materials must be accompanied by a detailed description of the process and the student's role in the project.

### **Social Media**

Students are required to provide links and evidence of their social media presence as part of their portfolio strategy. How do you use these platforms to network, show/share work, and stay informed? Specific focus will be placed on the use of Instagram, Twitter, and Flipboard, but also may include [Dribbble](#) or [Behance](#) as well. Integrate these options into Medium and personal branding materials as begun in DGM 1240. Social media is not purely social, it is a

deliberate act of professional networking, and can be the difference between ho-hum portfolio performance, and an active use of [branding](#). Do not underestimate these tools!

### **Conditional Acceptance**

Conditional acceptance into upper division classes can be requested if there are only one or two lower division DGM core classes left for completion, but any acceptance is contingent upon students coordinating with an advisor and final approval of a faculty member in the Interaction & Design concentration.

Updated: 11-8-2018