

## Web-based Portfolio

### COLLECT, REFLECT, AND PROJECT

The purpose of any portfolio is two-fold. It provides a space for researchers to freely gather and reflect, but it also provides a venue for writers to ultimately perform and present. A Web-based fieldworking portfolio can be a visually impressive (and *persuasive*) presentation of what you have learned about the culture you observed, the service-learning issues you investigated, and the writing you did. It can help you tell that important or overlooked “story” of your culture and fieldsite (Sunstein and Chiseri-Strater 56-58, 412-417). It can also act as a cultural site itself, a story-in-the-making—in this case, the story of your fieldworking project, how you negotiated the challenge of completing each assignment, and how the project has changed you as a result.

We will start with a very basic template. From there, you may decide whether your Web portfolio will be simple or complex. We will devote several class days to working on the portfolio, but you should plan to complete the majority of it outside of class. By the end of the semester, your four major projects will need to be linked to the portfolio as PDF files or incorporated as HTML text (again, you can decide based on our class discussions and workshops). In addition to these projects, you may also choose to link some of the key documents or artifacts that show us evidence of your research, planning, analysis, and reflection, i.e., things that show us *how* and *why* you did what you did, not only *what* you did.

Because this is a publicly viewable project, it must be of high quality. This does not mean it has to look like something a paid professional would design. But it should have the essential components and qualities listed below. It should be visually appealing, rhetorically effective, and navigationally sound.

### ESSENTIAL COMPONENTS AND QUALITIES

- **Main page** with **title** and **byline**
- **Positioning Essay**
- **Verbal and Visual Portrait**
- **Bibliographic Essay**
- **Final “Big” Ethnography**
- **Reflective Analysis** of the portfolio, where you discuss what you have learned as a reader, researcher, and ethnographer; how this portfolio contributed to that learning; and what principles or concepts informed how you constructed the portfolio. You may also consider what aspects of the project were challenging, or what aspects of the portfolio you feel worked extremely well.
- Has a **clear visual theme** that makes all portfolio elements cohere, establishes a focal point, and creates a mood.
- Demonstrates **intelligent, thoughtful** prose that is **carefully revised** and free of major patterns of grammatical or linguistic error.
- Demonstrates an understanding of **basic principles of design** (e.g., pays attention to contrast, repetition, alignment, and proximity; avoids visual clutter; images don't interrupt the text)

### OPTIONAL COMPONENTS

- **Images** and **artifacts** to provide a focused view of your subculture
- **Glossary** of field terms or “insider” jargon
- Interview **Transcripts**
- Relevant **Fieldnote Reflections** or **Short Assignments**
- **Related Links**

## A RADMOND SAMPLING OF PORTFOLIOS

<http://imet.csus.edu/imet1/baeza/>  
<http://www.remember.org/jacobs/>  
<http://karlstolley.com/research/atheism/index.htm>  
<http://web.ics.purdue.edu/~eschefsk/ethnographyhome.htm>  
<http://web.ics.purdue.edu/~memay>

## SEARCHING IMAGE DATABASES

In addition to taking your own pictures or scanning artifacts from your fieldsite, you may need to download images from the Web to construct your visual theme. Whenever you acquire an image, take down the **source information** so that you can cite it later. Also be aware that **not all images on the Web are safe to use!** Obtaining images via Google and without requesting source permission is putting yourself at risk for violating someone else's copyright. Instead, utilize the image databases below and search them as you would any other database, but be sure to include keywords that have to do with the actual content of the images you want to find. Typically, a thumbnail image will open that you have to click on to view in a larger size. If there aren't any other instructions, you can simply download the larger image by **right-clicking** it and saving it to your desktop or to another folder. If you can't find what you need below, you can do a Google search for "free public domain images" and see what other databases come up. However, "free" doesn't always mean "safe to use," so be sure to carefully read the information about *terms and conditions of usage* on these databases.

## SOME OF THE MORE SAFE, LEGAL, AND ACCESSIBLE IMAGE DATABASES

<http://camio.oclc.org/>  
<http://www.morguefile.com>  
<http://www.freeimages.co.uk>  
<http://memory.loc.gov/ammem/fsowhome.html>  
<http://accuweather.ap.org/>  
<http://www.artstor.org/index.shtml>  
<http://www.free-photographs.net>

and ... Lou Malcomb's favorite ...

<http://www.census.gov> for demographic maps