

WEB PUBLISHING

Overview:

Having and maintaining a portfolio website is becoming a common expectation for creatives and professionals in the arts & media. Last semester seniors, graduate students and alumni within six months of their date of graduation are eligible to have the Portfolio Center design, build and host a portfolio website on their behalf.

A portfolio website should include:

- Contact information
- A Resume, CV, Artist's Statement and/or a Biography
- Portfolio samples

Essential elements of a successful online portfolio:

- Simple, intuitive navigation
- Consistent branding and page layout
- Careful sample selection and sequencing

Eligibility:

Web publishing services and website hosting is available to last-semester seniors, graduate students and alumni within six months of graduation. In order to begin web publishing you must provide an unofficial transcript to verify your student status.

You may apply for web publishing and hosting to build a portfolio that directly relates to your academic major and serves your professional ambitions. Requests to build personal web sites will not be entertained.

Design:

The Portfolio Center web publishing system was created to quickly and efficiently organize your portfolio samples so they can be viewed on the web. It is a simple publishing system that will emphasize your work, rather than web design elements. If you are looking for a personal page, or a great deal of customization, you may need to seek the services of a web designer.

Hosting:

The Portfolio Center will provide you access to upload your work into your customized website and host the site for at least one year and up to two. By taking advantage of this service, you agree to include your website in our online database of portfolios.

The web publishing process:

Web publishing generally takes between 2 and 4 weeks to complete, depending on how quickly you prepare your samples. Once your site is complete, it will be added to the Portfolio Center search page at portfolio.colum.edu/search and will be publicly accessible via the Internet.

Appointments with industry experts:

Although it is not required, the Portfolio Center strongly recommends students seek portfolio feedback, through the Portfolio Center, or one of your faculty members, prior to beginning the web publishing process.

Call us at 312.344.7280 with questions about web publishing or appointments with industry experts.

WEB (PORTFOLIO) PUBLISHING FOR VIDEO-BASED PORTFOLIOS:

When you have the following materials, you are ready to begin the web publishing process:

1. Video Samples:

- Saved to Quicktime Format
- Files no larger than 30MB
- Thumbnail images for each piece saved as JPEGs no larger than 30MB

2. Image Description: Your reels and samples should all be titled with a 1-2 sentence description of the content. You may also categorize your work if desired.

- Proofread
- Saved as plain text file (.txt) or Microsoft Word document (.doc)
- Categorize your work and prepare a text file with the necessary details

3. Artist Statement/Intent: Your artist statement should summarize your immediate goals, as well as the context of your work, in a page or less.

- Proofread (by someone other than you)
- Saved as plain text file (.txt) or Microsoft Word document (.doc)

4. Resume: Your resume should be a one to two page summary of your current accomplishments and qualifications.

- Proofread
- Saved in PDF format

5. Bio: Please include a 1-2 paragraph biography.

- Proofread
- Saved as plain text file (.txt) or Microsoft Word document (.doc)

Question and concerns should be directed to the Web Publishing Coordinator by calling 312-344-7280.