

Portfolio Style Guide
Sierra Tribbett-Collins

Writing

Portfolio samples:

- Samples of my writing will be work that was written during my graduate program and in undergrad (roughly 7 years of work). Most work has been previously published. Work that has not been published will be indicated as unpublished. Context for each sample will be provided (i.e. what publication the piece was written for, what year, etc.).

Personal reflections:

- Short reflections on my experience will be included. The portfolio aims to emphasize collaboration and leadership. For example, my reflection on my time as Editor in Chief of the *Aonian* will include the ups and downs that went into publishing the edition during the pandemic.

Voice:

- My reflections will be both candid and professional. My goal is to illustrate what I learned through each experience and how that will translate into future opportunities.

Grammar:

- Follow American-English grammar standards and refer to the Merriam-Webster dictionary for any spelling questions.

References:

- Refer to the Chicago Manual of Style (18th edition) for any further information.
- Refer to Don Norman's *The Design of Everyday Things* for any concerns related to website usability and design.

Mechanics

Capitalization:

- Always capitalize titles of publications (*Aonian, Quills & Pixels*, etc).
- Capitalize names of websites (Instagram, Facebook).
- Capitalize headings and subheadings.
- Capitalize all proper nouns, days, months, people, and institutions (University of Arkansas-Little Rock).

Spelling:

Commonly used words in the portfolio that could be potentially misspelled are as follows:

- assistant
- comprehensive
- experience
- memorable
- meticulous
- resume
- technical
- workshopping
- zine

Punctuation:

- Punctuating simple sentences:
 - Simple sentences contain one independent clause. Be sure not to separate the subject and verb with a single comma.

- Punctuating compound sentences:
 - Compound sentences contain two independent clauses. Be sure to determine whether there is a coordinating conjunction and use a comma if so.
- Punctuating complex sentences:
 - Complex sentences contain both an independent and a dependent clause. There may be no punctuation between the clauses, or they may be separated by a comma.

Acronyms and Abbreviations:

- UALR (University of Arkansas-Little Rock)
- Q&P (*Quills & Pixels*)
- UWC (University Writing Center)
- UAMS (University of Arkansas Medical Sciences)
- IDHI (Institute for Digital Health and Innovation)
- CALS (Central Arkansas Library System)
- GA (Graduate Assistant)
- EIC (Editor in Chief)

Tables and Lists:

There are two types of lists: ordered lists and unordered lists. In an ordered list, each item is numbered. Use an ordered list only when the order of the items is important (such as for listing steps or procedures). In all other cases, use an unordered list with bullet points. Use a colon to introduce a list if the introductory statement is a grammatically complete sentence.

Example:

My responsibilities as a GA included:

- visiting classrooms to advertise the UWC
- co-hosting writing workshops
- running the social media
- leading weekly meetings
- tutoring sessions with both undergrad and grad students

Visual

Color Palette:

- White background: #ffffff
- Gray background: #eeeeee
- Light: #ffdede
- Accent: #c16c6c
- Dark background: #77848
- Black: #7f5757

Fonts:

- Headings and logo font: Yeseva One, 400 weight.
- Body font, navigation font, quote font: Poppins, 300 weight.
- Journo does not list font size (rather Small, Medium, Large), but H3 headings will be roughly 28 pt font. Body text will be roughly 12 pt (Medium).

Design Features:

- Drop shadow for list of articles
- Fade in scroll
- Text icons for navigations

Image Standards:

- Free images will be taken from unsplash.com
- Homepage image is my own photo

Digital

Website:

- All content will be displayed strictly on the Journo website.

Animation:

- Scrolling will create a “fade in” effect. Elements of the page will load at a fade-in speed of 800 ms with a 100 ms delay.

Links:

- Hyperlinks will be cleanly incorporated by clicking on text. The actual text of the link will not be visible.
- Some links will be under images. For example, under my Editing Experience tab, the logo or relevant artwork related to the experience will lead to a link that offers more information.
- Links will open into a new tab so the user does not lose their place in the portfolio.

PDFs:

- PDFs will be uploaded to Journo. Journo will then create its own hyperlink for each PDF for easy access.