

**How To Plan, Design, and Publish a  
Kent State University Student Portfolio Website  
Using Microsoft Word and  
Internet Explorer 7's Built-in FTP Protocol.**



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November 2007

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## ***Introduction***

Congratulations for taking the first step to showcasing your achievements. This is a step-by-step instructional manual for planning, designing, and publishing a Kent State University student portfolio Website using Microsoft Word and Internet Explorer 7's built in ftp protocol.

I have completed many courses in Computer Technology which required an online portfolio showcasing all class projects and saw the confusion and problems that arose when some members of the class reached this section of the course. Those that were confused were students that had no idea how to put together and publish a Web page let alone an entire portfolio. Students who don't have the necessary skills involved tend to have difficulties completing this type of assignment. Not all of the professors that require this project have the time to sit down and help each student. The schedules for some of these courses do not permit more extensive coverage of this topic. Nor are the available textbooks helpful in this area. However, some instructors have added basic directions for this task on their own Web sites for students to follow. This manual will provide a reference for students who are having trouble in this area. Having the manual accessible to all students will enable students who are encountering difficulties a reference to look to for help. Students sometimes need a different way to look at material in order to grasp the concepts. This manual will provide a different outlook on creating an online portfolio and will hopefully enable students to understand how to do so quicker.

I am confident that this instructional manual will be appreciated by students and instructors alike. Not only will this manual save instructors from explaining the process of creating a basic Web page, it will change the attitudes of students who feel they can't accomplish this particular task on their own. I am also confident that the idea of creating an online portfolio will extend beyond the Computer Technology department to students of all majors. I am hopeful that this manual will make creating an online portfolio such an easy task that students won't wait until it is an assigned requirement, they will want to create one on their own for their own benefit.

This manual begins with explaining the benefits of creating an online portfolio to both students and instructors. The next section explains how to plan what to include in a student portfolio. The third section walks you through the design process step-by-step. Because of its availability, this instructional manual will explain how to design basic Web pages using Microsoft Word. There are many "What You See Is What You Get" Web page design software available and they are usually expensive. Microsoft Word can also be used to design Web pages without requiring the user to have a working knowledge of html. Another good reason for this choice is that Microsoft Word is a program that most students are familiar with. The last section of this manual will explain step-by-step how to upload the final project to the Kent State server for viewing online using Internet Explorer 7's built-in ftp function. It will also explain how the URL address for viewing the finished site is determined. The last thing this manual will provide will be links to additional examples for students to look at to improve their comprehension.

## ***What an Online Portfolio Is and How You Can Benefit from Creating One***

In this section you will gain an understanding of online portfolios, which are sometimes referred to as e-folios; what they are and how you, as college students, can benefit from creating one.

A portfolio is a container used for storing and organizing samples of one's work. For instance, a photographer might choose some of his/her best photographs to bind together in a three-ring notebook to either show potential employers or to lay around their own studio for customers to look at. A journalist looking for employment might put together a folder containing all his/her best writings to show potential employers. These are examples of traditional portfolios. An online portfolio is also a container used for storing and organizing one's work, but in digital format.

So now you're probably thinking, "How would creating a portfolio help me? I'm not a professional yet! I'm still in college!" Well that's what I'm here to tell you.

We attend college to learn new skills for building our careers. When looking to obtain employment we put together resumes which list our skills and any certifications or degrees we have already obtained or are working towards. We also put together a list of professional references such as past employers or college professors who can verify that what we list on our resume is in fact, true. A portfolio allows your resume to expand by showing examples of your work which is another way of backing up what your resume states.

Let's talk more about benefits in terms of online vs. traditional.

### **Organization and Storage**

Online portfolios are a much better way of organizing and storing your achievements and work samples. How many times have you completed an assignment, turned it in, received it back graded, and then shoved it in a notebook or folder and forgot about it? Then all of a sudden a day comes when you might have to refer back to that assignment for some reason and can't find it. With an online portfolio all your work is stored in one place and can be organized into sections. The use of navigational links makes it much easier to find a certain project.

### **Easier to Maintain and Not as Expensive to Update**

Traditional portfolios require a lot of printing especially if you are constantly revising your work to keep it polished or adding new samples of work. What if you are applying for more than one position at the same time and need more than one copy of your portfolio? The cost of paper and ink can be high. With an online portfolio you can add as much new content as you like and revise old content over and over again without ever having to print. Passing out the Web address to your portfolio is much easier than, and not as expensive as passing out printed copies. This brings us to the next benefit.

## **Easier to Share**

An online portfolio is accessible 24 hours a day to anyone who has access to the Internet making it available for millions to see instead of just a select few. When applying for a position where the interviewer or potential employer can see an online portfolio that includes a resume and views of a student's actual work, that student may be more likely to obtain the position.

## **Free Advertisement**

When you share your online portfolio with potential employers or customers you are advertising yourself. A free way of doing this is to add your portfolio Web address to your permanent email signature and/or your business card. Another good idea is to add the address to your contact information at the top of your resume. If you are posting your resume on Web sites like Monster.com or applying for jobs through the Internet by sending an electronic version of your resume, potential employers will see the link to your portfolio where they can go to learn more about you.

## **Enhance Technology and Additional Communication Skills**

Today more and more positions require technology skills. By creating and building an online portfolio, students will enhance their technology skills. The time they spend displaying, sharing, and presenting them enhances additional communication skills.

## **Sense of Accomplishment**

Students would feel a sense of accomplishment by using their portfolios to keep track of their own progress and by demonstrating what they have learned when displaying, sharing, and presenting them to instructors, classmates, and potential employers.

## **Kent State Server**

Kent State University reserves space on its server for each and every one of its students. Your space is free to use for projects such as an online portfolio as long as you are a student of Kent State. It is a good idea to backup your portfolio by saving it to disc close to graduation. This way, you can transfer it to a free Web site service such as Geocities or a purchased one. If you don't transfer it to another space on the Internet, you still have the entire portfolio on a disc that you can make copies of to pass out.

## ***“If you build it, they will come” - Theodore Roosevelt***

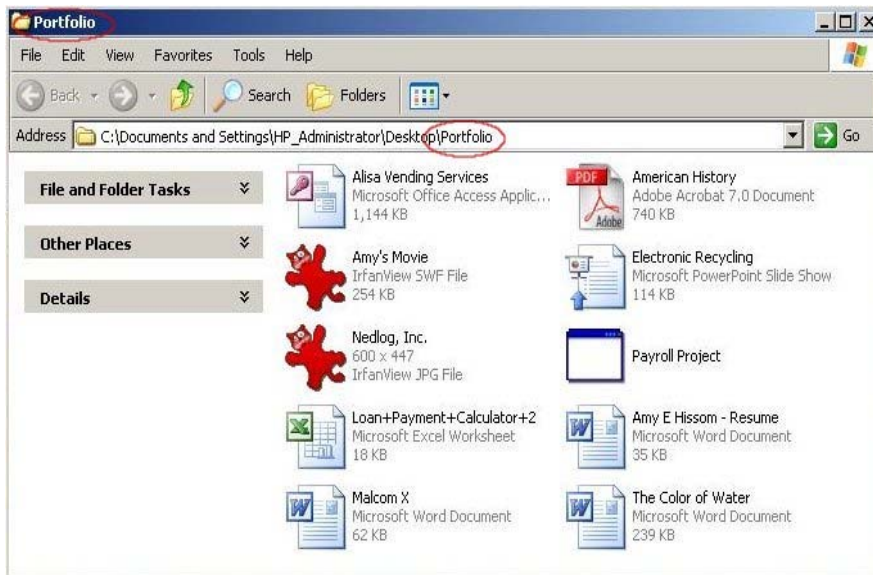
Now that you know the benefits of creating an online portfolio, what will you do with that knowledge? Before we go on, there is something very important you should always remember. It is up to you to develop and promote your own career, document your own success stories, and build your own career portfolio. You are the only one who is truly interested in promoting your work. It is up to you to honk your own horn and stand above the crowd to get the recognition you deserve.

## Planning

Before the actual designing process begins, you must decide what your portfolio will include. As a college student you'll probably want to include completed assignments from different courses you have taken. If your major is Computer Technology, and you've taken courses in workgroup productivity software, you'll probably want to include some of your best completed Microsoft Word, Excel, Access, or PowerPoint assignments. If your major is English, you might want to include some or all of your writing assignments. These are just some examples to get you started. Whatever your major is, completed assignments of any kind should be included if possible. This will let you keep track of your learning while showing others how you have grown in knowledge. As college students, most of our assignments are already in digital format. You'll also want to include an electronic copy of your up-to-date resume. Maybe you designed a brochure for a business or non profit organization. This is a great artifact to include in your portfolio. The list can go on. The following is a list of just a few ideas to help you decide.

- ✓ Work or class projects
- ✓ Reports
- ✓ Writing Samples
- ✓ Presentations created
- ✓ Resume
- ✓ Photos or videos
- ✓ Certificates or awards
- ✓ Letters of recommendation

Once you have decided on what you will include in your portfolio you will need to make a folder on your computer to store everything in. I suggest naming the folder "Portfolio". Make sure you remember where you placed that folder whether on your "Desktop" or in the "My Documents" folder. These are just suggestions of places to put your folder. You can put it wherever you'd like. Once you have created your folder you need to put copies of everything your portfolio will include. For example, Word documents, PowerPoint presentations, writing samples, reports, and so on. This same folder is also the place where your completed Web page will be stored. Figure 1 is a screenshot of the files I placed in my portfolio folder.



The contents of my folder are assignments I completed for various college courses and a copy of my resume. Notice that there are different types of files. There isn't a Web page yet because I haven't created it. Once I do, I will save it in this folder along with all my other files. Now that everything is together, let's go make a Web page.

Figure 1

## Designing a Web Page Using Microsoft Word

### Step 1: Open Microsoft Word and Create a New Document

To Open Microsoft click the start button on your desktop then point to “All Programs”, then “Microsoft Office”, and then click “Microsoft Office Word”. Once Microsoft Word is open you’ll notice a new blank page. You can use this blank page just like it is or you can change the view of it to Web layout. I suggest changing the view of it to Web layout because you can see how it will look on the Internet while you are designing it. Also, you have more space to work with. To change the view of the blank page to Web layout (*Figure 2*), click the “View” button on the menu bar at the top of the window and then click Web layout. See how much bigger the page looks. This is how it will look on the Internet.

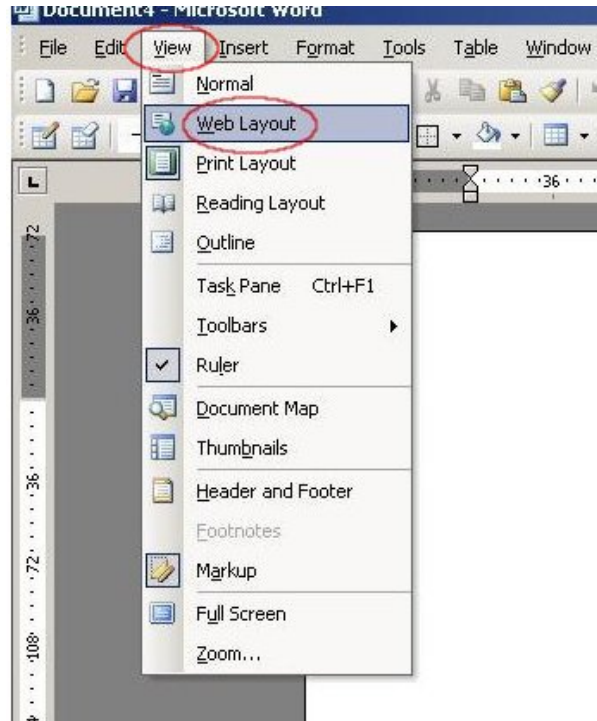


Figure 2

### Step 2: Formatting the Background

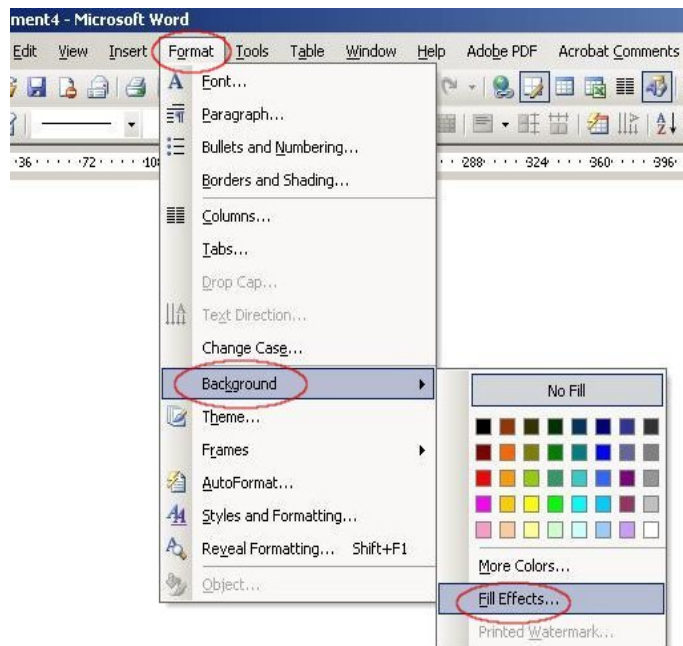


Figure 3

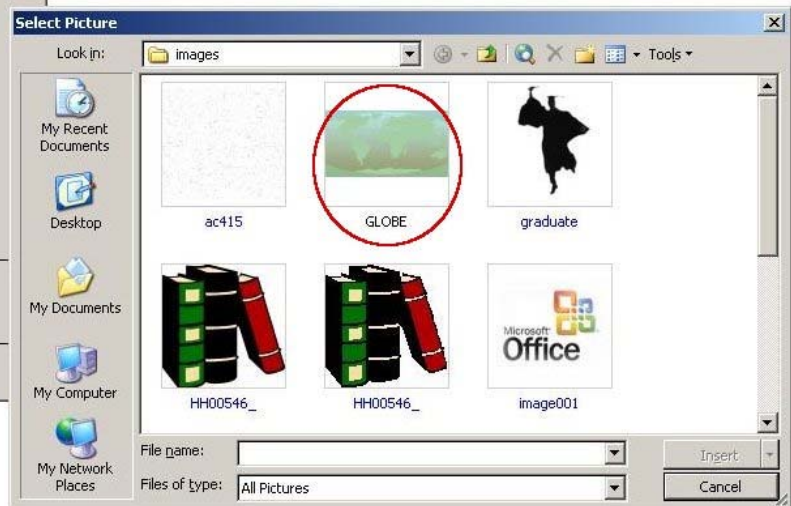
I don't know about you, but I surely don't want a plain white background for my Web page. You can change the color of the background or use an image to spice it up by clicking on the “Format” button on the menu bar at the top of the window and then pointing to background (*Figure 3*). As you can see, you can pick a color from the choices already there or click where it says “More Colors” to use others. Choosing the “Fill Effects” will allow you to add gradients, textures, patterns, or images for your background. I'm going to choose the “Fill Effects” because I want to use an image for my background.



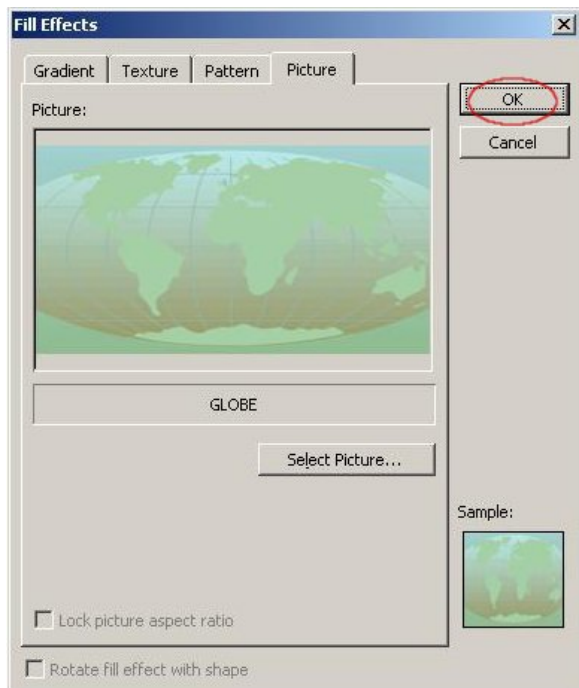
After clicking the “Fill Effects” a dialog box will appear (*Figure 4*). Using the “Picture” tab and clicking the “Select Picture” button will bring up a window (*Figure 5*) where you can search your computer for the image you want to use for your background. I think I’ll use the globe image. After selecting your image click “OK”. (*Figure 6*) Now your page has a more attractive background. (*Figure 7*)



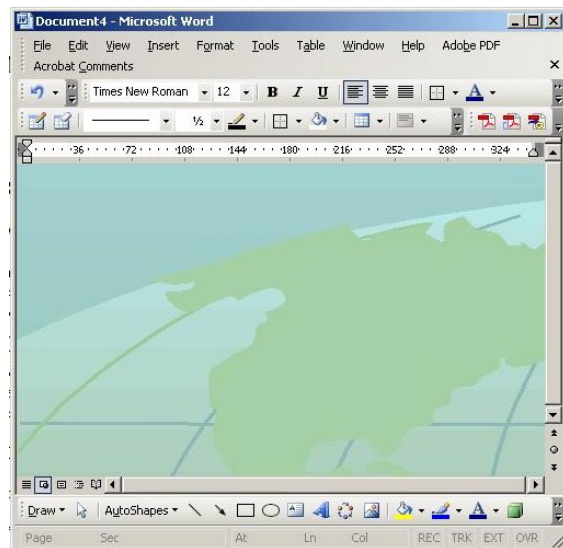
**Figure 4**



**Figure 5**



**Figure 6**



**Figure 7**

### Step 3: Inserting a Table to Format the Layout of Your Web Page

A table can be used to separate sections of your Webpage, which will give it a more professional look. For our Webpage, we will insert a table that is three columns wide with only two rows. The first thing we want to do is center align the cursor. This way the table we insert will be placed directly in the cent of our Webpage. (Figure 8)

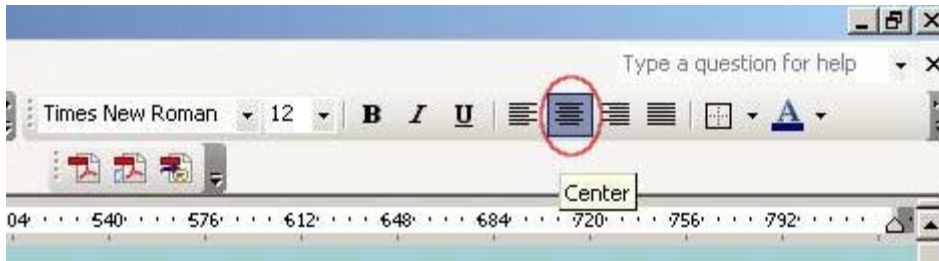


Figure 8

Once your cursor is center aligned, click on the “Table” button on the menu bar at the top of the window, point to “Insert”, and then click “Table” on the submenu. (Figure 9) The table dialog box will appear where you can choose how many columns and how many rows you would like you table to have, along with the AutoFit behavior.

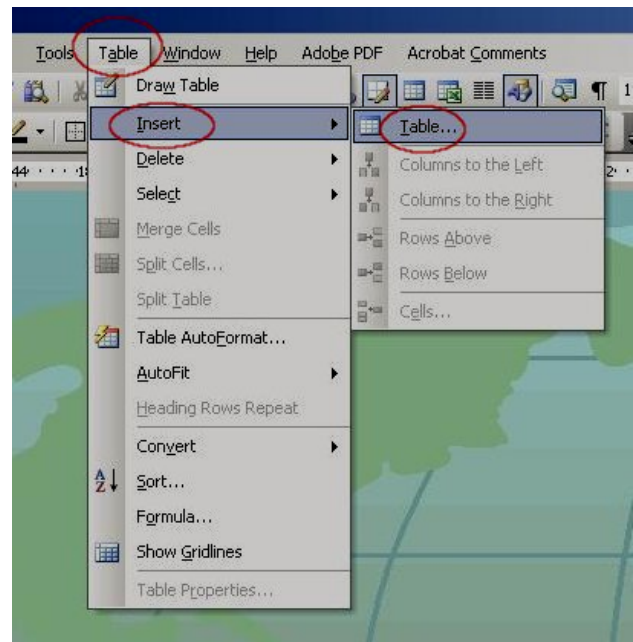


Figure 9



Figure 10

(Figure 10) This is where you will set your number of columns to 3 and your number of rows to 1. Under “AutoFit behavior”, make sure you choose “AutoFit to window”. This will insure that your table stretches across the entire Webpage. Once the table properties are set, click OK and your table will appear on your page. Notice that the table you inserted includes borders. This is unattractive, so we will remove them later on after we are done filling the sections. We will leave them there for now so that we can see what section we are working

## Step 4: Formatting the Table and Adding Content

### Page Title

The first thing you want to add to your page is a title heading. You will use the entire top row in your table for the title heading, but first you will have to merge the three column cells in that row. To do this, you will first have to highlight those three column cells by clicking in the first cell and holding down the right mouse button while you drag from the first cell through the last cell. (Figure 11)

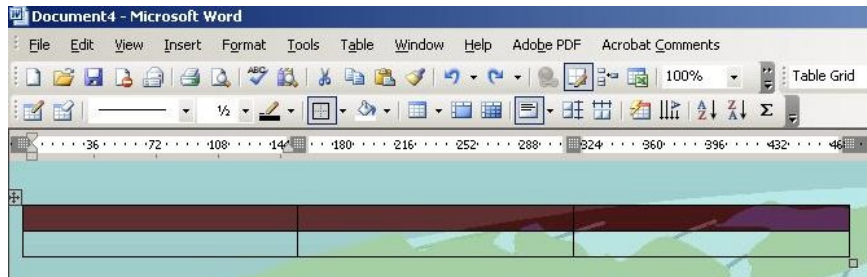


Figure 11

After highlighting the first row of columns, click on the “Table” button in the menu at the top of the window and then click on “Merge Cells”. (Figure 12)

Now you can click anywhere on the page to remove the highlight. As you can see, the first row now has one column and the second row still has three. Now you can type your page title. Place your cursor in the first row, making sure that it is center aligned, and type what you want your page to be called. (Figure 13)

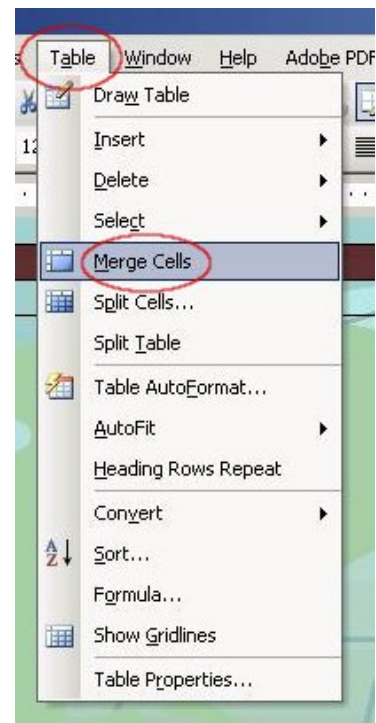


Figure 12

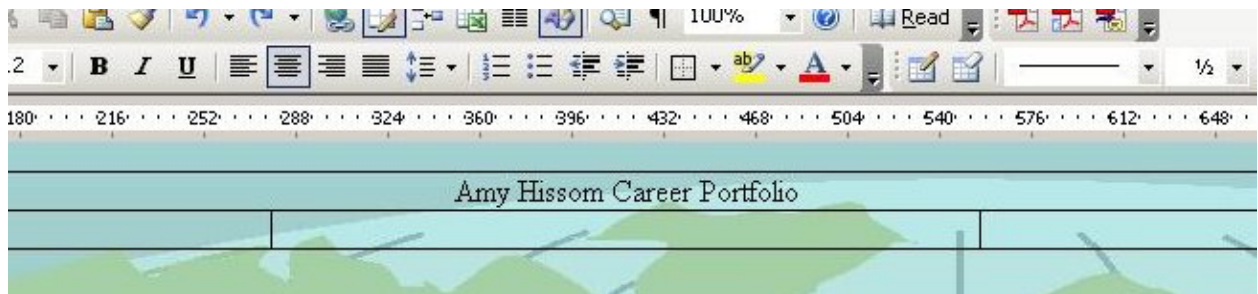


Figure 13

I'm sure you would like your page title to stand out. Using the same highlighting technique as described before, highlight your title. Once highlighted, you can change the font size and color or make it bold and/or italic by using the formatting options in the menu at the top of the window. (Figure 14)

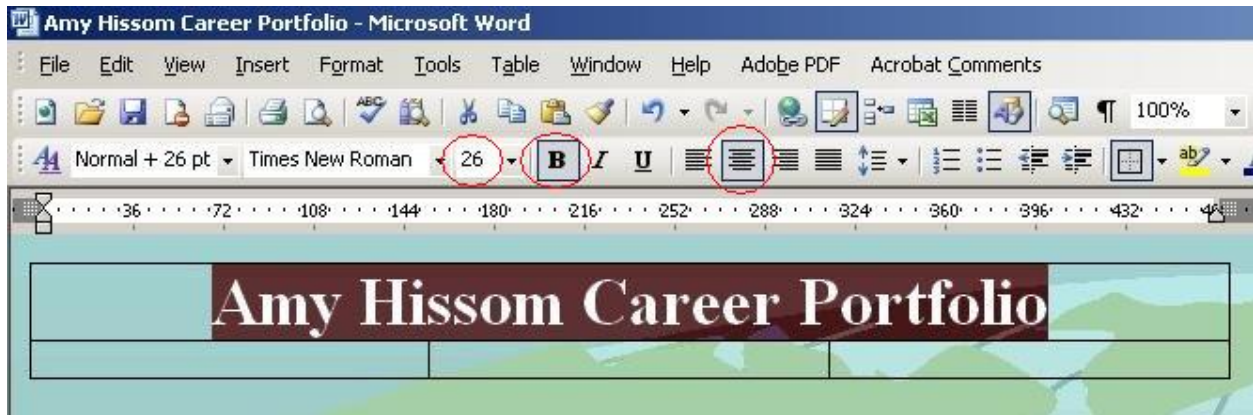


Figure 14

## Body Content

The idea here is to use the right and left columns of the second row to list course titles and links to specific work samples. In this case, the work samples you list here will be the completed assignments that your “Portfolio” folder contains. You may have to review the contents of your “Portfolio” folder to remember exactly what you placed in it.

Starting with the right hand column of the second row in your table, type the name of the first course you want to list, making sure that your cursor is aligned to the left and then click enter. My first course title will be “Intro to Computers”. Under the course name, type a list of the different assignment you completed for that course. (Figure 15) These are the assignments are located in your “Portfolio” folder.

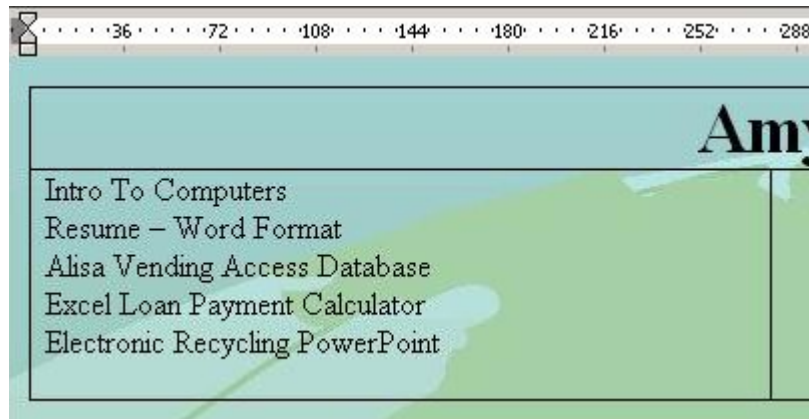


Figure 15

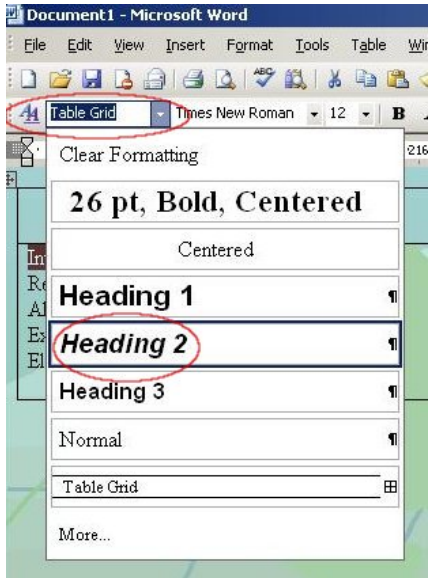


Figure 16

Before you go on to list other courses and assignments, let's format the first course title. Highlight the course title by using the technique that was described earlier. Click on the arrow beside the "Styles and Formatting" box in the formatting menu at the top of the window. When the scroll box appears, choose "Heading 2". (Figure 16)

Now you can go back to the end of where you left off and add other courses with a list of assignments. Repeat the steps to format all course titles. Use the left handed column of the second row to list more courses and assignments. Figure 17 is a graphical example of how your page should look once you have finished listing all your courses and assignments and all titles are formatted. The only difference is that you may have more or less.

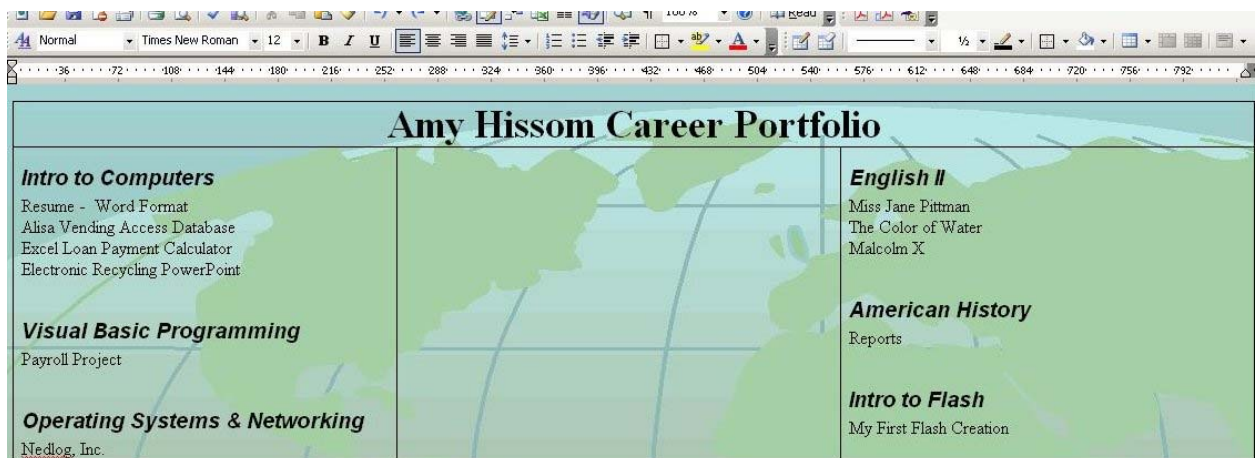


Figure 17

Before you do anything to the middle column you should resize the width of the right and left columns. This way, you have more room in the middle to write something about yourself or to add a picture. To resize the width of the right hand column, click on the inside table border of that column and drag it towards the outside border. (Figure 18) Repeat this technique for the left hand column. Once you have finished, you should have plenty of room to do something in the middle column.



Figure 18

To spice up your Webpage, we will add a picture to the middle column of the second row. In the future however; you may want to use this section to write something about you. With your cursor center aligned in the middle column of the second row, click the insert button in the main menu at the top of the window, point to “Picture” and then either “Clip Art” or “From File”. (Figure 19) If you chose “Clip Art” you can search for a graphic using the search box that appears to the left of the window. After choosing “From File”, the “Insert Picture” dialog box appears where you can search your computer for an image. (Figure 20) I will choose the “graduate” image for my Webpage. After locating the picture of your choice, click on it and press the “OK” button to add it to your Webpage. Figure 21 shows the ending results.

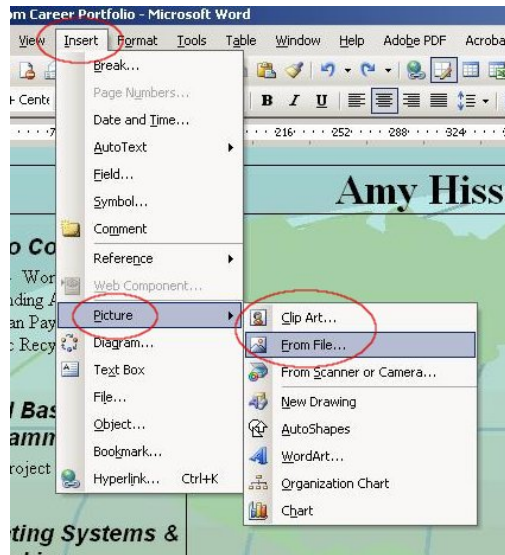


Figure 19



Figure 20

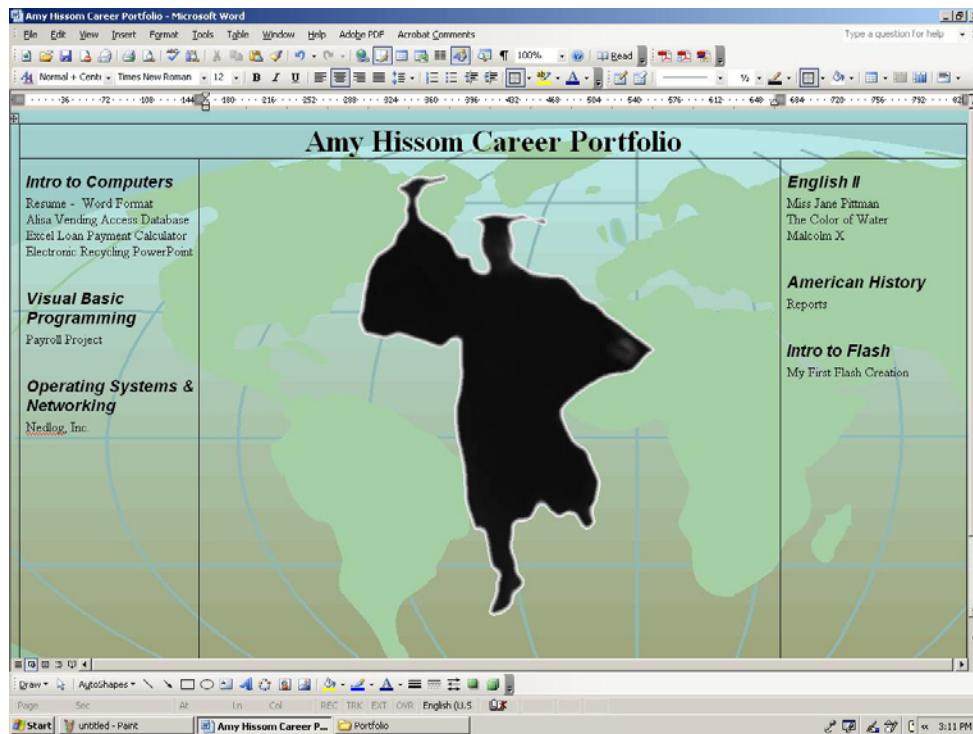
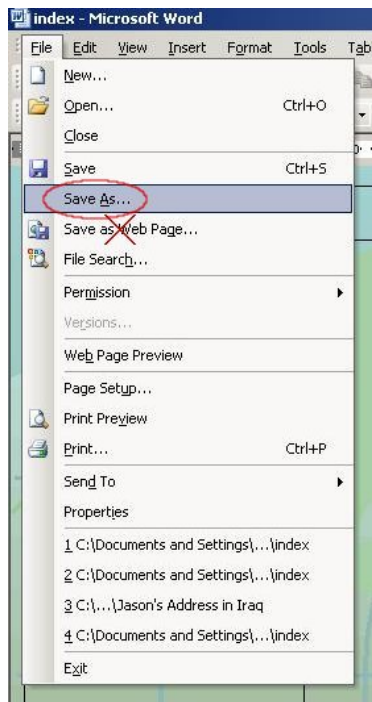


Figure 21

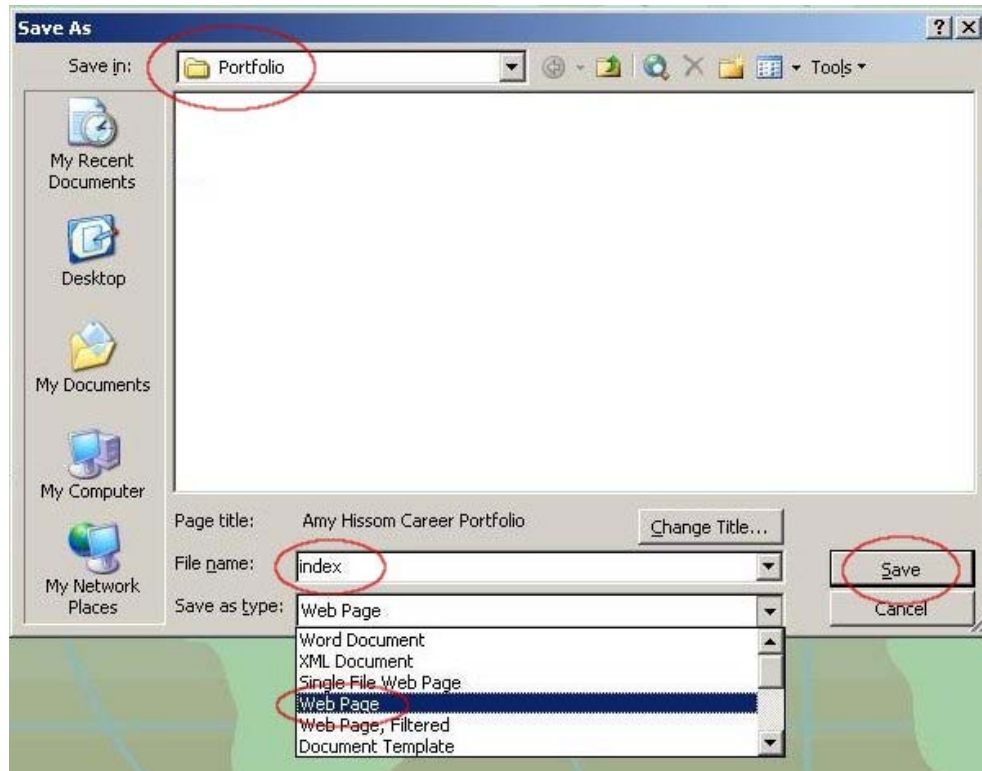
## Step 5: Saving Your Webpage



At this point, before you go any further with designing your page, you must save it as a Webpage in the “Portfolio” folder that you created on your computer. Click the “File” button in the main menu at the top of the window and click “Save As” in the submenu. (*Figure 22*) DO NOT click the “Save as Web Page” option, which is listed below “Save As”. This will save your Webpage as an MHTML file, which can not be viewed in all browsers. This file type was made for Internet Explorer.

After choosing “Save As” in the “File” menu, the “Save As” dialog box will appear where you can navigate to the “Portfolio” folder you created. This dialog box is also where you must choose “Web Page” in the “Save as Type” drop down box and type a name for your file in the “File name” box. (*Figure 23*) I suggest naming your Web page file “index” or “default”. A Web page with a file name that is “index” or “default” is recognized by most browsers as being the “homepage”. Make sure you save your Webpage in the “Portfolio” folder you created on your computer.

*Figure 22*



*Figure 23*

## Step 6: Creating Hyperlinks to Your Assignment Files

Now that your Webpage is all set up, you will need to insert hyperlinks for your list of assignments. Hyperlinks will allow your visitors to download and view each of your listed assignments.

To begin, highlight the first assignment listed in the right hand column. I am highlighting “Resume-Word Format”. (*Figure 24*) Once your text is highlighted, click on the “Insert” button in the main menu at the top of the window and then click “Hyperlink” in the submenu. (*Figure 25*)



Figure 24

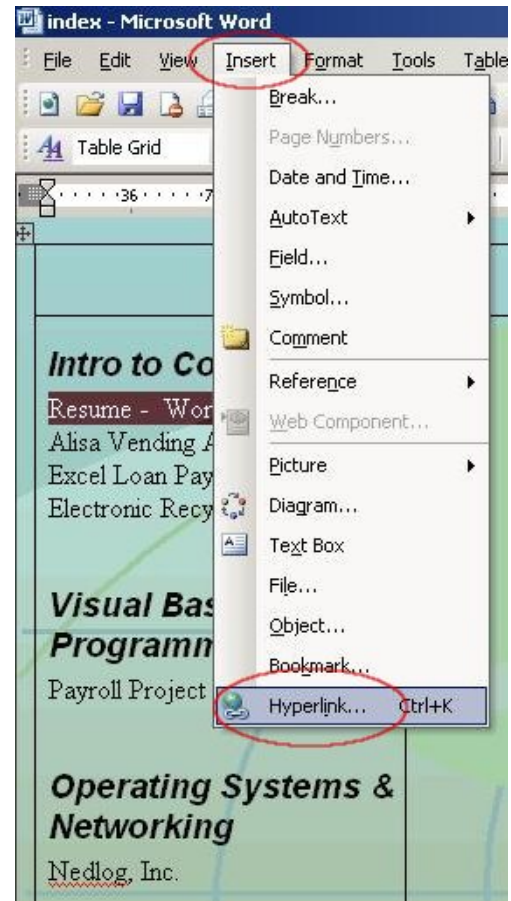


Figure 25

The “Insert Hyperlink” dialog box appears. Notice that you don’t have to navigate to the “Portfolio” folder you created because you are already there. This is because you already saved your Web page in that folder and since your Web page is the document you are working on, Word knows to automatically navigate to the folder where your Web page is located. This is a good thing because the assignments you will be linking to are also located in that same folder. We’ll take a closer look at the “Insert Hyperlink” dialog box on the next page. (*Figure 26*)



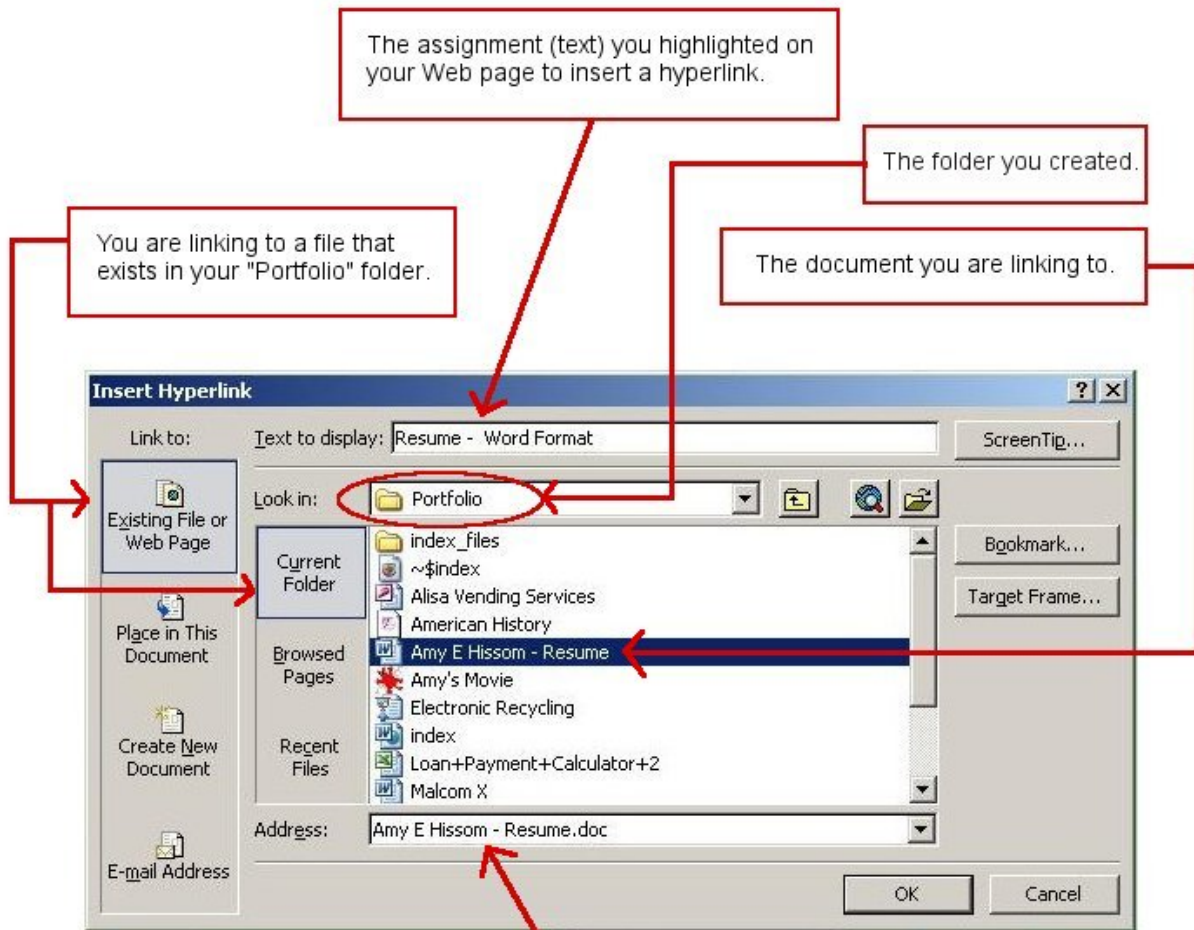


Figure 26

Notice that the “Text to display” box lists the text I highlighted on my Web page. I chose to link this highlighted text to “Amy Hissom – Resume”, which is an existing file located in my “Portfolio” folder. Click the “OK” button after you have chosen the file you will link your highlighted text to. Once you are finished, you will see that the text you highlighted has turned to the cooler blue and is underlined. You have just created a link. Repeat these steps for all the assignments you have listed on your Web page.

Once you are finished, it would be a good idea to save your Web page again. This time, all you have to do is click the “File” button in the main menu at the top of the window and then click “Save”. You do not have to “Save as” because you have already saved your Web page as a Web page file in your portfolio folder. Clicking “Save” is saving the original Web page with all the changes you made to it since the first time you saved it.

## Step 7: Adding Contact Information

If you are going to share your portfolio Web site with others, it would be a good idea to add your contact information; especially if you plan to share it with potential employers and you're not including a downloadable resume. If you are going to share your portfolio in hopes of obtaining employment, I do suggest adding a downloadable resume. Remember, a portfolio is used to expand your resume by providing samples of your work. It is not intended to replace your resume.

You can place your contact information anywhere you'd like on your Web page. I added mine to the space under the picture in the middle column. After typing your email address, just click the enter button on your keyboard. Word will automatically change it to a link.

## Step 8: Removing the Borders from Your Table

If you look towards the top left hand corner of your Web page table, you'll notice a small box with a cross inside. (Figure 27) When placing your cursor directly over this box, your cursor will change to a cross as well. If you click on the box with your cursor, the entire table becomes highlighted.

Once you have completed this task and your table is highlighted, click the arrow beside the border control in the formatting menu at the top of the window. When the submenu appears, click the "No Border" option. (Figure 28)

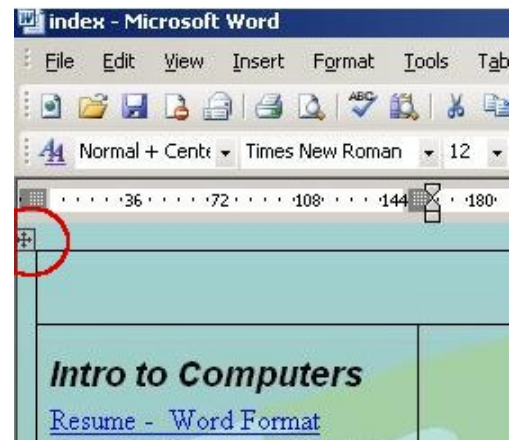


Figure 27

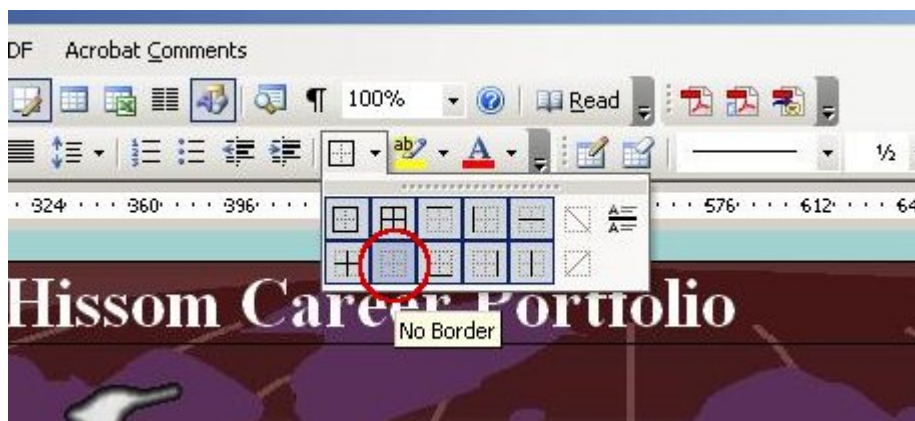


Figure 28

It is now time to save your work again. Your Web page is completed! Figure 29 on the next page shows the completed Web page. You can now close Word.

# Completed Web Page

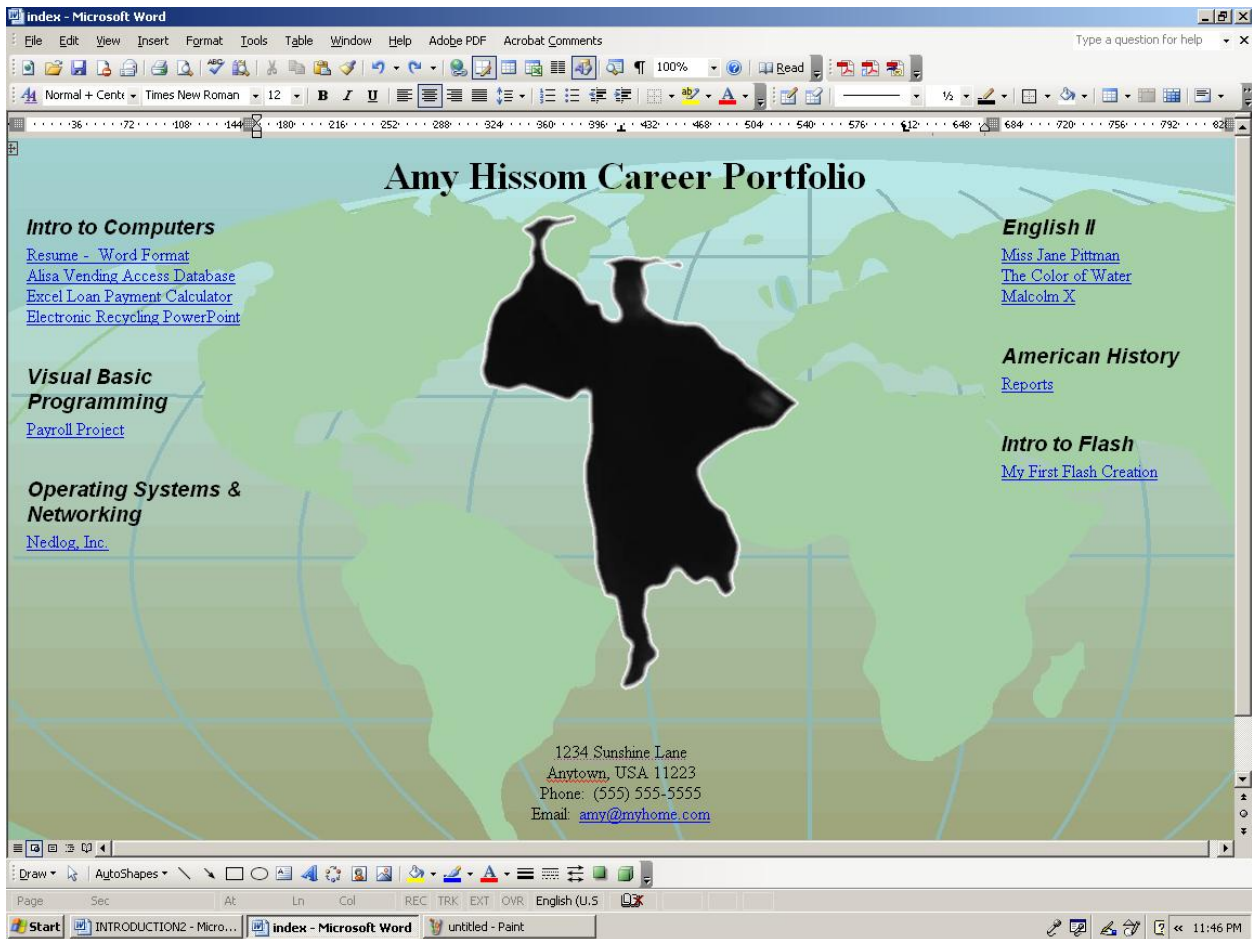


Figure 29

## ***How to Publish a Web Page on the Kent Server Using Internet Explorer 7's Built-In File Transfer Protocol (Ftp) Protocol***

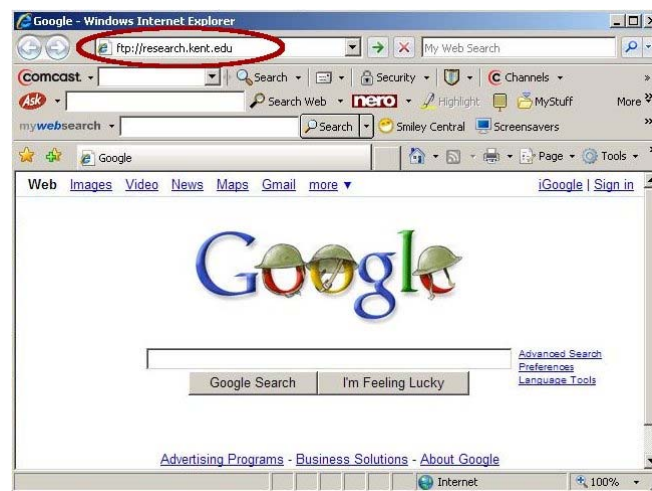
Now that you have completed the creation of your portfolio Web page, we will go through the process of publishing it on the Kent State server. Being familiar with Internet Explorer is necessary to complete these instructions. What you may not know is that Internet Explorer can be used as a File Transfer Protocol (*FTP*) client. *FTP* is used to transfer data from one computer to another over the Internet, or through a network. It is most commonly used to upload files to a server or to download files from a server. This process is as easy as copying files from one folder to another in Windows. It is best to follow these instructions entirely to ensure a successful end result. For those of you who are using a version of Internet Explorer that is below 7, the steps are pretty much the same. These instructions pertain to Internet Explorer 7, which include the couple extra steps needed.

Kent State University reserves space on its server for all students as long as they are enrolled at Kent State. This space is provided to you, as a student, for storing assignments and projects, such as an online portfolio. I do, however, suggest that when you get close to graduation, you back up your online portfolio to disc. This way, you can transfer your portfolio to a free Website service or even a purchased one. Either way, if you don't decide to transfer it to another Web server, you will still have an electronic version of it on disc. This disc can be copied and passed out to potential employers who are interested in seeing it.

### **Uploading Your Web Page to the Kent Server**

**Step 1:** Open Internet Explorer then click in the address bar and erase the URL (*address*) that is shown.

**Step 2:** Type in the URL (*address*) **ftp://research.kent.edu**. This is the address to the Kent Server. Once the address is typed into the address bar, either press the enter button on your keyboard or click the arrow button beside the address. (*Figure 30*)



*Figure 30*

**Step 3:** When the dialog box appears, type in your Flashline username and password then click the “Log On” button. (Figure 31)

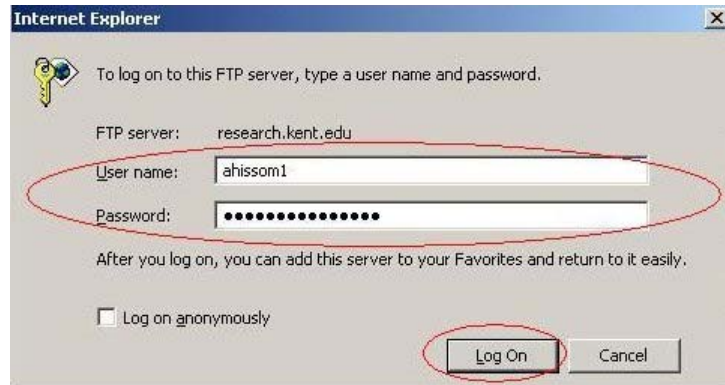


Figure 31

**Step 4:** When the “root page” appears, click the “Page” button to the right in the menu bar then click on “Open FTP Site in Windows Explorer” in the sub menu. (Figure 32)



Figure 32

**Step 5:** The username and password dialog box will appear again with the new browser window. Once again you will need to type in your Flashline username and password, and then click the “Log On” button. (Figure 33)

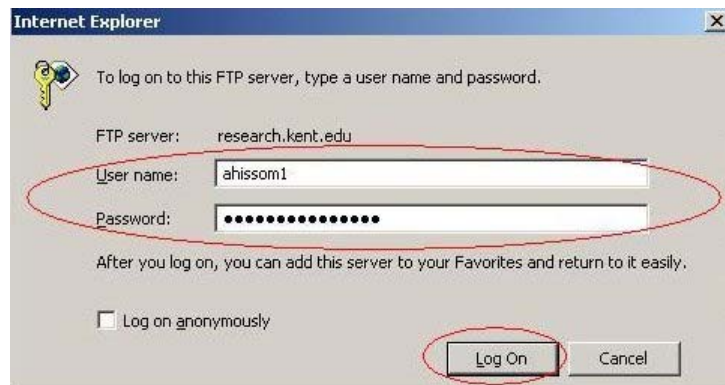
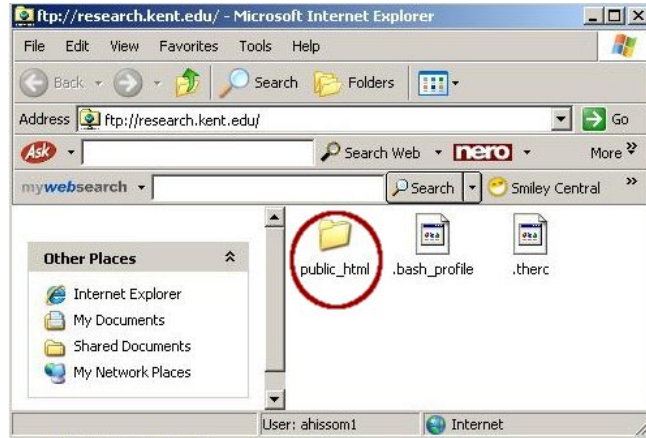


Figure 33

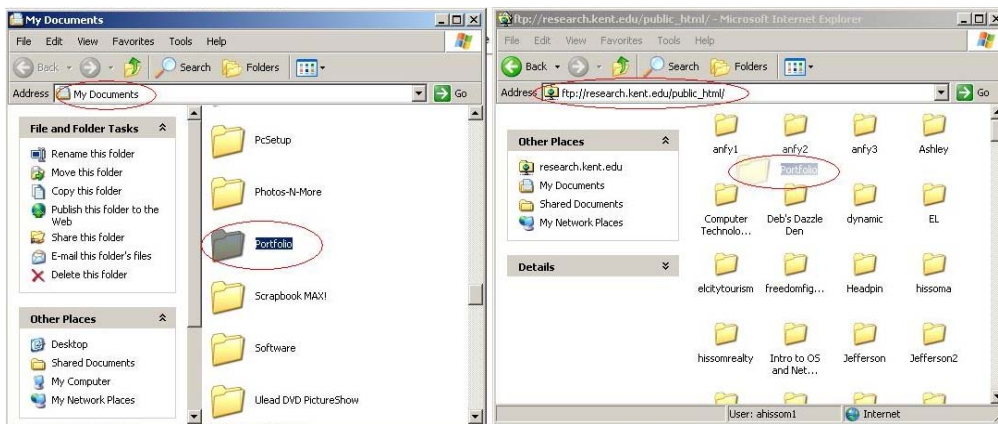
**Step 6:** Open the “public\_html” folder by double clicking it. (*Figure 34*)



*Figure 34*

**Step 7:** Resize your Internet Explorer window so that the left half of your desktop is visible. Then navigate to the where your portfolio folder is located. If my portfolio folder had been saved inside the “My Documents” folder then that is the window I would need to open.

**Step 8:** Now resize the widow that displays your portfolio folder and place the two windows side by side as shown. (*Figure 35*)



*Figure 35*

**Step 9:** Now drag the entire portfolio folder from one window to the other. Internet Explorer will now copy the folder from the location on your hard drive to the Kent server. Depending on the speed of your Internet connection this may take some time. (*Figure 36*)



*Figure 36*

Your portfolio folder now appears in the window on the right. Your upload is complete and you have published your Web page on the Kent Server. (Figure 37)

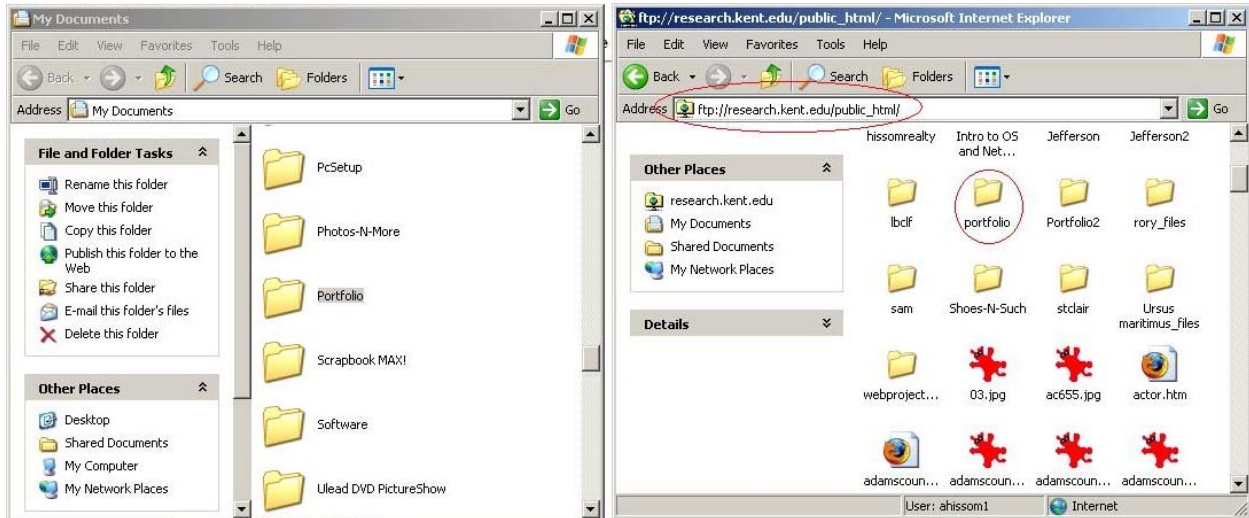


Figure 37

## How to View Your Web Page Online

**Step 1:** Open Internet Explorer and type in the following address where {username} is your FlashLine username, {folder} is the name of the folder your Web site files are stored, and {filename.ext}, in this case, would be index.htm. The instructions above used an HTML file named “index”. The extension for this Web page would be .htm because MS Word uses this extension instead of .html. Keep in mind that this address is case sensitive as are all Web site addresses. If you use any capitalized characters in the names of your folders or filenames, be sure to do so when typing in the address for viewing on the Internet as well. (Figure 38)

**http://www.personal.kent.edu/~username/folder/filename.ext**

Your FlashLine username.  
Don't forget the tilda.

The name of your folder that all your Web site files were saved in.  
In this case the folder would be called "portfolio".

This is the filename of your main html file, which is the homepage we created.  
In this case it would be "index.htm" because that is the name we used.  
Don't forget the extension. Since we are using MS Word to create our Web page, the extension would be .htm instead of .html.

For example:

You would visit the following address to view my Web page. Try it out!

**http://www.personal.kent.edu/~ahissomi/portfolio/index.htm**

Figure 38

## Glossary of Terms

**Career Portfolios** - Used to plan, organize and document education, work samples and skills. People use career portfolios to apply to college or training programs, get a job, get a higher salary, show transferable skills, and to track personal development. Crucial for portfolio's in educational environments is a degree of reflection to take place on what's in the portfolio file.

**Electronic (Online) Portfolio** - Also known as an e-portfolio or digital portfolio, is a collection of electronic evidence assembled and managed by a user, usually on the Web. Such electronic evidence may include inputted text, electronic files such as Microsoft Word and Adobe PDF files, images, multimedia, blog entries, and hyperlinks. E-portfolios are both demonstrations of the user's abilities and platforms for self-expression, and, if they are online, they can be maintained dynamically over time. Some e-portfolio applications permit varying degrees of audience access, so the same portfolio might be used for multiple purposes.

**Filename** - The name of a file. All files have names.

**Filename Extension** - One or several letters at the end of a filename. Filename extensions usually follow a period (dot) and indicate the type of information stored in the file.

**FTP** - Short for File Transfer Protocol, the protocol for exchanging files over the Internet. FTP is most commonly used to download a file from a server using the Internet or to upload a file to a server (e.g., uploading a Web page file to a server).

**HTML** - Short for Hypertext Markup Language, the authoring language used to create documents on the World Wide Web. HTML defines the structure and layout of a Web document by using a variety of tags and attributes.

**Hyperlink** - An element in an electronic document that links to another place in the same document or to an entirely different document. Typically, you click on the hyperlink to follow the link. Hyperlinks are the most essential ingredient of all hypertext systems, including the World Wide Web.

**Internet** - A global network connecting millions of computers. More than 100 countries are linked into exchanges of data, news and opinions.

**Internet Explorer** - Often abbreviated as IE, Microsoft's Web browser. Like Netscape Navigator, Internet Explorer enables you to view Web pages.

**Microsoft Word** - A powerful Word Processor.

**Server** - A computer or device on a network that manages network resources. For example, a file server is a computer and storage device dedicated to storing files. Any user on the network can store files on the server.

**URL** - Abbreviation of Uniform Resource Locator, the global address of documents and other resources on the World Wide Web.



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