Educator’s Guide to Digital Art Portfolios

Overview:
Secondary art students will create web-based portfolios that incorporate digital images of their artwork and reflective writing about the art, and the students’ learning and artistic perspectives. This guide focuses on using Weebly Educator accounts to create password-protected student websites.

Grades and Subject Areas:
This guide was developed for creating portfolios for high school visual arts classes including Studio Art, Painting, Drawing, Ceramics, Jewelry, Photography and Advanced Placement topics in art. The writing prompts and portfolio expectations can be adapted to middle school or upper elementary art classes. Students under 13 must have parental permission to create a Weebly student account.

Objectives:
Students will:
- Create a web-based student portfolio to showcase student artwork.
- Evaluate their own use of the elements and principles of art in their creative expression.
- Reflect on the significance of art in students’ lives.

I Can Statements:
- I can create a portfolio to share my artwork using multi-media and digital communication tools.
- I can communicate how my art incorporates the elements and principles of art.
- I can reflect on my learning, the process of creating my artwork, and the significance of art in my life.

Curriculum Connections:
Alaska Content Standards:

Art Content Standards
A. A student should be able to create and perform in the arts.
   3) appropriately use new and traditional materials, tools, techniques, and processes in the arts
   4) demonstrate the creativity and imagination necessary for innovative thinking and problem solving
   6) integrate two or more art forms to create a work of art

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D. A student should be able to recognize beauty and meaning through the arts in the student’s life.
   1) make statements about the significance of the arts and beauty in the student’s life
   2) discuss what makes an object or performance a work of art

Language Arts Content Standards
A. A student should be able to speak and write well for a variety of purposes and audiences.
   4) write and speak well to inform, to describe, to entertain, to persuade, and to clarify thinking in a variety of formats, including technical communication;
   6) when appropriate, use visual techniques to communicate ideas;
   7) communicate ideas using varied tools of electronic technology.

Technology Content Standards
D. A student should be able to use technology to express ideas and exchange information.
   1) convey ideas to a variety of audiences using publishing, multi-media, and communications tools
   2) use communications technology to exchange ideas and information
   3) use technology to explore new and innovative methods for interaction with others.

ISTE Student Standards:
1. Creativity and Innovation
   Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology. Students:
   a) apply existing knowledge to generate new ideas, products, or processes.
   b) create original works as a means of personal or group expression.

ISTE Teacher Standards:
1. Facilitate and Inspire Student Learning and Creativity
   Teachers use their knowledge of subject matter, teaching and learning, and technology to facilitate experiences that advance student learning, creativity, and innovation in both face-to-face and virtual environments. Teachers:
   a) promote, support, and model creative and innovative thinking and inventiveness.
   c) promote student reflection using collaborative tools to reveal and clarify students' conceptual understanding and thinking, planning, and creative processes.

2. Design and Develop Digital-Age Learning Experiences and Assessments
   Teachers design, develop, and evaluate authentic learning experiences and assessment incorporating contemporary tools and resources to maximize content learning in context and to develop the knowledge, skills, and attitudes identified in the NETS•S. Teachers:
   a) design or adapt relevant learning experiences that incorporate digital tools and resources to promote student learning and creativity.
   d) provide students with multiple and varied formative and summative assessments aligned with content and technology standards and use resulting data to inform learning and teaching.

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Technology Integration:

Hardware and Software Needs
- Digital Cameras (or iPad or iPod Touch with Cameras) to photograph art work
- Access to Laptop Carts, classroom computers, or computer labs
- Multimedia projector and speakers to present demonstration videos
- Educator account for Weebly.com

Tips and tricks
1. Develop a work flow for students to photograph their art. Consider setting up a photography booth or corner with proper lighting and appropriate backgrounds.
2. Facilitate a method for saving student images on a shared folder on the school server.
3. Schedule time and computer time for students to crop, resize, enhance, and optimize photos with iPhoto, Photoshop, or other image editing software. Consider using iPad cart for image capture and editing.
4. Enlist assistance from Instructional Technology teachers to create educator Weebly accounts, set up classes, and import student data.
5. Create your own example portfolio to share with students as a model.
6. Assign writing prompts for artists’ statements and portfolio items before starting on the digital portfolio.
7. Distribute a self-assessment rubric for students to use as formative assessment.
8. As a summative assessment, evaluate students’ achievement of objectives as they present their portfolios in class.

Resources:

Handouts or Downloads
The following handouts and downloads are shared in a Google Docs collection at bit.ly/artfoliodocs
- Educator’s Guide to Creating Digital Art Portfolios
- Lesson Plan - Creating Digital Art Portfolios
- Parent Permission Sample Letter
- Artist Statement - Writing Prompts
- Working on Weebly Portfolios
- Weebly Portfolio Student Checklist
- Art Portfolio Final Presentation

Links to Teaching Resources
- Creating Digital Student Art Portfolios - (A Bit.ly Bundle) - bit.ly/artfolio

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Creating Digital Art Portfolios

Lesson Plan

Prep Time:

- 1 class period to set up Weebly Educator account, add classes, and create student accounts.
- About 45 min to 1 hour to set up a demonstration sample portfolio.
- Time for managing student photos of their work can vary depending on workflow and access to cameras and computers.

Prior to Lesson:

Teacher Prep:

- Create Weebly Educator account, set up classes, create student accounts and passwords.
- Set up area and workflow for students to photograph artwork, upload images to server, and edit photos.
- Download tutorial videos and checklists.
- Assign writing prompts for artist atatement and portfolio items
- Create a sample portfolio (optional)

Student Prep:

- Photograph artwork as projects are complete
- Crop, enhance, and resize photos to best represent the artwork
- Select five representative work samples
- Write artist statement and reflective pieces on art work

Time Needed for Lesson:

9. One 50-55 minute class period with direct instruction for students to create their basic portfolio pages, configure blog settings, upload gallery images, and work on design.
10. 2-3 longer classes (75-80 minutes) to complete design, upload images to gallery, create blog entries, and complete artist statements. (This work can be spread out over several weeks.
11. 1-2 class periods for students to present portfolios to class
Directions:

- Demonstrate a sample portfolio (optional)
- Provide students with log-in and password information for students.weebly.com
- View video tutorial 1: Create Pages
- Students log in and follow steps in each video clip. Students can re-watch and pause video if you provide them with links or download videos to shared drive on the server
- View video tutorial 2: Blog Page Set-Up
- Students configure their blog page. Ideally, they will have at least one photo and description to create their first post. Remember to click on each photo and add a link to the larger version of the picture.
- View video tutorial 3: Gallery and Artist’s Statement
- Create the multimedia photo gallery with at least 5 images. Add a caption to each image with the titles. The gallery can contain images of additional artwork that may not be featured in the portfolio blog.
- View video tutorial 3: Customizing the Design
- Experiment with site themes, color schemes, typography, layout, and other design elements. Select a design that applies good design principles and complements the featured artwork.
- Once students have set up the site, they can work independently to add photos, descriptions, and the artist’s statement. Portfolios can be accessed from home.
- Self-assess achievement of project objectives with the project checklist.

Extension/Challenge:

- Students present portfolios to class.
- Classmates provide constructive feedback to peers by commenting on their portfolio blog pages.
- Students can invite parents, relatives, other teachers, local artists, or college art faculty to review and comment on their portfolios.
- Students taking subsequent art courses can continue adding to their portfolios.
- Students can export their class weebly account, and create their own personal accounts to continue developing a portfolio outside of school.
Art Portfolio Project Final
Weebly Portfolio Presentation

Name:_________________________ Class:_________________________

Portfolio Content
Portfolio Blog
  ○ Item 1-title
  ○ Picture of artwork
  ○ Description, analysis, interpretation, judgment of artwork

  ○ Item 2-title
  ○ Picture of artwork
  ○ Description analysis, interpretation, judgment of artwork

  ○ Item 3-title
  ○ Picture of artwork
  ○ Description analysis, interpretation, judgment of artwork

  ○ Item 4-title
  ○ Picture of artwork
  ○ Description analysis, interpretation, judgment of artwork

  ○ Item 5-title
  ○ Picture of artwork
  ○ Description analysis, interpretation, judgment of artwork

0-did none  6-weak, did 2-3  8-Good, did 4-5  10-Excellent

Gallery
  ○ Loaded 3 or more images of artwork on one page using "multimedia"
  ○ Added captions for all images
  ○ Cropped, sized and edited all images

0-did none  3-weak, did some 4-Good, did most  5-Excellent, did all
About the Artist
  ○ Biographical information
  ○ Artistic experience and interests
  ○ Discussion of work in the portfolio
  ○ Reflection of learning accomplished during the semester

0-did none  3-weak, did some 4-Good, did most  5-Excellent, did all

Appearance
  ○ Attractive colors and backgrounds
  ○ Color and layout highlight the artwork
  ○ Appropriate and readable font, types and styles
  ○ Images linked to “large” so they are easier to view

Presentation Delivery
  ○ Well prepared for presentation
  ○ Good verbal communication skills
  ○ Good eye contact with audience
  ○ Facing audience, not screen
  ○ Appropriate posture-not slouching or leaning on the table

0-did none  3-Weak-did some 4-Good, did most  5-excellent, did all well

Total:_________ Percentage:_________
ARTIST'S STATEMENT

Writing Prompts for Your Digital Art Portfolio

Part 1-Digital Portfolio- “About the Artist”

An artist statement is a short essay that tells the viewer what the artist is attempting to communicate with their artwork. It might describe the artist’s personal philosophy of art or their feelings about the role of the artist in society. It might just describe what they hoped to accomplish in a particular work of art. In this artist's statement, you (the artist) will describe the following:

1. **Biographical information:** who are you? What is your art background? Why are you taking art this semester?
   a. What meaning or personal significance does this artwork have for you?
   b. Where did the ideas come from and how do they express something about you, your interests or your personality?
   c. What role does art play in your life?

2. What **work** will you include in the portfolio and why did you choose these pieces? Describe the art pieces and what media and technique you used to make them.
   a. How do you hope the viewer will react to your work?
   b. What are the influences on your work?
   c. Who are your favorite artists?
   d. What is your favorite art form?

3. In **conclusion**, what is the most exciting, most successful or most important part of this portfolio to you as an artist?
   a. How does it describe your accomplishments this semester?
   b. What would you like to share with others about it?

Part 2-Individual Artwork Descriptions - Digital Portfolio Blog Page

For each image in your portfolio, make a new **Blog Entry. Title** the work and include the following information critiquing your work for each entry:

**Description:** Theme or subject of the work, materials used, problem solutions

**Analysis:** Explain how you used the following in the artwork: elements of art (color, line, texture, value, shape or form) and principles of design (unity, contrast, balance, movement, pattern and emphasis)

**Interpretation:** Your idea development, evidence of personal style, meaning of the work

**Judgment:** What worked and what didn’t, significance to you, reaction of the viewer, did you succeed at what you were attempting to do with this project.
Weebly Portfolio Checklist

Student Name:
Class/Period:

1. Made one Blog page labeled “Portfolio”
   - Made a post for each piece of artwork
   - Wrote a description, analysis, interpretation, judgment “critique” for each piece of artwork
   - Titled each piece of artwork
   - Checked for spelling or grammar errors
   - Published each blog post “live”

2. Made page labeled “Gallery”
   - Loaded all images using “multimedia” button and gallery icon
   - Titled each artwork in the Gallery
   - Checked for spelling errors
   - Published the page “live”

3. Made page labeled “About the Artist” or “About Me”
   - Wrote biographical information/ Artist Statement in paragraph form
   - Checked for grammar and spelling errors
   - Published “live”

4. Check to make sure:
   - All images are no larger than 800px X 600px and 72 resolution
   - All images “file saved” for Web & Devices as a Jpeg
   - All spelling and grammar is correct
   - Attractive format or template for your all of your pages (extra credit if you import your own artwork for the heading)

Developed by Laurel Herbeck at North Pole High School
Working on Weebly Portfolios

Website URL: students.weebly.com
Sign-in: initials plus 3-digit number ____________
Password: Whole ID #

Titling Pages:
You will be editing the existing site, not making a new blog. Your portfolio will consist of 3 links, one blog and two pages.
   Blog: “Portfolio”- title of your blog, main page
   Pages:
      ● “Gallery”- collection of your work, load as a group
      ● “About the Artist”- your artist statement, biography and interesting facts about the work.

Edit your Photos for your Portfolio

1. Capture good quality digital images of each of your pieces of artwork.
2. Photos can be saved in your folder on the file server or in your file space on PowerCourse. Classes using a shared camera may wish to upload images into a shared folder on the school file server. If your class has images on a shared folder, select your pictures and copy them your personal folder.
3. Use image editing software such as iPhoto, Photoshop, or online image editors like SumoPaint to crop, resize, and adjust exposure, lighting and color. Your photos should accurately represent your artwork.
4. Full-sized, large megapixel images will be very slow to load to your weebly portfolio. A good size for your portfolio images is 800 pixels x 600 pixels at 72 pixels per inch in medium to high quality in JPG format. You may also wish to save a high quality version of your images for printing or to submit to an AP Portfolio in the future.
5. Save the image files for your portfolio in a separate folder. Name your image files so that they are easy to identify.

Portfolio contents:

Home page:
This is the blog section. Import individual images, add a title, and write a paragraph about each one.
   ● What work will you include in the portfolio and why did you choose these pieces?
   ● Describe the art pieces and what media and technique you used to make them.
   ● How do you hope the viewer will react to your work?
   ● What are the influences on your work?

   You will have one entry for each artwork. (5 entries or more). Be sure to title each entry. Pressing “Publish” will save your work.
**Gallery:**
This is a collection of all of your images. Go to “Multi-media” and upload all images at once. Be sure you only import your small images (re-sized photos). Hit the “publish” button-they will be in a Flash gallery.
When in Editor: make a caption for each photo.
To add a detail of a photo: Go to ‘More”, drag pictures into boxes at the bottom, click and upload. “Save to Live” will save changes.

**Artist statement:**
An artist statement is a short essay that tells the viewer what the artist is attempting to communicate with their artwork. It might describe the artist’s personal philosophy of art or their feelings about the role of the artist in society. It might just describe what they hoped to accomplish in a particular work of art. In this artist’s statement, you (the artist) will describe the following:

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- Where did the ideas come from and how do they express something about you, your interests or your personality?
- What role does art play in your life?
- How does it describe you’re your accomplishments this semester?
- What would you like to share with others about it?
Sample Parent Permission Letter

To Parents of Art Students:

As part of their final grade for the semester, each student will produce a digital portfolio of his or her artwork in the form of a password-protected website. This would include showing their artwork, their first names, and any other information they choose to include in their artist statement, with the exceptions listed below. We will be working with our Instructional Technology Teacher to design the portfolios and publish them to the Web.

Portfolios have been demonstrated to be an excellent assessment tool as well as an opportunity for students to measure and reflect on their own personal growth and learning. In addition colleges, art schools and Scholastic Art competitions now often require a digital portfolio of work.

All students will be required to produce a portfolio. If you agree to allow your student’s portfolio to be published to the Web as well, please fill out the enclosed permission to publish form. This permission will only be used for the express purpose of publishing the art portfolios and will not include demographic information, e-mail addresses or personal information unrelated to the artwork. A photo of a student may only be included in the portfolio if parent permission is specifically granted on the enclosed form.

Thank you,

Your Name
Art Teacher-Your School