

Creating 'professional writers' through the use of ePortfolios

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Context

- Curtin iPortfolio introduced in 2009/2010.
- Professional Writing and Publishing (PWP) major – trains new generation of communicators.
- Integrates creative practice and academic inquiry with training in real-world professional competencies.
- Professional Placement unit in final year.

ePs and career identity

- Communications roles are diverse and rapidly changing.
- Prevalence of freelance, portfolio work and 'boundaryless' jobs.
- The construction of ePs as a form of identity narrative.
- Identity as a 'cognitive compass'.

The home page

About Me



My Name is Nicolette Stewart and I have achieved my Bachelor of Arts Humanities degree, majoring in Professional Writing and Publishing.

I have also completed my Cert III in Hospitality.

I am a passionate and dedicated individual who believes in honesty and hard work. I love my degree and am excited about the opportunity to learn new skills and further my knowledge. I am creative and innovative and my enthusiasm ensures a positive work ethic and 'can do' attitude. I am friendly and helpful and I have excellent interpersonal skills. I can lead as well as follow and I build good relationships with colleagues and clients. It is all of these attributes that have assisted me in gaining promotions in both my most recent positions. I have excellent research and communication skills, which have seen me achieve consistently high results throughout my studies at university. I take pride in ensuring that my work is always presented in a professional and easy-to-digest manner. I have undergone extensive customer service training at Crown Perth. Due to my current industry I am faced with tense conflict situations on a regular basis, I deal with all incidences with a calm and rational attitude and can always come to a resolution. I have experience dealing with a people from all different cultures and diverse backgrounds. I am looking for a positive and stimulating working environment which allows me to use my writing, research and analysis skills, as well as offers room for me to grow, both personally and professionally.

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Biography

Nicolette Stewart graduated from Curtin University with a Bachelor of Arts in Professional Writing and Publishing. Her degree studies followed a career in administration and hospitality in Australia and the UK. Her time spent travelling was character building and assisted her greatly in deciding her career direction. After completing a Public Sector Commission internship at the Department of Training and Workforce development, Nicolette discovered she could combine her passion for writing with her love of helping people. She found it very satisfying to be part of something that was so beneficial to the community. Nicolette looks forward to finishing her studies and finding a position that both nourishes her love of writing and utilises her adept research and analysis skills.

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Goals

To find a rewarding position related to my degree that continues to stimulate and educate me. I would like to continue on my journey of personal and professional growth and get involved in projects that I believe in and feel passionate about.

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Comment

Highlighting experience

Bachelor of Arts Humanities, majoring in Professional Writing and Publishing Curtin University

Certificate III in Hospitality, Crown College

Responsible Service of Alcohol, Crown Online Training

Public Sector Commission Internship, Department of Training and Workplace Development



Work samples

stakeholders included the State Government, the Department of Fisheries, the Department of Conservation and Environment, Local Government Authorities and several key community groups. We were required to submit several assignments throughout the semester presenting the viewpoint of each key stakeholder in different written forms such as ministerials, speeches and articles. Both the ministerial and the speech that I produced are located in the **Showcases** tab.

For the final section of the project we were required to pull together all the various threads of our research and construct an informative website designed to convince West Australians that the funding currently dedicated to shark attack prevention would be far better spent by improving the safety of our road networks.

Screenshots from the website:

[Click below to open]



Tutor feedback:

[Click below to open]



Multimedia

extremely important as to their effectiveness. Prime time TV slots and advertising on other mediums such as the radio are expensive endeavours and therefore require a substantial amount of funding.

At the cost of \$250,000 each, the \$20.5 million dollars currently assigned to shark safety in WA could be used to produce 80 educational advertising campaigns that would aid in the fight against preventable road deaths.

Examples of effective media campaigns:

- Tree of Life: Serious Injury Campaign by the Office of Road Safety WA. This campaign was designed to outline the widespread and destructive effects that serious injuries caused by crashes on Western Australian roads can have, not only the victims and their families but on the whole community. (<http://www.ors.wa.gov.au/Campaigns/Serious-Injuries>)



- Enjoy the Ride: Office of Road Safety WA. A campaign concerned primarily with speed community education. It is a groundbreaking attempt by the Office of Road Safety to redefine the way West Australians think about speeding. By targeting the everyday the advertisement hopes to impact with real behavioural change in drivers. (<http://ors.wa.gov.au/Campaigns/speed-enjoy-the-ride.aspx>)

