

To download this presentation go to:

<http://www.margaritadenenburg.com/research->

Password: Piano

# Website Portfolio

**Dr. Margarita Denenburg, NCTM**

School of Music and Theatre

Heidelberg University

Why?

# Why Website?

Why?

- Accessible
  - Easy
- Great Record Keeper
- Promotional Device
- Functional, Versatile, and Adjustable

Why?

Why?

Why?

Why?

# Where to start?



Domain Name

Host

Builder Platform

# Building Website: “I want to do it right!”

Option 1

Html and CSS  
codes  
Dreamweaver  
Quanta Plus  
Aptana Studio



O.k., and now you'll do exactly what I'm telling you !



“Let’s get serious!”

Option 2

~~Html and CSS  
codes  
Dreamweaver  
Quanta Plus  
Aptana Studio~~



Website Builders:  
[Squarespace.com](https://www.squarespace.com)  
[Wix.com](https://www.wix.com)  
[Weebly.com](https://www.weebly.com)



- Easy to edit and navigate
- SAVES time and money
- You do not pay if using their name (HappyPANDA1349750.wix.com)
- Costs about \$13 a month if purchasing your own name

# Web Builder Can Do It All

Why Else?

Domain  
Name



Build the  
website for  
free

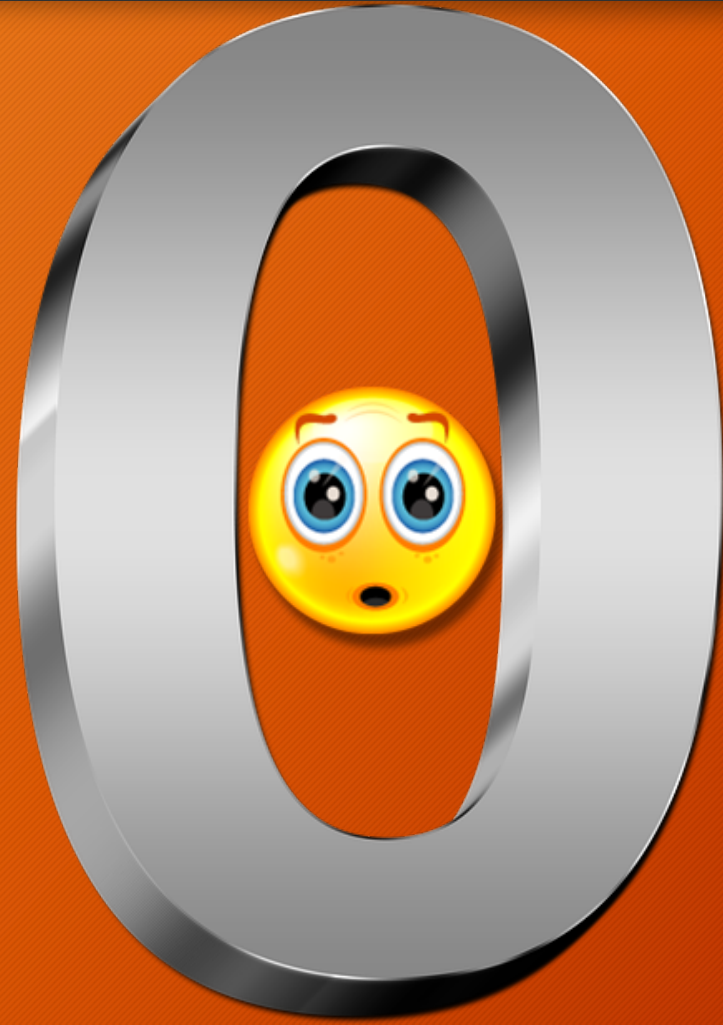


Host





HOW MUCH DOES IT COST?



# Buying your website name

- Keep website's name short and catchy
- The price of the domain name depends on popularity
- Yearly costs of these domain names are:
  - WesternReserveMusicTeachers.COM \$12.99
  - Musicteacher.guide \$ 39.99
  - Musicteacher.com 650\$

# Connecting Domain Name

wix.com

automatically  
applies to your  
website

Once connected  
you will never  
have to do it  
again

Purchasing  
domain name  
somewhere

else

and  
connecting to  
**Wix**

Important points when building any website

# Who is your audience?



What is the purpose of your website?

# Few points on design

## Language

- Understand your audience
- Use appropriate language

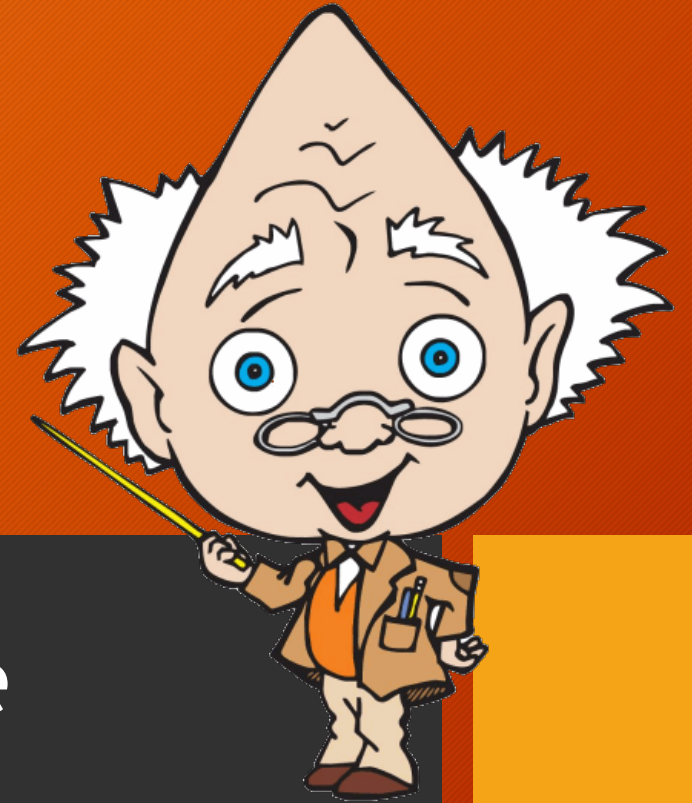
## Design

- Format the text clearly
- Choose font, color and size consistently
- Decide on colors that will not interfere with text and clarity
- Add photos, videos and graphics to enhance your website

## Computer vs. mobile

- Check the website on computer and mobile device

# Teaching Website Portfolio in College



# Where to start?

- Include *Website Portfolio* on your Syllabus
- Dedicate one studio class at the beginning of the semester to introducing Wix.com
- Dedicate one separate session for new incoming students OR ask an existing student to do the introduction



# Syllabus

***Website Portfolio*** an online portfolio and presence can be one of the most important aspects of today's self-promotion. Starting early and slowly adding to your website can be an important track record for your future resumes, job search and entrepreneurship opportunities.

**The rough draft Website Portfolio is due March 3rd** and has to include these tabs:

Home, About (bio), Resume, Contact and one additional personalized tab.

Examples for personalized tab: Teaching, Repertoire, Research, Photo Gallery, Blog.

**For those who already have an existing website**

updated version of it should be shared. Including all the events/dates for Spring 2017 and Summer 2017.

**Final Website copy should be submitted on the day of your piano jury.**

“I do not know how to use wix.com”

- Reach out to your colleagues
- Schedule an online session
- It is possible to start any *website* in just one session
- Go to Wix.com create a free account and start creating

Remember ...

Homepage

One  
additional  
page

About

LESS  
IS MORE.

Contact

Schedule

Gallery

Media

MORE

Blog

Research

Resources



Reflect  
personality

Clean and  
concise

NOT wordy

Personalize  
with  
Photographs

# HOME PAGE

IS THE MOST IMPORTANT

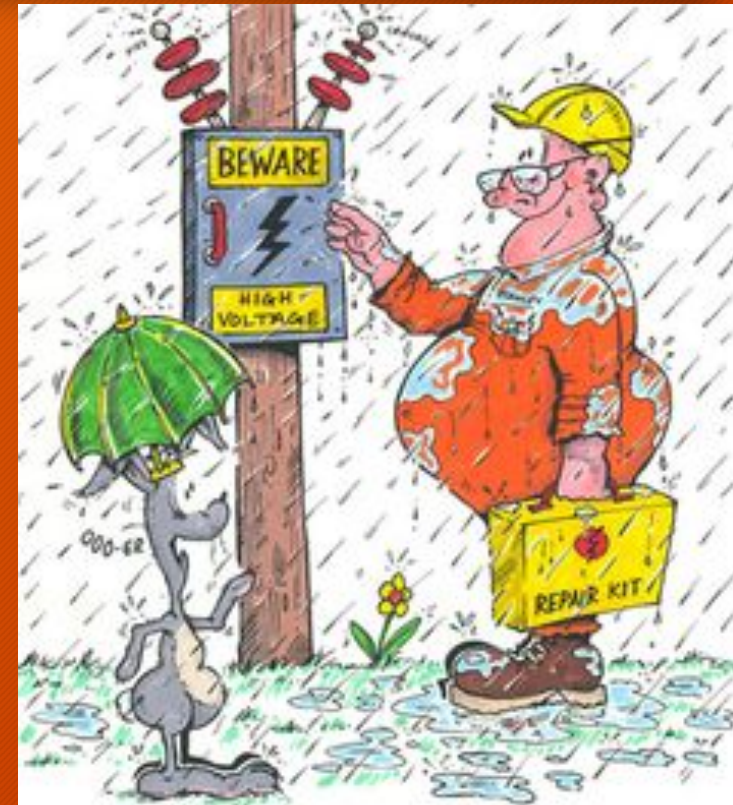
Design  
Header

Add icons:  
Facebook  
YouTube  
Tweeter

“all rights  
reserved”  
sign

# Maintenance is everything

- Make it a requirement every semester
- Grade the website at least twice a semester (midterm and final)
- Persistence will help students continue maintaining their website on their own



**TAKE EXTRA CARE**

Having an out-of-date website is worse than having no website at all!



Old website appears as if you are not active as a professional



Margarita Denenburg  
mdenenbu@heidelberg.edu

To download this presentation go to:

<http://www.margaritadenenburg.com/research->

Password: Piano

# EXAMPLES

- <http://bryanariedlinger.wix.com/musiceducation>
- <http://montanahollis.wix.com/teacher>
- <http://mariagerber.wixsite.com/-educator/contact>
- <http://adresser.wixsite.com/piano/contact>
- <http://sydneyrettig17.wixsite.com/mysite/contact>

# Resources

- <https://inspirationalchristiansfortoday.files.wordpress.com/2014/12/image1.jpg?w=240>
- <https://remainsofthedesi.files.wordpress.com/2007/07/nerd-nerd-nerd.png?w=460>
- <http://www.thecartoonsite.com/cartoon-characters/cartoontravelguide.gif>
- <https://s-media-cache-ak0.pinimg.com/236x/9a/ef/ed/9aefed3cea7e2fef7c875026798f2a62.jpg>
- <https://skypeblogs.files.wordpress.com/2015/06/cool-5.png>
- <http://www.3amstamper.com/images/old/6a00d8341f1f5253ef01543314d8a9970c-pi.png>
- [https://pixabay.com/p-1280998/?no\\_redirect](https://pixabay.com/p-1280998/?no_redirect)
- [https://pixabay.com/p-303949/?no\\_redirect](https://pixabay.com/p-303949/?no_redirect)
- <https://s-media-cache-ak0.pinimg.com/236x/85/7c/2e/857c2e07799535b9964c8a0b564e5e24.jpg>
- <http://www.clker.com/cliparts/V/f/1/I/A/8/puzzle-pieces-connected-hi.png>
- <http://nichecartoons.com/wp-content/uploads/2016/06/PresentationHeader-1.jpg>
- <http://www.outoftheblueaudio.com/rtones/characters/professorpinhead/professorpinhead.gif>
- [http://www.nextgearsolutions.com/wp-content/uploads/2015/08/Is-your-business-lacking-a-serious-technological-upgrade-2043-400/2860\\_0\\_14117967\\_300.jpg](http://www.nextgearsolutions.com/wp-content/uploads/2015/08/Is-your-business-lacking-a-serious-technological-upgrade-2043-400/2860_0_14117967_300.jpg)
- [https://pbs.twimg.com/profile\\_images/220959691/why.png](https://pbs.twimg.com/profile_images/220959691/why.png)