



CT | EPW22

Tips for Creating a PORTFOLIO



What is a Design Portfolio?

A design portfolio is the visual representation of all you have accomplished so far and symbolizes what you hope to achieve in the future. It is a body of work that represents your work as a designer.

Digital Portfolios

Digital Portfolios are relatively easy to set up, and allows students to have quick and easy access to their works without the need of carrying around a physical portfolio. As useful as digital portfolios are, it's important to not rely on it. Internet issues and computer problems are real, don't let that stop you from showing off your work.

By looking at your portfolio, a prospective employer should be able to evaluate your ideas, typography, visualization, composition, creativity, and tech skills. A quick look at your work tells someone whether you are qualified or of interest.

Project Descriptions

A project description showcases your ability to explain a design concept, strategy, or goal, an insight into the brand, entity or audience, and designate an audience. Descriptions should be one to two sentences long, incorporating the previously mentioned items and need to accompany each project.

Points to Consider

- Have you approached your portfolio as a design problem?
- Is your digital presentation user friendly? Did you test it?
- Where will you post your portfolio online?
- Do you have 3D work that needs to be photographed?
- Will your portfolio be a one-of-a-kind bound book?
- Will you have more than one presentation?
- Are your labels or descriptions clear and well written?
- Does your portfolio best showcase all the kinds of work?

Images Check List:

1. High Quality / High Resolution
2. Clear image of work, crop out any distractions
3. Edited in Photoshop or Lightroom



PROJECT TITLE

Name - Page Number

Write a one- or two-sentence rationale (goal, audience, concept/strategy) for each project and store it with each project.

Layout Examples:

Here are some examples of layouts you could use when showing off your works. The layout usually includes:

- Project Title
- A description about the project
- Page Number
- Various High Quality Images

PROJECT TITLE

Name - Page Number

Write a one- or two-sentence rationale (goal, audience, concept/strategy) for each project and store it with each project.

Be sure to include some in-progress pictures of your projects, it will help to explain and show off your thoughts and background of the project.



PROJECT TITLE

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Name - Page Number

PROJECT TITLE

Write a one- or two-sentence rationale (goal, audience, concept/strategy) for each project and store it with each project.

Name - Page Number

Remember, these are just examples, explore different layouts that best suit what you are trying to accomplish as a designer.

Keep your layout clutter-free, simple, and easy to navigate.

PROJECT TITLE

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Name - Page Number

If you do not like a project, do not include it in your portfolio. Use projects that you believe would keep the readers interest.

PROJECT TITLE

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Name - Page Number

***What kind of job would you like to have, and where do you want to work?
Would you like to design brand identities? Packages? Websites?
Advertising? or are you more interested in designing a variety of projects?***

First, figure out if you would want to focus within a specific area of design, or do work in a variety of different fields. Your portfolio should reflect your design interests. Whether it be User Experience, Advertisement, or various fields of Graphic Design, your portfolio should reflect your interests and serve as a guide for what jobs you would like to have.

Organization

Your portfolio should provide a unique experience for the viewer. You should start off strong, and most importantly, end off strong to leave them with a good impression.

- Best piece first
- Third strongest in the middle
- Next-to-best piece last
- No weak solutions anywhere

Resources to check out:

- Steps to creating a design portfolio by AIGA
<https://www.aiga.org/4-easy-steps-to-create-a-beautiful-design-portfolio>
- Create a compelling portfolio that lands work by Dribbble
<https://dribbble.com/stories/2020/05/04/how-to-create-graphic-design-portfolio>
- Building a killer portfolio
Part 1: <https://www.youtube.com/watch?v=T2N6PTrx30I>
Part 2: https://www.youtube.com/watch?v=v_fhe4RS-lk

