

Portfolio Development

What

A portfolio is a personal collection of materials that showcase relevant **knowledge** and **skills** to an employer

- Knowledge and skills can be shown in Design process, Construction, Final Designs and Graphics
 - Design process – trash, doodles, comments, mark up
 - Construction – demonstrating an understanding of construction and the limitations it places on design
 - Final Designs – critical and creative thinking solutions based on the design process, focus, connectivity and relevant design issues
 - Graphics – hand and/or computer

How

It is a professional **reflection of you** and should be occupationally focused, easy to update and easy for an employer to review

- Reflection of YOU expressed in what you show and the design elements of your portfolio
 - What you show: process, final products/sheets, illustrative or constructive documents
 - How you show it: large, small, in pieces
 - How you write: Bulleted information, paragraph format, labels and titles only
 - How focused it is: Consistency or lack of it

Development

Organization

- Usually start and end with best work
- End with a conversation piece
- Group by project type/scale OR no grouping, each project stands on its own
- Regardless of what you include, bring examples with you
- 20 pages max – 10-15 is better

Development

Images

- Make sure they are clear in regards to brightness and resolution
- Make sure labels are readable
- Make sure images are clear in regards to size
 - enlarge or shrink and consider eliminating the border and title block or cutting up a large sheet with a variety of images

Development

Color

- Color can be in ink or the paper
- Select a max of 5 colors to use consistently throughout the sheets
 - preferably 2 or 3, even if its white and black
- Print samples using the printer and paper you plan to use
- Consider adding personal touches by hand

Development

Layout

- Overall sheet size: 8-1/2x11 or 11x17 typical
- Develop a consistent layout for title and information location, image locations and sizes, captions, design elements
- If it is bound, make sure to leave space at the binding edge for turning the page

Development

Text

- Create a hierarchy of 2-4 text heights to represent title, information, labels, and other stuff like page numbers
- Use upper and lower case font style for information
- If you use a color in font, don't use more than 2
- Format for readability
 - Paragraph OR Bullets: Identify what, where, why and how for consistency

Random stuff to consider including

- An abbreviated resume
- Your name and contact information
- Sketches
- Process graphics
- A hand and/or computer graphic section
- A construction section
- Travel and research
- Languages
- Comfort level with skills: Basic, intermediate, proficient (marker, ACAD, watercolor, models, Photoshop)
- Application versions

Random stuff to consider

- Assume they will do a background check, so be up front
- Google yourself, check ALL social media
- Don't contact interviewers via social media
- Credit any collaborative efforts or workshops and your role
- Don't apologize for any work you are showing
- Spell check and proof read. Read it sdrawkcab, like
 - “The cat jumped from the stairs” to “stairs the from jumped cat the”

Resources

Color scheme generators:

- Wellstyled.com
- <https://color.adobe.com/create/color-wheel/>

Logo inspiration:

- Logotree.com
- Stencil-library.com

Resources

Design layout inspiration:

- Gdusa.com
- Howdesign.com
- Qfolio.com

Font downloads:

- Fontifier.com
- Abrstractfonts.com
- Fontface.com

Free online publication:

- Issuu.com
- Land8lounge.com

Comments

“Keep in mind that being well rounded and having the ability to communicate in both writing and speaking is VERY important”

“Emphasis on ability to prepare conceptual design work by hand for speed and concept development”

“Improve manners”, “Speaking skills”, “Dress”

“Clean organized layout: So important for immediate first impressions!! I toss resumes that are not clear & concise & well written”

“Top Skills: Hand graphics/rendering, computer, professional experience, writing, plant and construction knowledge, PERSONALITY”