

The Get A Job Portfolio

Third Year Graphic Design

Graduate Portfolio

The module.

This is where you hand in ALL of your work for the graduate portfolio module.

You need to show your research, process and final work for all projects.

Get a Job Portfolio

Your 'Greatest Hits', so far!

You can select which projects to show, or even which *parts* of which projects to show.

You dont need to show research, but you might want to show some of your process.

Where will it be seen?

The point at which this needs to be completed, is the day of your show opening.

Each student will have a portfolio stand underneath the work on the wall.

It is ofcourse then going to be seen by employers at future interviews.







Physical AND Digital

You will find many employers will ask for a portfolio to be sent in digital format, but a portfolio should be any designers pride and joy.

Having a printed version shows a care and consideration which a digital one lacks. Graphic Design relies on the touch and physicality of a finished piece.



What Can I Include?

- First and Second Year Work
- Independent Project
- Personal Projects
- Competition Entries
- Client Work*

*unless your client has stated you cannot include. 99% of the time it is fine, but occasionally a client might have a reason for not wanting the work to be shown. If unsure, it is best to ask.

You must be happy with the work you are showing.

Did a client make a bad decision which impacted the end result?

Did you rush the work for a deadline?

Maybe there is one element of a project you are really happy with, but others that you feel less satisfied with.

HECK
YEAH

Get something in there which speaks of 'you'.

Every job interview will be a combination of 'can they do the work?' and 'can I actually work with this person?'.

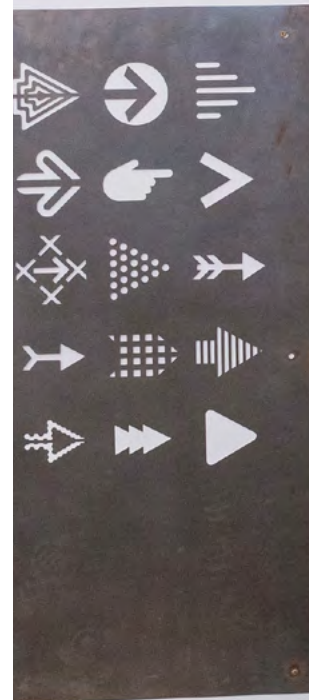
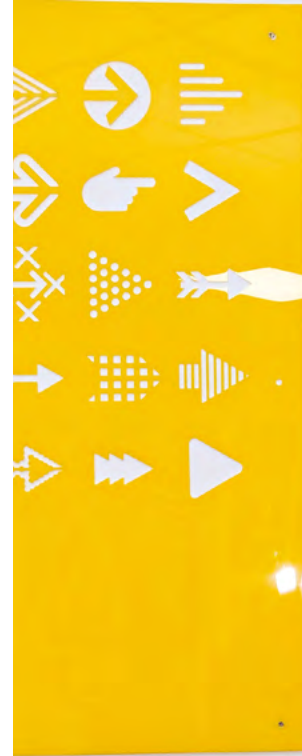
Having a project in there which you can talk passionately about, or that reflects you as a person, will provide the opportunity for the interviewer to get to know you.



Open with a 'wow' piece.

Make a good first impression. Ask yourself, if you only had one image to show off what you can do, which image would it be?

You can start to have a think about what your 'one piece' might be.



Close with a 'wow' piece.

Always end on a high.

This page may well lay open the longest. You want it to be a good piece of work.

If this piece provides a 'talking point', even better.

A BEGINNER'S GUIDE TO PET SHOP BOYS

FORMED IN LONDON 1981
Initially they call themselves West End. Later they come up with the name Pet Shop Boys, a name derive from some friends who work in a pet shop in Ealing.

CHRIS LOWE & NEIL TENNANT
DAVID MCDONAL CHOSE HIS STAGE NAME NEIL TENNANT BASED ON DR.WHO ACTOR

Neil Tennant worked as a journalist and writer at several publications, Marvel UK.

MARVEL UK
He was offered a job at Smash Hits as news editor of the British teen pop magazine in 1982.

DANCE MUSIC ART POP WAVE 1985
They sign to Parlophone Records. 'OPPORTUNITIES' The first version of 'Opportunities' is release. It reaches #116 in the UK.

1990
ENGLAND FOOTBALLER PAUL GASCOIGNE'S SISTER ANNA-MARIE STARRER IN THE BAND'S "SO HARD" VIDEO

1984

WEST END GIRLS

#1 WEST END GIRLS
IN THE UK IN JANUARY
"West End girls" is released on October 28th and goes to #1 in the UK in January.

ACHIEVED 42 TOP 30 SINGLES 22 OF THEM TOP 10 HITS IN THE UK

1994
CHRIS WORK WITH FORMER FOOTBALL PLAYER IAN WRIGHT FOR TRACK 'DO THE RIGHT THING'. IT WAS RELEASES AS A SINGLE.

BOBBY ORLANDO
SUBSEQUENTLY PRODUCED THE PET SHOP BOYS' FIRST SINGLE, WEST END GIRLS

THE PET SHOP BOYS ALWAYS NAMED THEIR ALBUMS WITH ONE WORD I.E. YES DISCO ETC

50

MILLION RECORDS
Pet Shop Boys have sold more than 50 million records worldwide, and are listed as the most successful duo in UK music history by The Guinness Book of Records.

THREE TIME

BRIT AWARDS

2009
BY ANIMAL RIGHTS GROUP PETA TO RAISE AWARENESS OF CRUELTY TO ANIMALS IN PET SHOPS. WHILE THE BAND SAID IT "RAISES AN ISSUE WORTH THINKING ABOUT" THEY REFUSED TO CHANGE THEIR NAME.

2016
Billboard magazine named Pet Shop Boys the number one dance duo/group over the 40 years since the chart's inception in 1976. In 2017 the duo receive NME's Godlike Genius Award.

1999
THE GUINNESS BOOK OF RECORDS

1987 1988 2009
BEST BRITISH SINGLE BEST BRITISH GROUP OUTSTANDING CONTRIBUTION TO MUSIC

Show variety, and the scope of what you can do.

Even if you're going for a job in branding for instance, the employer will more than likely be asking 'what else have they got?'.

Try to distribute 'types' of work throughout your portfolio.

Branding

Corp. ID

Web

Mobile

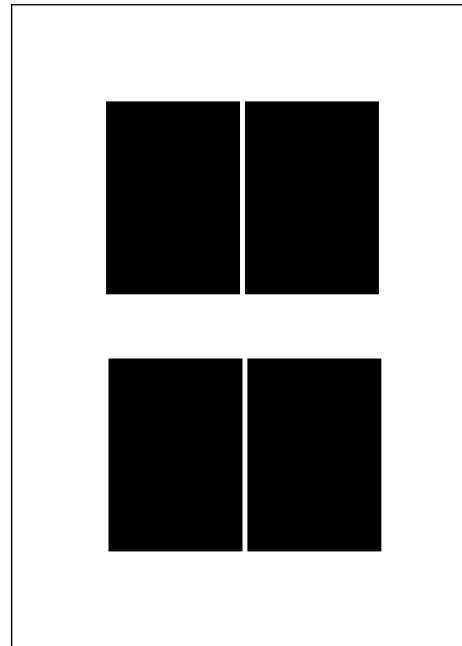
Magazine

Magazine

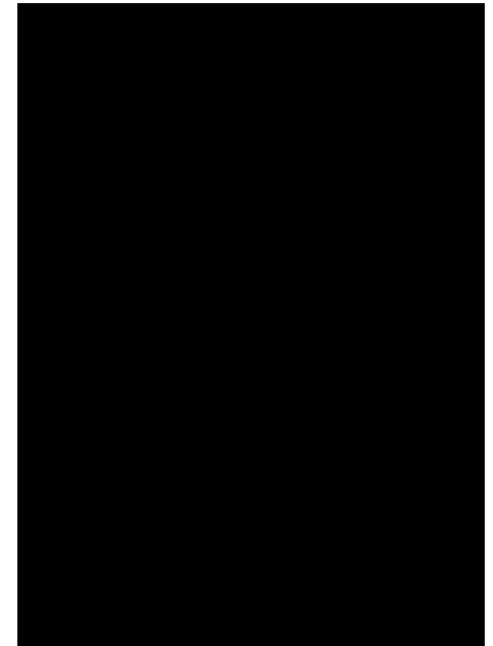
What 'faces' what?

The pages of a portfolio are a design job. Does the left hand image completely overpower the right hand side? Does the weaker side need to be swapped out?

Left



Right



Don't over-embellish.
Avoid borders and clutter.

The work should speak for itself. You may want to have an element of your branding on each page, but if so, it needs to be small enough to not detract from the work.

My advice would be to not have your branding throughout.



Create a balance between digital mockups, and showing work 'flat'.

Select your mockups carefully. The focus again needs to be the work itself, not the surrounding scene.

Mockups also 'hide' things, so packaging for instance should be shown as a full net, alongside a digital mockup. This way you can see all the sides.

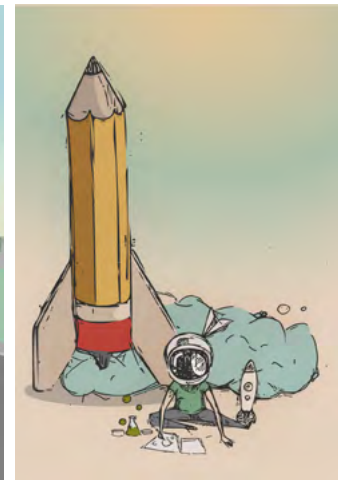
Wherever possible, show work at its actual size.



Show some process.

Employers will be really interested to see 'how' you work. Maybe there are one or two projects that you have really nice sketches for, or you explored lots of other ideas; show this off.

Don't over do it. You do not need to do this for every project.



If you have nothing to say
about a piece of work,
perhaps its not the best
choice for the portfolio.



Do I need to show the design briefs?

No. This is up to you. You might feel that the work speaks for itself, but if you do want to include a design brief, think about how that becomes part of the overall design of the portfolio.

The Plan for Today

Friday 14th March

Questions to Ask Yourself

Start here: What is your 'one piece'?

What is the project that shows off the widest range of design output?

Do I want to include design briefs?

Can I simplify how i'm showing off my work?

Am I striking a good balance between mockups and flat designs?

Is the portfolio 'flowing' effectively?

Plan for The Day

Select the pieces of your work that you are proud of.

Use the printers in AC403

The banner printer is also available if colour matching is needed.

Start to assemble the portfolio. Staff will be around all day, and able to help with selections, offer advice on how to lay out the work on the page, and offer any other guidance.

Be prepared to print, assemble, discuss and possibly reprint, and rework where needed.