Creating a Professional and Engaging Portfolio

Layout and Design

BA Computer Games Design, BA Animation & VFX

A. Head – WISA, UWTSD.

Why Portfolio Design Matters

First impressions count: A well-designed portfolio reflects your professionalism.

Good design enhances the presentation of your work.

Clarity and structure help viewers navigate your portfolio easily.

Key Principles of Portfolio Layout



Simplicity: Keep the layout clean and uncluttered.



Focus: Highlight your best work prominently.



Hierarchy: Use visual elements to guide the viewer's eye.

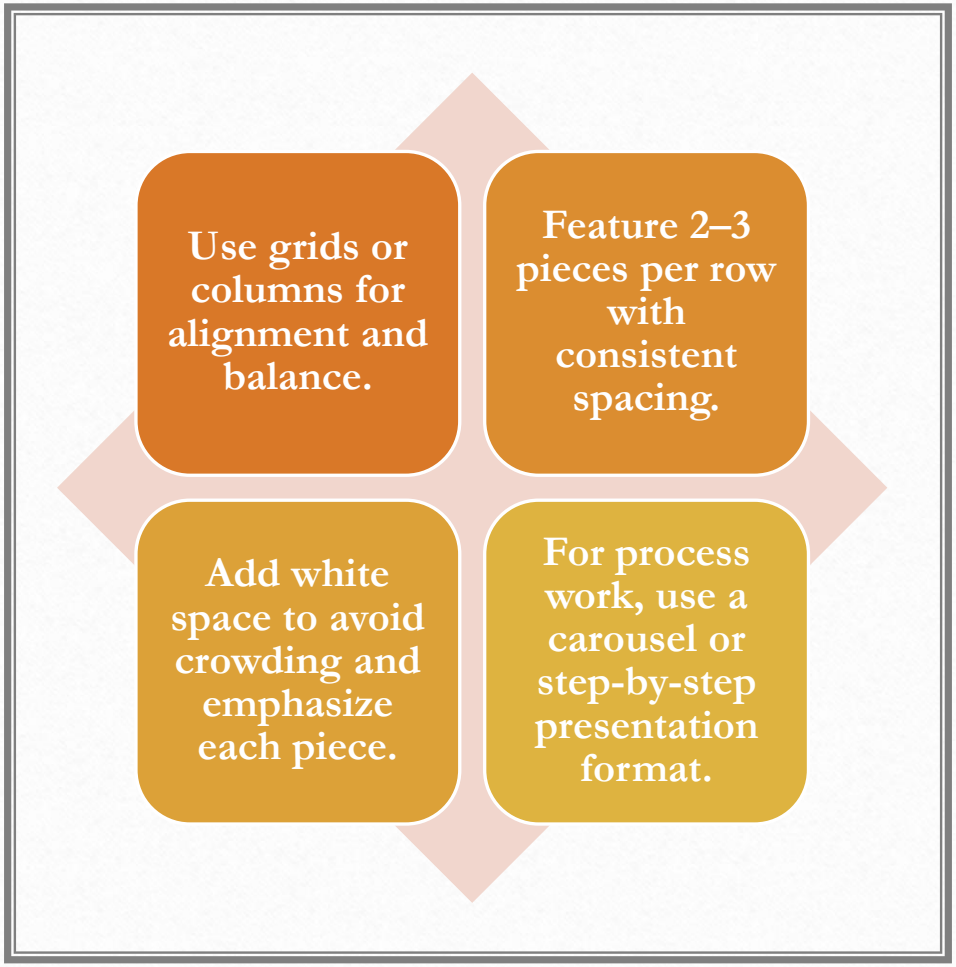


Consistency: Maintain a uniform style across all pages.

Structuring Your Portfolio Page

- **Home Page:** A welcoming introduction to your work, including your name and a striking showcase piece.
- **Gallery or Sections:** Divide into clear categories:
  - Perspective drawings.
  - Anatomy studies.
  - Photoshop composites.
  - Among others…
- **About Me/Contact Page:** Include a short bio, your skills, and clear contact details.

Layout Tips for Showcasing Work



Typography and Colour Choices

- **Typography:**
  - Use 1–2 clean, professional fonts.
  - Ensure text is readable on all devices.
- **Color Scheme:**
  - Stick to neutral tones that complement your artwork.
  - Use color sparingly to draw attention to key areas (e.g., titles or buttons).

Navigation Design

- **Keep it intuitive:** Use simple menus with clear labels (e.g., 'Portfolio,' 'About,' 'Contact').
- Add breadcrumbs or a navigation bar for easy browsing.
- Ensure **quick access** to your best work from any page.

Digital Optimization



ENSURE YOUR PORTFOLIO IS RESPONSIVE FOR BOTH DESKTOP AND MOBILE DEVICES.



OPTIMIZE IMAGE FILE SIZES FOR FAST LOADING TIMES WITHOUT LOSING QUALITY.



USE A CONSISTENT ASPECT RATIO FOR IMAGES TO AVOID VISUAL DISRUPTION.

Visual Enhancements

Use subtle animations or hover effects (if available on your platform) to add interactivity.

Incorporate high-quality thumbnails that expand to full-size images.

If embedding videos (e.g., Photoshop compositing timelapses), ensure smooth playback.

Common Portfolio Design Mistakes

- Overcomplicated layouts that distract from the art.
- Clashing fonts or excessive color usage.
- Lack of navigation or unclear structure.
- Slow-loading pages due to unoptimized media.

Steps for Future Portfolio Creation

- 1. Sketch a rough design for your portfolio layout.
- 2. Research templates or platforms that align with your goals (e.g., Wix, Squarespace, ArtStation).
- 3. Test your portfolio design on different devices and browsers.
- 4. Gather feedback and refine the layout for clarity and professionalism.