



Marketing and Self Promotion

A guide for
students in Art
and Design





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A guide for students in Art and Design

Portfolios and Presentations





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Introduction to your new portfolio

Many professionals despair at college portfolios

You will have to restructure it!

To target hard nosed professional people

To show them what they wish to see, in the way they wish to see it

Here's how.....





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Does size matter ?

Yes - size and style are important factors

Consider the interview environment

Find out as much as possible beforehand

Consider carrying it around all day

Be prepared!





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Portfolio design

Keep it looking good and fresh

Consider changing content for each interview

Have something to leave behind as a reminder / gift

Back it up with project information / timescales

Think of it as a window to your skills / abilities

Don't forget development work





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Portfolio design

Put in any success stories that might be relevant

SWA-001-52 TUESDAY, DECEMBER 30, 2014 SOUTH WALES EVENING POST



Jazz-playing brothers Steve (left) and Ian Simmons.

Brothers in arms hit right note for causes

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MUSIC is in their blood, and so too is football.

Jazz-playing brothers Steve and Ian Simmons also have another passion — raising money for good causes.

And now as the year draws to a close, the pair can look back on a job well done.

The Swansea City fanatics have raised around £11,000, mainly through a series of gigs which have benefited large charities and also individuals in need of medical aid.

Steve on saxophone and Ian on guitar have played their way into a few hearts during the year as they continued on the fundraising trail they have blazed over the last decade since the start of their Swans fanzine.

"A Touch Fur Vetched" was born in April 2005, the first issue going on sale before the home game with Cambridge United at the tail end of the Vetch Field's last season," said Ian.

"The fanzine was inspired by Phil Sumbler and he was the editor for the first two issues. Phil had to divorce himself from the publication upon being elected chairman of the supporters trust and Nigel Davies took over, joined by Steve and myself to keep ATPV alive.

"Right at the outset it was agreed that it should be a non-profit making publication that gave something back to the football club and that any money raised would go directly to youth development at the club. And to date ATPV has raised more than £8,000 for that purpose.

"Over the years we have expanded our charitable work and our

community chest initiative has raised £20,000-plus for local junior league clubs, schools and charities."

Ian said ATPV gave them a platform to build fundraising efforts on, lending a bit of credibility when they approach others to get involved.

"Before long there was an infrastructure in place to stage some wonderful fundraising events in and around Swansea, and benefit charities that weren't necessarily football related," said Ian.

"Highlights include raising £2,200 in September 2011 for Brendan Rodgers' Mount Kilimanjaro climb in aid of the Marie Curie Cancer Care charity and £1,500 in December 2013 that was spent on toys and equipment for Oakwood Children's Ward at Morriston Hospital."

Then 2014 arrived, and the money kept rolling in.

The team started the year with £3,500 in their community chest to help local junior teams with kit and equipment.

It has gone on from there with highlights including donations of £100 to fund first aid kits at the new Swansea City pre-academy centre in Cwmidi, £400 for the club's youth development and £600 raised at the Cockett Inn for testicular cancer charities.

There was also £410 for the Marie-Grace Roberts Appeal raised at Swansea Jazzland to help a young cerebral palsy sufferer from Port Talbot and £220 to buy all purpose sports tops for Gers Community Primary School.

On the fundraising went with £3,000 raised in the annual ATPV Month of Music events. A six pub tour of Swansea saw the money split between Maggie's Cancer Care Centre at Singleton Hospital, the Amy & Friends charity supporting families and sufferers of Cockayne Syndrome, Morriston Hospital children's wards and the Marie-Grace Roberts Appeal.

There was also £850 raised towards the cost of a braille machine for two-year-old Eva Jackson, a registered blind toddler from Birchgrove who has had 25 eye operations, and £350 raised again for Morriston Hospital's children's wards from a football match between an ATPV XI against Landore Ladies and charity night.

They enlisted the help of musical friends like Connor Burn, comedienne Karen Sheppard and magician Ian Holt along the way, and the result is a £11,000 charity bonanza in 2014.

"What motivates us is that we like to help other people," said Ian. "We have been playing music for more than 30 years and we hear about people suffering, so we can help people less fortunate than ourselves."

Steve said he, Ian and Nigel got a lot of satisfaction from the voluntary role they have taken on outside their work.

"It is something we enjoy doing," he said. "We are passionate about it. The three of us hear about people who need help. We have helped some of the larger charities over the years, raised the money and sent off a cheque. But we also help individuals. In the case of Eva, I heard about her through her father. We raised £820 and were able to give it to him in cash on the night. That brought a smile to our faces."

REAL LIVES





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To suit as many situations and environments as you can





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Portfolio design

The sky is the limit.....



You are the
creatives.....
Get to it!



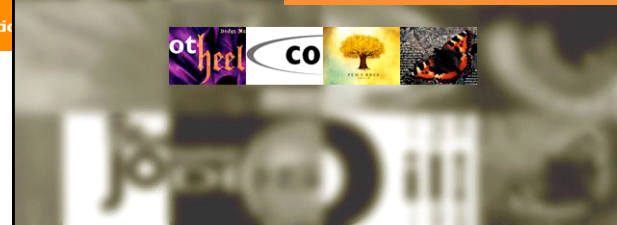
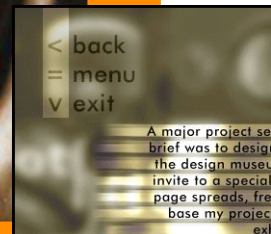
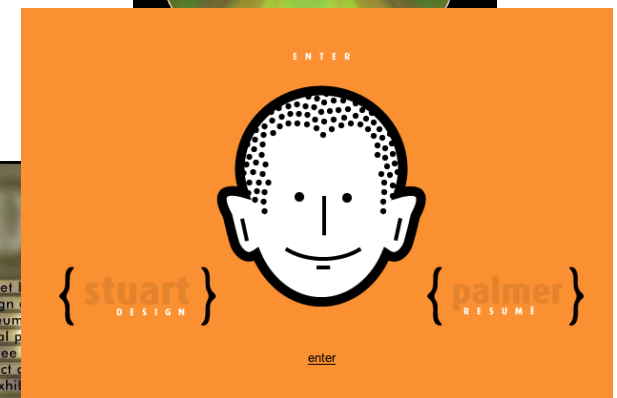
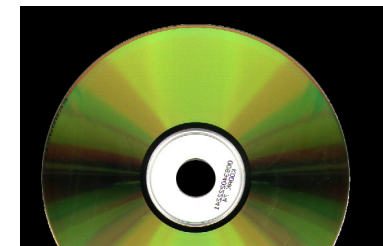


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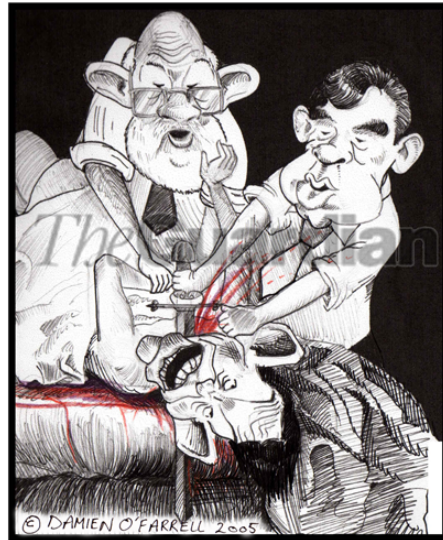
Portfolio design

Don't forget the alternatives....



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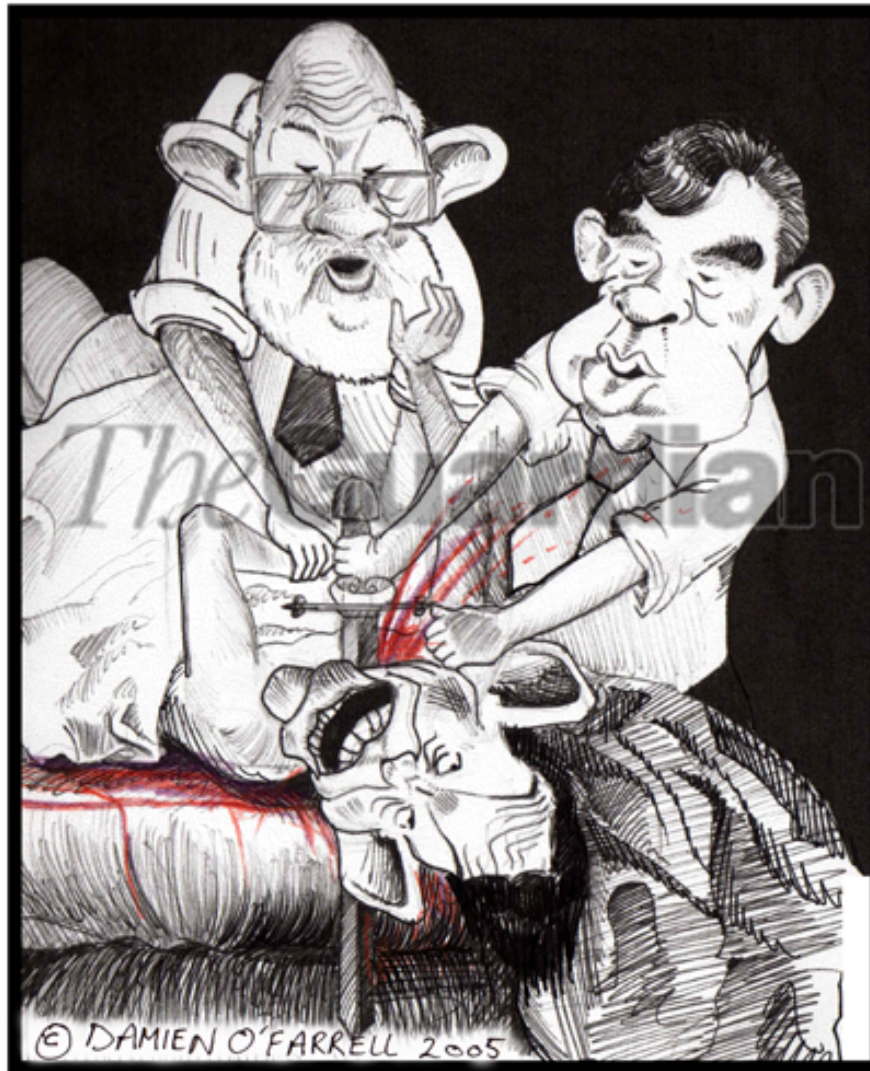
Damien O'Farrell





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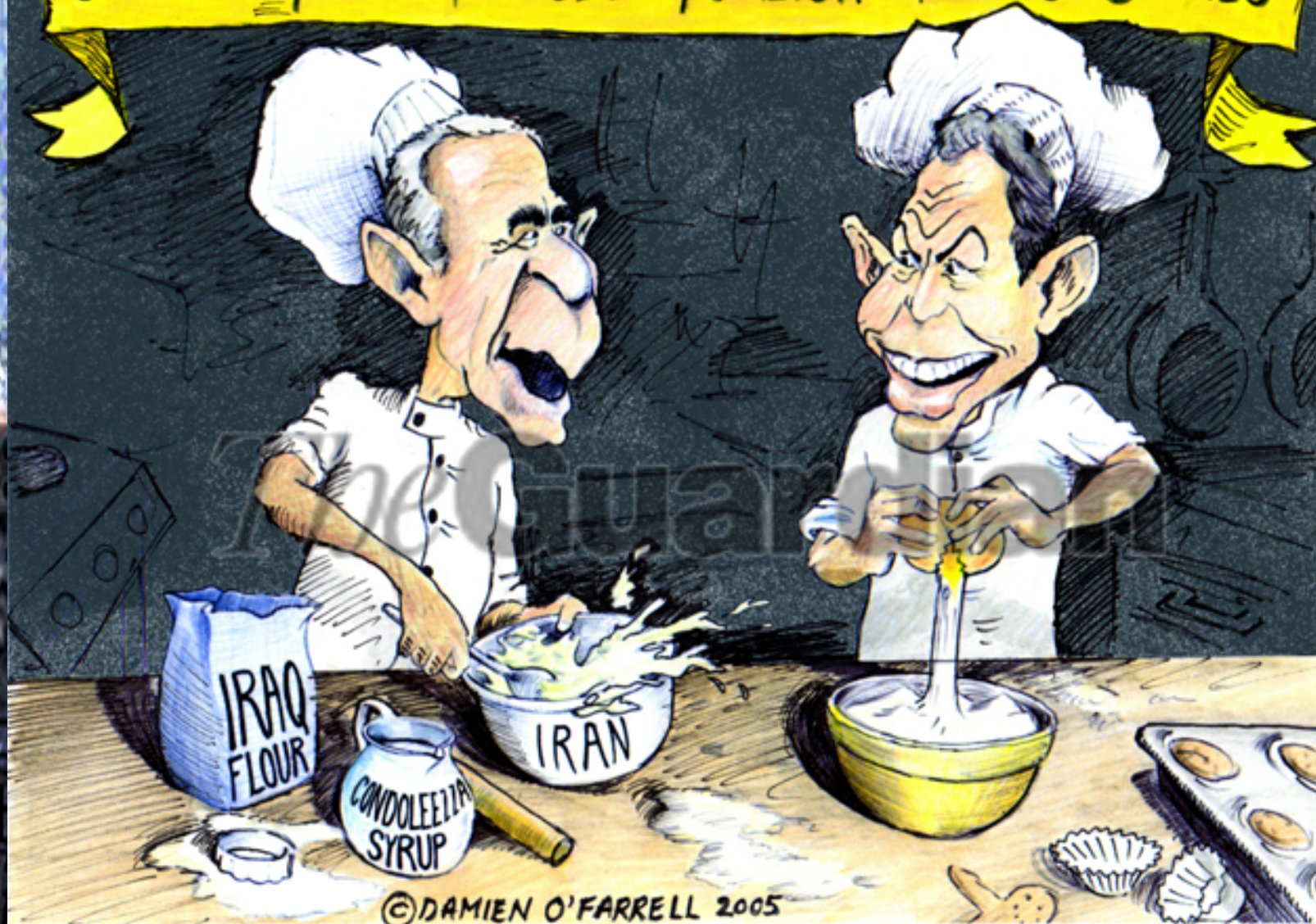


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"Wot nanny state?"



GEORGE & TONY'S FUDGED "FOREIGN" POLICY COOKIES







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Portfolio - alternative thoughts

Consider skills shortfall, what can be done?

Look around and see what is available

Never again - this level of equipment, support and expertise at your fingertips

Not much time?

Compared to industry you have loads.. so get on with it!



The Book of David

David Shields

Portfolio design

A collage featuring a portrait of a young man in a suit, a large red maple leaf graphic, and several small inset photos of art gallery exhibitions.





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Be professional ...



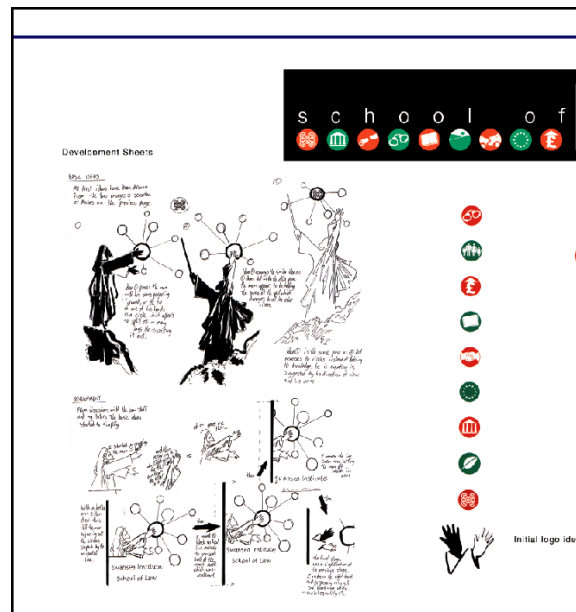


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Be professional ...





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Be professional ...

Keep it clean and
concise!!





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Portfolio - summary

If possible keep it small and light

Carefully consider content - be flexible whenever possible

Include professional looking backup.. not college briefs

Don't pad it out with poor work.. this is your showcase

As creative as you can - it will be remembered!

Be prepared to get help / show people





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Portfolio - ex students comments

A2 is too big.... I was told at an interview

(Mark Goulden - Businesslink)

They wont be impressed by a wall to wall self portrait, keep it clean and simple.

(Joseph Dickens - Sapphireselect)

I would say A3 portfolio as you can get most of your stuff in that

(Lee Stinton - Future Media / Freelance Illustrator)

I did what you said and prepared my portfolio

(Stuart Palmer - Manchester United Interactive)





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Portfolio - ex students comments

Digital formats are the way forward

(Mark Goulden - Businesslink)

Remember - your standard will be judged by
your worst piece of work

(Martin Stopher - Kingston Technology)

I had a CD... made by another student, I learned a
lot and was taken far more seriously

(Anthony Bridge - Apricot Agency / Freelance Illustrator)





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Portfolio - ex students comments

I got thrown in at the deep end (discussing websites) I had to pay over £100 and I probably could have got it done for free in college couldn't I?

(Neil Cunningham - Print Evolution)

Had over 55,000 hits per month... without this course nothing would have happened

(Nigel Williams - Artist / Art Editor Welsh Arts Interactive)





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Portfolio - ex students comments

Floor space is expensive in central London, you should have seen how tiny their office is. Thank goodness I had that small portfolio and CD.

(Tanya Allen - Dreamscape Films)

The other illustrator had to show their portfolio in the corridor as there wasn't enough room.

(Helen Richards - Freelance Illustrator)

My website saved me, tell them to get it done at college if they can... its cheaper!!

(Ian Simmons - Freelance Illustrator)





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Portfolio - professional comments

These days its so easy to buy and set out a new compact portfolio... don't take originals unless asked for... you may lose them!

(Portfolio Advice - Association of Illustrators)

Its so simple and rather obvious (bringing a large portfolio), when you arrive at my office you may as well shout out "hey, look at me, I am new to this"

(Eddy Wouters (ed) - Art Scene International Magazine)





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Portfolio - professional comments

I got my job because I was the only one with development work in my portfolio... it really is important to make a neat job of it... only three of us were invited in for an actual interview.

(Stacy Taylor, Red Top)

The portfolio advice was spot on.

(Richard Carr - Command Publicity)





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Portfolio - final comments

I missed the portfolio lecture and got myself into a twist after only a few minutes of an interview. I read the notes carefully after that experience!

(Illustration student 2002)

There is nothing more unprofessional than struggling red faced through a prospective employer's door with a cumbersome portfolio.

(McDaniel Woolfe - Design Company)





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Portfolio - your task

Following the guidelines given in this lecture prepare at least three professional folio sleeves at A3 or A4 size. Use montage techniques where possible.





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Make them do
the work for
you





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