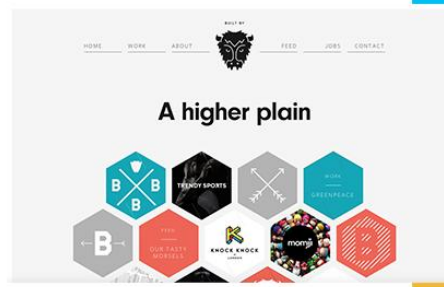
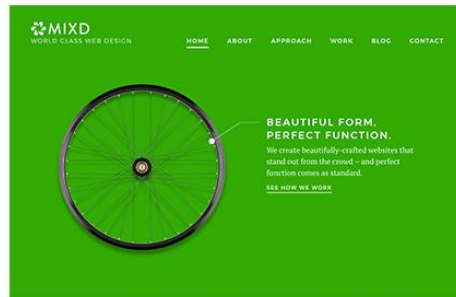


Portfolios and Presentations



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.....

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!

Portfolio Design

Keep it looking professional and fresh

How can you change the content for each client?

Have something to leave behind as a reminder

Back up with project information/time sheets

Think of it as a window to your skills/abilities

Don't forget development work

Portfolio Design

Put in any success stories that might be relevant.



Brothers in arms hit right note for causes

Chris Peregrine

@Peregrine71 • 01792 545527
chris.peregrine@swanmedia.co.uk

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 £13,000, mainly through



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

Ian said ATFV gave them a platform to build fundraising efforts on, lending

and £220 to buy all purpose sports tops for Gors Community Primary School.

On the fundraising went with £3,000 raised in the annual ATFV 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

Portfolio Design

There are many types available



So select them carefully

Portfolio Design

To suit different situations and environments



Portfolio Design

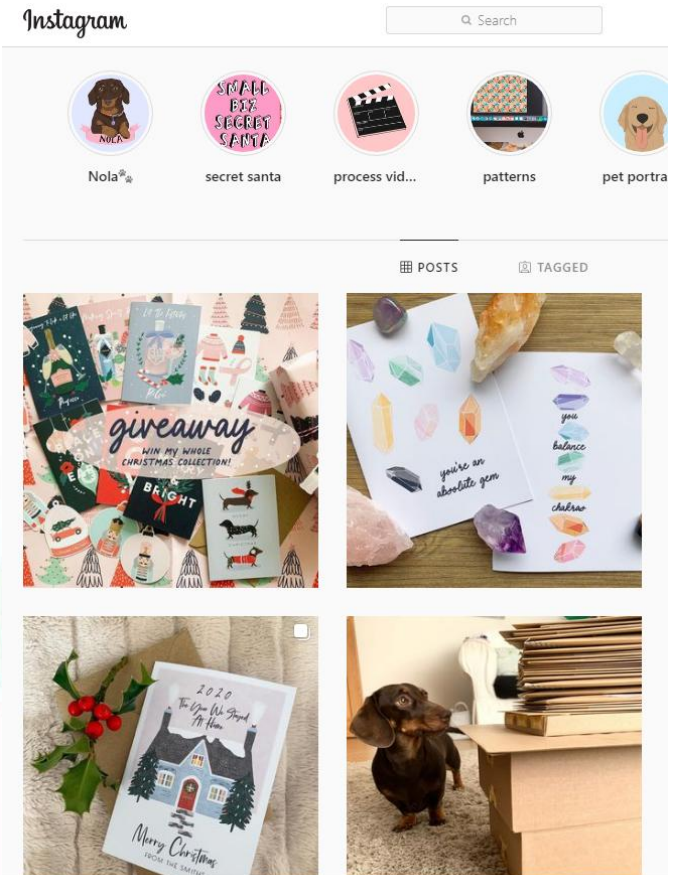
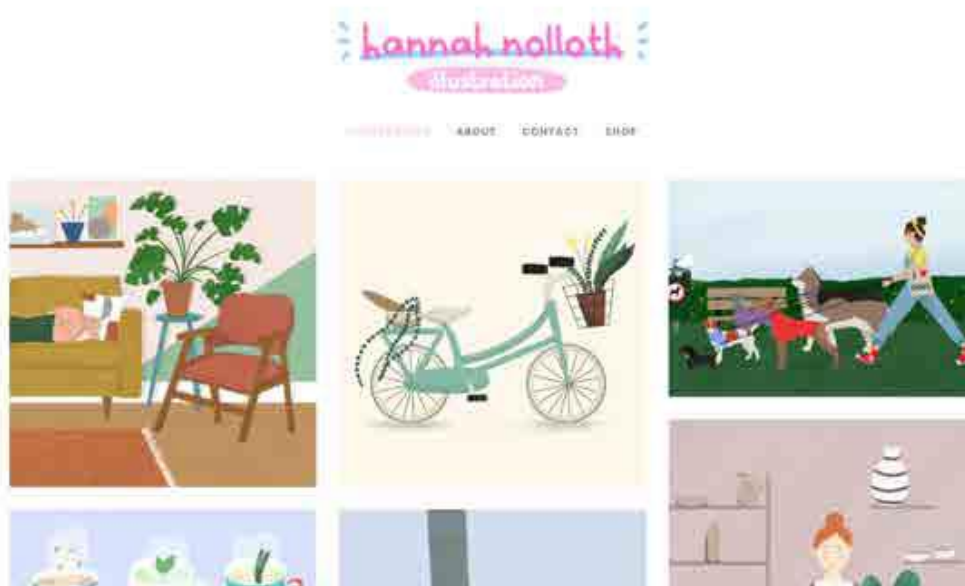
The sky is the limit



You are the creatives....so be creative!

Portfolio Design

Don't forget the alternatives



Hard copy, website, portfolio site, social media!

Portfolio – Alternative thoughts

Consider skills shortfall, what can be done?

Look around and see what is available

Continually ask for feedback – lecturers, industry?

Not much time....

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

Portfolio Design – Be Professional



A4 Letterhead

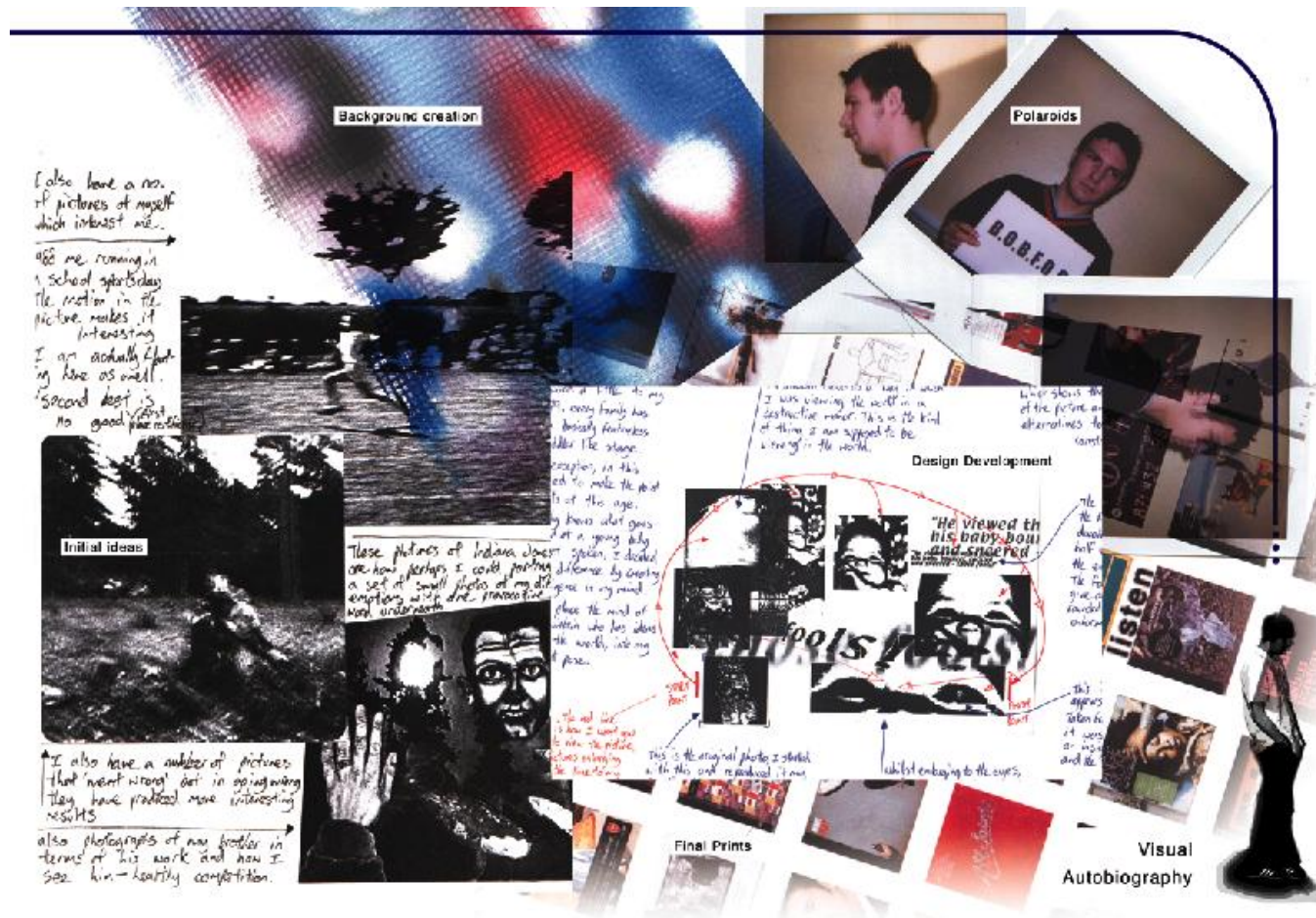


Compliments Slip

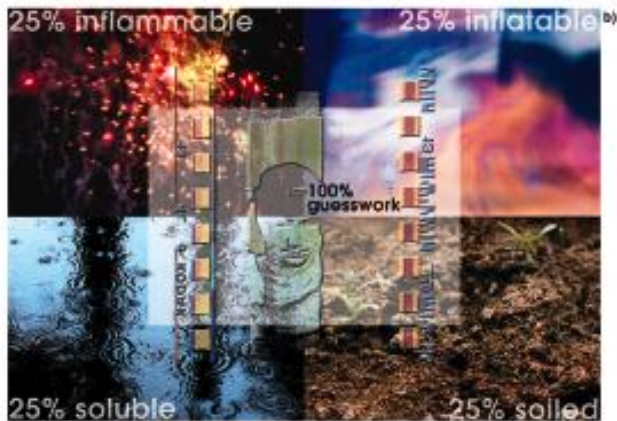
Tangerine
Corporate Identity



Portfolio Design – Be Consistent



Portfolio Design – Keep it Clean and Concise



These pieces
are about:
a) being an individual.
b) what makes me.
c) good ideas.
d) fascination with the
oriental in a Matrix style.

Visual
Autobiography



Portfolio Summary

Keep it small and light

Carefully consider content and keep it flexible

Include professional back up – briefs, time sheets

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

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)

Portfolio – Ex Students Comments

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

(Martin Stopher - Kingston Technology)

Digital formats are the way forward

(Mark Goulden - Businesslink)

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

(Tanya Allen - Dreamscape Films)

Portfolio – Ex Students Comments

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

(Helen Richards - Freelance Illustrator)

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 Design)

Portfolio – Industry 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)