

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

PORTFOLIOS

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- You will need to produce a professional portfolio.
- This is what you will be taking to your interviews.
- It is also what you will be handing in for your assessment at the end of the year.
- It must be A3 in size.
- You will also need to produce a digital version of your portfolio.

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Professional Portfolio – UNI Assessment.

- This is your Graduate Portfolio Assessment.
- It will contain all of your 3rd year major project work, warts and all.
- Work is to be presented to show it at its best.
- The projects will have comprehensive back up work, showing ideas and developments.

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Professional Portfolio – For Interviews.

- Similar to the assessment version but...
- ...it can contain the best of ALL your work.
- Ideas and development sheets will be cherry picked and placed into the portfolio.

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Professional Portfolio – Physical Mock-ups.

- Aim to show your work as it is intended to be used.
- Where you can, make actual mock-ups. This will really help to present your ideas and designs.
- Magazines, books, book covers, box packaging, zines etc are relatively easy to create as a physical mock-up.
- Online print solutions can be used. Shop around.

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Professional Portfolio – Digital Mock-ups.

- Not all of your work can be made into a physical mock-up.
- Digital mock-ups are a good solution to this problem.
- Lots of different solutions are available and it is worth looking at.
- psdcovers.com is an example of this type of thing.

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Professional Portfolio.

- Many professionals despair at college portfolios.
- They are cumbersome and can be difficult to navigate.
- It will need to be restructured to target hard nosed professional people.
- It is to show them what they want to see, in the way they want to see it.

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Professional Portfolio.

- Size **does** matter.
- Size and style are important factors.
- Consider the interview environment.
- Find out as much as you can beforehand.
- Contact the company. Be Prepared!

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Professional Portfolio.

- Keep it looking good & fresh.
- Consider changing content for specific interviews.
- Have something that you can leave behind as a reminder / gift.
- Show some of your development work.

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Professional Portfolio.

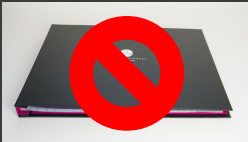
- Have the project backup work to hand (time scales, costs etc).
- Know how much you would charge for your projects.
- Remember this is a window to your skills / abilities.
- Include any success stories and client feedback.

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Professional Portfolio.

- There are many types available but keep it editable.
- Invest in a good quality one, it will last you.

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Professional Portfolio – Digital Versions.

- Lots of digital options available to you.
- You will need to produce your own personal website as part of this MSP module.
- You can choose to code it yourself or you can sign up to an online build solution.
- You will need to style it to your personal brand.

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Professional Portfolio – Digital Versions.

- Also look at portfolio communities.
- Behance and Dribbble are examples of these.
- Just uploading stuff to the web is not enough on its own. How will potential employers find your work?
- You need to develop a social media strategy that can reach interested viewers and point them to your online portfolios.

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Professional Portfolio – Digital Versions.

- Facebook, Pinterest, Twitter, Instagram etc.
- These are good ways to raise awareness that you exist. However...
- Know what their function is. Likes do not directly translate into money. Use them to direct people to your websites.
- Also look at professional solutions like LinkedIn.

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Professional Portfolio – Digital Versions.

- Spend the time to create an emailable PDF of your portfolio that can either be downloaded or sent on request.
- You should always have access to examples of your work. You never know who you can meet.

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Professional Portfolio – Alternative thoughts.

- Consider skills shortfalls in the portfolio, what can you do about them?
- Now is the time to bridge those gaps.
- Never again will you have this level of equipment, support and expertise at your fingertips.
- Spend your time this year wisely.

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Portfolio – Summary.

- If possible keep it small and light.
- Carefully consider content – be flexible.
- Include professional looking backup, include external design briefs not just Uni briefs.
- Don't pad it out with poor work.
- Be as creative as you can – it will be remembered!

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Professional Portfolio – Ex Student Feedback.

- A2 is too big.... I was told at an interview (Mark Goulden - Businesslink)
- They won't 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 Sinton - Future Media / Freelance Illustrator)

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Professional Portfolio – Ex Student Feedback.

- Their office was tiny! 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)
- I also left them an A5 card with examples of my work and with my details on the back which they liked. So leaving something behind like you said is a good idea. (Lee Hazell - Brewin Dolphin)

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Professional 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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Professional 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)
- 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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Professional Portfolio – Professional Comments.

- In a bar in New York, I was asked what do you do?
- Out came the iPhone...
- Soooo I am still here living in Brooklyn
- Working for Apple.
(James Grey King 2009)



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Portfolio – Your Task.

- You will need to start thinking about your professional portfolio and its appearance.
- Obviously you can't do much until you have completed some projects but keep this in mind.
- There will be reminders and workshops later this semester and next semester to help you prepare.

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The dictionary is the only place where success comes before work.

Mark Twain