

TIPS SHEET TO ACCOMPANY:

Product Design by Paul Rodgers and Alex Milton

Designing your portfolio

- Who are you? – determine what you want your portfolio to say about you, who it is aimed at, and what they wish to see evidenced in it.
- Creative résumé – choose a variety of examples that highlight your very best work. Demonstrate your skills and talents by choosing only projects that you can confidently discuss. Ensure that your portfolio presents a balanced body of work, including a variety of projects that demonstrate the breadth and depth of your work.
- Show your creativity – remember that you wish to work in a creative industry. Show how far your creativity can stretch by creating a portfolio that is personal whilst ensuring it appeals to as many people as possible.
- Less is more – you should edit all your previous work to create a concise résumé of your work. Simplify your presentation and try to think from the employer’s point of view.
- Process – demonstrate your mastery of the design process by including examples of work from research to concept and execution.
- Only show your strongest work – be objective when choosing what pieces to keep in and seek out the opinions of peers and colleagues.
- Show your ambition – show that you can take creative initiative, resolve a wide range of problems, and complete projects from start to finish. Show that you can work with limited supervision, generate ideas and motivate yourself and others.
- Use your presentation skills – show your full range of presentation abilities, including sketching, rendering, model making, finished products, photography and three-dimensional modelling.
- Target your intended audience – tailor your portfolio to the industry sector you wish to work within, and demonstrate your commitment to work in this field. You should rearrange your work based on the specific nature of each job application, position and duties.
- When creating your portfolio you should ensure that it is easily ‘read’ by your intended audience. You should structure your portfolio into clearly identified sections by product type, approach or theme. You should clearly annotate and label each

page/project, typing captions if your handwriting is at all messy. To avoid the viewer having to constantly move the portfolio around, try to mount everything in either a landscape or portrait format and ensure that any loose visuals are mounted neatly on card.

- Have a web presence – create a web presence that enables potential employers to view your work digitally. By uploading examples of your work on to your own website, preferably with your first and last name as the domain address, you increase your visibility in the marketplace. There are a number of online portfolio websites that you can also register with to promote your work, such as www.coroflot.com.
- Digital – create a DVD or CD with your digital portfolio that you can mail with a covering letter or leave behind after an interview. Remember to label both the sleeve and CD with an appropriately designed label that includes your name, address, phone number and email address. Ensure that your disk isn't corrupted or carrying a virus.
- Keep it up to date – update your portfolio as you develop your skills, ideas and abilities; also make sure to update it to reflect current trends in design.