

TIPS SHEET TO ACCOMPANY:

Marketing Fashion 2nd edition by Harriet Posner

Creating a portfolio

- Choose the best size of portfolio to showcase your work. A3 and A4 work well. You can use A2 but don't go too big as you will have to carry the portfolio around and potential employers can find it frustrating to handle overly large or unwieldy folios.
- Present work either in landscape or portrait format. Try not to mix the two as it can be annoying for a viewer to have to keep turning the portfolio to view the work.
- Make sure your portfolio is organized, neat and professional and the work displayed plays to your strengths.
- Put your best quality work at the front, making sure it is targeted at the company and the job for which you are applying.
- Each project or section within the portfolio should start with an inspiration or concept page followed by 4-6 pages of design work. These should include illustrations of your proposed collections as well as professional flat technical drawings and fabric swatches.
- Present each project in a style that is both professional and reflective of the market for which it is intended.
- Give each project a title, include a limited amount of explanatory text and annotate designs. A viewer should be able to understand your work without you having to give lengthy verbal explanations.
- Flat working drawings should be precise and neat so viewers can easily see design details, stitching and closures.
- Take the time to double check all written content, especially the titles, technical terms and designer or brand names to make sure they are spelt correctly.
- Update your portfolio with new work on a regular basis. Remove older material – anything over two years old should be taken out or kept to a minimum.
- It is a good idea to keep a digital record of your work as there may be instances when you will be asked to submit a digital portfolio. A digital portfolio will allow you to include moving images such as GIFs, video or film. Generally it is best to provide a link to a PDF file, but if you have a blog, Instagram, Facebook or Tumblr page then you should provide links to these as well.