



Fashion Design: A Guide to the Industry and Creative Process

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Chapter 7 Activity

Branding for portfolio and professional development

Individual project

Brief:

Developing a portfolio which effectively communicates a specific and intentional creative viewpoint requires planning and care. Through this assignment you are being challenged to evaluate the work you have developed in the past, in order to set up a clear brand vision for yourself and apply it to branding your personal portfolio presentation.

Objectives:

- Develop a clear sense of one's personal brand message.
- Experiment, apply, and select a variety of design processes to the execution of branding elements to be used in a professional portfolio presentation.

Strategy / Steps:

- 1) Start by collecting all the work you have produced in the past, which you intend to include in your portfolio. Evaluate how your body of work as a whole conveys a picture of your creative interest (niche) and your personal approach to design. Write down your observations.
- 2) Consider the existing fashion marketplace, and information about which professional roles you would be interested in pursuing. Which brands does your work seem most alike? How do these brands communicate their unique vision through all channels of communication? Are the roles you are considering more focused on technical or creative aspects of the design process?
- 3) Articulate your personal brand vision statement in a brief sentence. Consider this as the most important thing you wish your interviewers to remember about your work. Which brand values best describe your work? Be clear and concise, and avoid overly broad or generic terminology.
- 4) Research a variety of approaches to packaging, graphic design, logo design, and other relevant areas. All your research should be driven by your personal brand statement articulated in the previous step.
- 5) Identify the color palette you wish to use across all your personal branding. Your palette should usually include no more than five colors. These colors will be applied to your logo design and to all aspects of your portfolio branding.
- 6) Develop a logo. Start by exploring typography, consider the inherent message conveyed by different fonts, and assess how your choices are going to communicate your intended personal brand values. Explore layout and color application, and produce a broad variety of options.
- 7) Reduce your logo options to a "top three" selection, and then carry out a brief survey of your classmates, faculty, friends, and family, asking them to select which of the proposed logos best embodies your intended personal brand message.



- 8) Visualize your final logo in a range of applications (business cards, portfolio cover, lookbook pages, retail packaging, storefront displays, etc.)
- 9) Based on your work completed in the prior steps, select the materials and packaging approach you will apply to your portfolio design. Consider color, different types of bindings, personalization, natural vs. man-made materials, etc.
- 10) Organize your work in a branding strategy presentation (Powerpoint or PDF slideshow), supported by physical examples of your logo and your chosen packaging materials.

Deliverables:

A personal brand vision statement.

A fully developed personal branding strategy presentation to include:

- Powerpoint or PDF slideshow
- Physical examples of the logo
- Physical examples of selected portfolio packaging materials.

Estimated time required: approx. 1–2 weeks