

Documenting vs. Designing:

Portfolio is a (positive) impression of your work and design skills. It is not a catalog of everything you have done or are capable of.

Showcase your best work. Think of your portfolio as your latest design: *flow, impression, detachment, and production scheduling*. Try seeing your portfolio as showcasing someone else's work...how would you design such a book?

Seek out help with your portfolio, and the critique of others. Don't rely solely on the teacher and your portfolio classmates.

When soliciting feedback, realize that it's normal to receive contradictory opinions. You must decide which advice serves you best.

You are now the "go-to" person that someone would hire as a Graphic Designer.

Project Descriptions are important—both for informational content, and as a visual balance on the page. See: *Portfolio descriptors.pdf* for tips about writing blurbs.

Look at previous student examples of finished portfolios and collateral material.

Size considerations.

Post vs. bound pages.

Avoid: page numbers, student/class references, detailed T.O.C.

Walk-through the quarter's schedule...backwards.

Back-up & loss of files during portfolio class (yes, students have lost everything).

List of printers, binders, and suppliers

Working & meeting with Student Services throughout the final quarter: résumé, exit interview, no hassle for the tassel, in-class midterm review, etc. (names & contact info).

Portfolio "To-Do" list

Portfolio contents checklist

Personal website

Key Dates Calendar, from Career Services