

# Your Portfolio / Your Brand

## Handout

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Many institutions will have you upload images to an online portfolio review platform, and they will each with their own unique requirements. This is an overview of some of the usual items that are requested. It is recommended that you have everything prepared in advance and organized so that when preparing your submissions everything is ready to go.

Your portfolio needs to demonstrate your breadth as a creative individual (exploration in media, techniques).

Your portfolio needs to speak for you. You are not there in person so the work needs to be clear and well organized so that the reviewer can quickly see what they are looking for and understand what they are looking at.

Your portfolio needs the following elements:

- **A bio or profile blurb.**
- **A Statement of intent for each project.**
- **Project visuals.**
- **Sketchbook or process work.**

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### - **Bio paragraph or profile blurb.**

You may be given a word count for this by your institution. It should be brief and succinct but contain a lot of information.

a. First sentence:

- Briefly introduce yourself. What is your name and who are you?

b. Following sentences:

- Discuss your personal and professional values.
- Support these points with details including your skills and attributes.  
(*What factors make you good at what you do?*)
- Who/what inspires you?.

c. End with:

- What kind of design are you passionate about?
- Why should you be admitted?

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### - **Statement of Intent.**

A statement of intent gives the images of your work context. It explains to the viewer what they are looking at.

- Was it an assignment, personal work, client driven?
- What did you want to achieve/communicate?
- What were the challenge(s) and how did you address them?
- How did you achieve this?

\*\*\* *Use Microsoft Word to write as this software will catch spelling and grammar errors.*

\*\*\* *Have someone (tutor, mentor, teacher) proofread it.*

\*\*\* *Writing is like the creative process. It is a process that requires reworking and refinement.*

\*\*\* *Avoid repetitive sentence structures. For example: "I am this." "I like that." "I want to."*

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– **Project visuals** (10–15 pieces unless otherwise indicated).

**Voice:** Demonstrate what you wrote in your bio in how you present your work.

**Coherence:** The look/style of the presentation should be consistent.

**Staging:** Do not simply upload the digital file of a finished piece of work.

**Lighting:** Natural light or white light that does not colour the work yellow should be used. Beware of cast shadows.

**Context:** Where appropriate, photograph the work where it is meant to be seen and/or used. If you can't make it, fake it. You can find free mock up templates available online for just about everything. They allow you to place your work in its intended context. These need to be used carefully as they tend to be very generic and do not stand out nor do they have your voice.

**Process narrative:** Process is a great way to tell how the piece came into being, to demonstrate your techniques, and to give a better picture of who you are as a designer.

**Staging:** Create mini still-life compositions. This is especially good to do if there was a series or if it was produced and you have multiple copies.

**Demonstrate interactivity:** If the piece is meant to be used in a certain way or if it has playful interactive elements try to show this.

**Details and close ups:** When appropriate show the details. Crop into an area to show finer elements of the work.









