Preparation

+ Be selective in choosing work to showcase your skill set and abilities. **Less is more!** Fewer projects will allow you to showcase your **best** work.
+ Exhibit your creativity through composition, graphics, and organization. Demonstrate your design training with varied projects, software skills, and conceptual approaches.
+ To get started, think about how magazine layouts keep readers’ attention and bring focus to certain elements.

Organization

+ Open with your **best** project and close with your second-best or one equally as powerful.
+ Avoid chronological order in a professional portfolio. Tailor the organization of your pages to flow naturally.
+ There is no specific number of pages or projects, but only show your best, and remember - **less is more!** Respect the employers’ time and strive to be clear and concise with your presentation.
+ Place your resume at the end to add personal depth to your design work and to reinforce your abilities.

Text

+ Text should not compete with or obscure your images. It exists to identify a project and your design concept.
+ Include the completion date, location, your specific contributions, and the instructor’s name or firm.
+ Credit appropriately. If you include professional work, check with the firm for permission.
+ Be concise, use a font that is legible, and **proofread all of your text**. Typos can cost you a job offer!

Size & Shape

+ Feel free to be innovative in the presentation of your portfolio. Keep in mind the concerns of a potential employer: whether it will be printed or viewed on a screen, ease of handling for hard copies, and legibility.
+ For hard copies, consider size, shape, paper weight/quality, backing, and various binding methods to ensure individuality of your work and presentation.
+ Read application requirements carefully for specific submission guidelines and size restrictions.
+ Understand the **differences between a full portfolio versus work samples** and contact Career Services for clarification and advice.

Tips

+ Employers appreciate your hand sketches, diagrams, and anything that shows the development of a concept.
+ Artwork, photography, and freelance projects can be selectively included to present a holistic view of talents.
+ Create continuity among your resume, cover letter, and portfolio by using the same font, layout, and theme.
+ Be sure to ask for a variety of opinions! A **professional portfolio is only as strong as your weakest piece**.