

WHAT IS A PORTFOLIO

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A Portfolio is an extension of your personality and design. It is the most important element when looking for a job or to transfers to another school. It is what gets you back for second interviews. If your portfolio is bad, unprofessional, or sloppy that is what you are perceived as.

If your portfolio is weak, you are weak.

WHAT IS A PORTFOLIO

Your portfolio is the first impression you are going to make on potential employers or deans of colleges, so it better be good. Your portfolio is everything. Where you went to school is not as important as having a great portfolio.

Your portfolio's need to able to be better then competing designers and competing students from other schools (MICA, Towson, Pratt, SVA, RISD, etc)

A PORTFOLIO CAN...

- Get you a job
- Make people remember your name
- Put you a step above the competition
- Make people want you above anyone else
- Get a second interview
- Impress and surprise the interviewer
- Qualify you as a talented designer

A BAD PORTFOLIO CAN

- Not get you a job
- Make people not remember you
- Make you the bottom of the list
- Not leave any impression
- Not get a call back
- Make the interviewer stop the interview
- Qualify you as someone the company does not want or need

DIFFERENT KINDS OF PORTFOLIOS

There Are different kinds of portfolios depending on the type of job you are trying to obtain. A position at a design firm would look very different then a job working for a marketing company.

WHY?

DIFFERENT KINDS OF PORTFOLIOS

A position in a design company is looking for different types of design than a marketing company. A design firm (also depends on the type of design firm) for the most part is looking for a portfolio that has more interesting concepts and ideas, maybe even pushed the boundary of design, clean and sophisticated.

A marketing department is looking for clean design that is safe and is easy to read without pushing the boundary of design.

DIFFERENT KINDS OF PORTFOLIOS

Your portfolio needs to say what type of job you are looking for. If you are not looking for a job in an in-house marketing company then your portfolio should say that.

You are telling me what type of designer you are by the way your portfolio is set up and organized. IF you only show corporate designs, then you are a corporate designer.

DIFFERENT KINDS OF PORTFOLIOS

There is nothing wrong with having a more in-house marketing portfolio verses a design company portfolio. You, as the job seeker, need to realize the difference and make that decision because your design will make the difference.

NEXT WEEK BE READY TO TELL ME WHAT TYPE OF JOB YOU ARE LOOKING FOR, design company, ad agency, in-house marketing, corporate, sign company, government, printing, photography, illustrations, etc.

A WOW PORTFOLIO

A wow portfolio is a portfolio in which after or during the interview the interviewer says WOW in reference to your designs. This is a reaction that you must have in order to be competitive in the job force.

If you do not have a wow portfolio then you need to create one.

PRESENTING A WOW PORTFOLIO

There are a couple ways of presenting a WOW portfolio.

PORTFOLIO

Standard portfolio bigger than 8.5 x 11.

Most of the portfolios are in a black hard case binder type with sheets that you can pull in and out as needed.

ADVANTAGES:

The standard format that Art Directors know

Very easy to swap out designs and flip during the interview

Can put larger designs in

DISADVANTAGES:

Sheets can get messy very easily

PRESENTING A WOW PORTFOLIO

There are a couple ways of presenting a WOW portfolio.

PORTFOLIO CASE

This is a case that has your pieces mounted on foam core inside this case. It is very much like a suitcase. Some come in a silver or metaled look.

ADVANTAGES:

- Can show larger 3-D designs
- Has an ad or presentation look
- Can create really interesting cases (metal, old suitcase, etc)
- Little more youthful looking

DISADVANTAGES:

- Bulky and not easy to carry around
- Some Art Directors don't like this format
- Harder to show each piece (not flipable)

PRESENTING A WOW PORTFOLIO

BOOK

This is a new trend in portfolio presentation. Take your design examples and design a book to take to interview. It is a great leave behind, but the interviewer never gets to see the physical designs.

ADVANTAGES:

Easy to carry

Great leave behind

Potential to show the company that you can design collateral

Unique

DISADVANTAGES:

Many people like to see original designs

Flat

Not as impressive to see little design vs larger designs

DIFFERENT TYPES OF JOBS

There are many different types of jobs with very difference level of design required for the job.

1. Design Firm
2. Ad Agencies
3. Marketing Department
4. Promotion Companies
5. Print Shop

DESIGN FIRM

DESIGN FIRMS ARE USUALLY SMALLER COMPANIES (2-15 PEOPLE).

Most design firms concentrate on design rather than ads and multimedia design. Most design firms produce very little ads and focus more on other design products, i.e. CD covers, poster, brochures, collateral, etc.

Because most companies are smaller there is less stress on deadlines. Don't confuse this with no deadlines, they just are not as stressful or time sensitive.

Most companies don't pay as well as the bigger ad agencies because they are smaller, but you get to work more closely with other designers and the owner

AD AGENCIES

Ad agencies are usually bigger companies (50+ people), but that can vary. Deadlines are tighter because they have more clients and need to produce things quicker. The focus is more on ad then on design. Ad agencies are also have more resources for other marketing material, (multi-media, videos, tv spots, etc)

ADS ARE A LOT DIFFERENT IN THERE APPROACH THEN OTHER DESIGN IS.

Ad agencies are more likely to hire outside freelancers per project because they have more money, some may even staff photographers and illustrators.

They are faster pace then any other type of design job

MARKETING DEPARTMENT

MOST MARKETING DEPARTMENTS ARE IN-HOUSE DESIGN FOR SPECIFIC COMPANIES.

For example, Legg Mason has a marketing department that producing there collateral. In a marketing department you are working on items for the company and not any other outside material.

Most marketing department jobs are not as creative as ad or design firms because you are following the design of the company.

PROMOTION COMPANIES

Promotion companies are low level design and are focused more on production of design. For example, a promotion company will recreate logos to be printed on promotional item like pens, coffee cups, etc. It is more technical then design oriented.

An example of a promotion company is Fast signs.

PRINT SHOP

A print shop is a great internship because it shows you the back end of design and can make you a better designer.

A print shop is not going to challenge you creatively because you are not creating any design, but are producing other designers jobs.

ASSIGNMENTS

BRING IN AT LEAST 10 SAMPLES OF WORK IF YOU HAVE THEM. YOU CAN BRING IN MORE THEN TEN IF YOU HAVE THEM.

Bring in electronic files to work on in class.

Decide what type of job you would like to get
Design company, ad agency, marketing, in-house graphics, CD cover, entertainment, government, corporate, edgy, etc.