

# PRESENTING YOUR PORTFOLIO

When presenting your portfolio make sure that you give the interviewer enough information that explains your design.

**WHEN TALKING ABOUT YOUR PORTFOLIO YOU SHOULD BE SHORT AND TO THE POINT, AND NOT LONGER THEN 30 SECONDS.**

Most interviewers don't have more then 30 seconds before they get bored or want to see another design.

When talking about each design you should mention:

What it was for

What you contributed to the design

The success of the design

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THAT'S IT. If the interviewer wants more information they will ask for it.

# PRESENTING YOUR PORTFOLIO

When presenting your portfolio...

Be energetic about each design. If you are not excited about your design then that interviewer is not going to be either. Never say anything negative about your design or the experience.

Be able to talk about each design and answer questions about your design. Sample questions that you may get during an interview:

What was this for?

Why did you choose this (color, font, images, layout, etc.)?

Did you come up with the concept for the design?

What was your inspiration?



# PRESENTING YOUR PORTFOLIO

When presenting your portfolio...

Interact with your portfolio.

Pull designs out and talk about them and let the interviewer touch the designs. Some may take the pieces out of your portfolio without you doing it first. If this is the type of interviewer you are dealing with, let them pull the designs out every time.

Let the interviewer interact with it as well, let them flip through any multi-page design. Make sure each design is assembled great. The interviewer is looking at how designs are put together as well as how they are designed.

# PRESENTING YOUR PORTFOLIO

When presenting your portfolio you might not be presenting to a creative person, but an HR person. You have to be able to talk about your designs to someone who does not know much about design.

Be clear, concise and prepared.

# PRESENTING

1. Be prepared
2. Checklist Presentation
3. Notes
4. Know what you are talking about
5. Short and to the point
6. Explain topics clearly and with authority

# BE PREPARED

Practice, practice, practice!!

If you don't practice you will not know what you are going to say until you get there, however if you practice you know when you need to talk about the next subject.

By practicing you are using your notes and/or visuals as a guide not a crutch. If you do not practice it will be the other way around.

if you practice it is much easier to start and stop because you know where you are in the presentation, however if you do not practice any question or disturbance will derail the presentation

# CHECKLIST PRESENTATION

There are three steps to the checklist presentation tell us what you are going to tell us, tell us, tell us what you already told us.

As american's we are awful listeners.



# KNOW WHAT YOU ARE TALKING ABOUT

Make sure you research your topics and know what you are talking about. When giving a presentation you need to be perceived as the authority on the topic. The audience should never know more than you.

# SHORT AND TO THE POINT

Make sure that each area you are quick and to the point. Remember that the audience are terrible listeners and you need to keep them occupied and entertained. One way to this is to keep your point short and to the point.

# EXPLAIN TOPICS CLEARLY

The topic should be explained in a way that even if someone does not know the topic they will understand the presentation.

**ALWAYS PRESENT YOUR IDEAS WITH AUTHORITY,  
NEVER USE WORDS THAT DIMINISH AUTHORITY.**

ALWAYS let the audience know that you know what you are talking about and that you like what you are presenting, even if you don't



# IDENTITY

When you are creating your resume it should have a sense of identity. All the pieces of your resume should fit together and look consistent. An identity does not always mean a logo, it could be the way you treat graphics or typography, or even color combination.

Why is this important?

# IDENTITY

It shows the company that you are thinking about marketing and design. You are marketing yourself to the interviewer and wouldn't a company have marketing material.

It also shows the company that you care about the interview and the job. It is one more thing that puts you ahead of someone that does not take the time to do this. You are staking the deck in your favor.



# IDENTITY

Your identity should also include a web portfolio! The web portfolio can be simple or vary complex, but should definitely match your resume identity.

# WEB PORTFOLIO

Your web portfolio will put you above someone else that does not have one. Make sure it is done professionally because the company/interviewer is looking at how it is designed and presented, just like everything that you give them.

The web portfolio should be easy to navigate and get to your samples because the interviewer/company may not have a lot of time to look at your portfolio, maybe 30 seconds.

# WEB PORTFOLIO

The web portfolio does not need to have a lot of links. It can be as simple as having a link to samples, resume, and contact information. How you organize it and the links are up to you and how you want the presentation to be.

You can divide the portfolio by category (print, web design) or (collateral, ads, design, posters, etc). A description for each design is not needed, but is nice to see.