



**Build Your Strategic
Portfolio - Design**

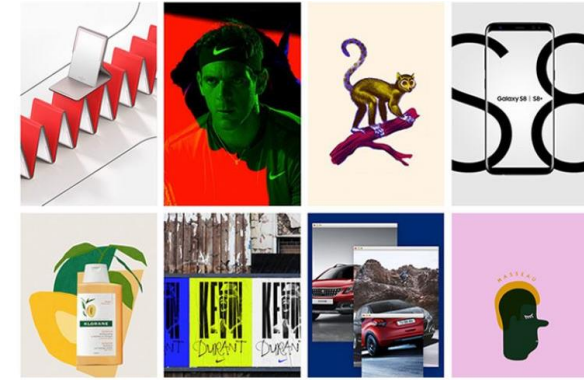
ie TALENT &
CAREERS

Portfolio

How to create it!

Index

- What is a Professional Portfolio?
- Which is your audience?
- Which type of professional are you?
- Which format suits you better?
- Which type of structure suits you better?
- What should you include?
- Next Steps



What is a Professional Portfolio?

A Portfolio is...

... one of the most important marketing tools a designer should possess.

... represents a timeline and record of experience that demonstrates your skills, methods and capabilities.



What should a Professional Portfolio show?

A Portfolio needs to show and provide...

...a clear image of the range, amount and diversity of your skills, knowledge and current experience.

... demonstrate that you are capable and have experience in different fields and with different techniques and tasks.



Which is your audience?

Target Audience

RECRUITMENT APPROACH



CLIENT APPROACH



Recruitment Approach

Do some research online...



- Try to find out how will be the recruitment process and who will be reviewing your material (HR, Manager, Director, etc...)
- Show them in your Portfolio that you have understood completely the role you are supposed to follow but you also have to offer a fresh and innovative point of view.

Client Approach

Do some research online...



- Try to find out what information about the company/client and their objectives.
- Highlight the projects that are more relevant to theirs and focus on the ones that you think can add a new perspective to the firm.

**Which type of
professional
are you?**

Roles Description

SERVICE DESIGNER

- Conceptual development of **services** and **products**.

Roles

- Strategic Design Manager
- Communication Designer
- Processes and Services Designer
- Intelligent services Designer
- Designer at scale

PRODUCT DESIGNER

- Interested in the design of **Webs** and **Apps** and prototyping physical **objects** and **products**.

Roles

- Product Designer
- Digital Product Designer
- Web Designer
- App Designer
- Researcher

Roles Description

USER EXPERIENCE DESIGNER (UX)

- Improve the interaction between **product** and **user**.

Roles

- User Experience Designer
- Interaction Designer
- UX Researcher
- Motion Designer

USER INTERFACE DESIGNER (UI)

- Focused on the look and feel of **products** and **services**.

Roles

- Creative Graphic Designer
- Visual Designer
- Digital Illustrator
- Packaging
- Art Director

Which format suits you better?

Types of formats



Classic



Digital



Web Based

Types of formats

Static



Classic



Digital



Web Based

Dynamic

Classic Version



An actual **book of various sizes** with printed examples of your work, still serves a purpose in today's "digital world."

There are several ways to present such a portfolio, from placing prints in a pre-made book with sleeves, to creating your own custom, bound book.



Classic Version



Advantages

- Shows your work in its actual, final format
- Great for showing off print design
- Can be brought to a meeting and shown without a computer

Drawbacks

- Must be delivered by mail or in-person
- If you are with a potential client or employer, you are left without a portfolio

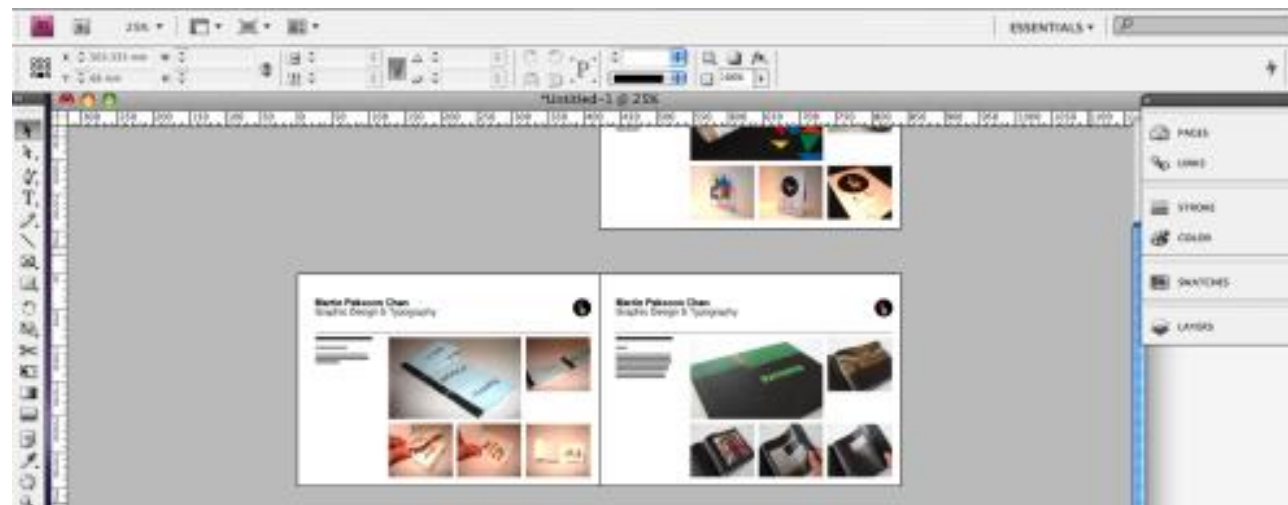
Digital Version



Creating a portfolio as a PDF is becoming more and more popular.

Using Acrobat, multi-page PDFs can be created from layouts created in a graphics software program (such as InDesign or Photoshop).

The result is a brochure-style piece that shows examples of your work along with descriptions of projects and related information.



Digital Version



Advantages

- Easy to email
- Control over layout without having to worry about browser and web issues
- The PDF itself serves as an example of your layout and typography skills
- Can be printed with consistent results
- Relatively quick and free to create

Drawbacks

- Relies on the user to save and open the file
- Less effective for showing web design projects

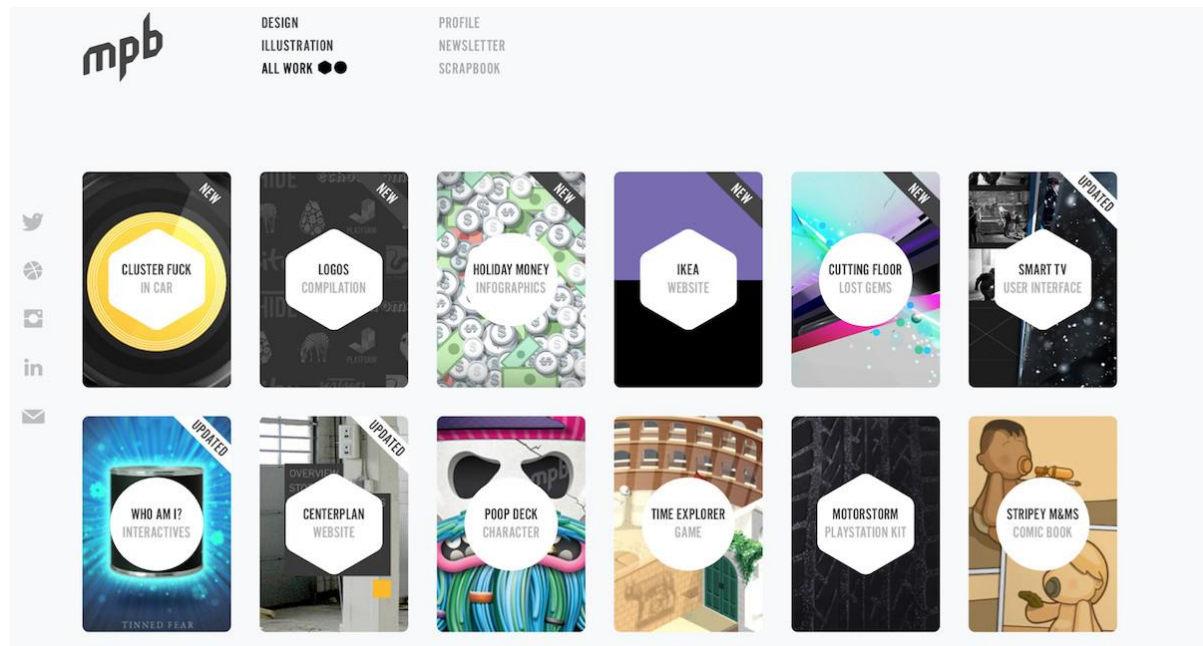
Don't under any circumstances send Jpegs or PNG's, this will look extremely unprofessional!!!

Web Based Version



A web hosted portfolio, is a digital portfolio that has been uploaded and stored onto a specific website.

This could be a section on your own personal website or more commonly a dedicated hosting site such as Behance or issuu.



Web Based Version



Advantages

- Easy to send out...it's just a link
- Can provide a look into your personality
- Allows for an interactive presentation of your work

Drawbacks

- The most time consuming to create
- You have to worry about it looking or behaving differently from computer to computer
- You need the technical knowledge to set it up
- Expensive to hire someone to develop it for you
- In most cases you will have to pay for a domain name and monthly web hosting

Types of formats

Interviews



Classic



Digital



Web Based

Applications

Key Drivers

Size

If sending your portfolio in a PDF format, make sure that the file size is no larger than 5MB (15MB max) to enable it to be easily sent via email. If using WeTransfer or Dropbox keep in mind that this adds an additional layer of inconvenience for the interviewer and the link to it is temporal

Scale

Ensure that your portfolio can be read at smaller scales, larger scales are generally fine and rarely required, but an A3 portfolio is very likely to be printed at A4 by the interviewer (saving paper and ink), and so must be legible for it to be successful.

Key Drivers

The easier you make it for the recipient to view your work the more likely they are to engage with it ...it's not always initially based on the quality of work!!!

Size

If sending your portfolio in a PDF format, make sure that the file size is no larger than 5MB (15MB max) to enable it to be easily sent via email. If using WeTransfer or Dropbox keep in mind that this adds an additional layer of inconvenience for the interviewer and the link to it is temporal

Scale

Ensure that your portfolio can be read at smaller scales, larger scales are generally fine and rarely required, but an A3 portfolio is very likely to be printed at A4 by the interviewer (saving paper and ink), and so must be legible for it to be successful.

Which type of structure?

The Structure

1. COVER

2. INDEX

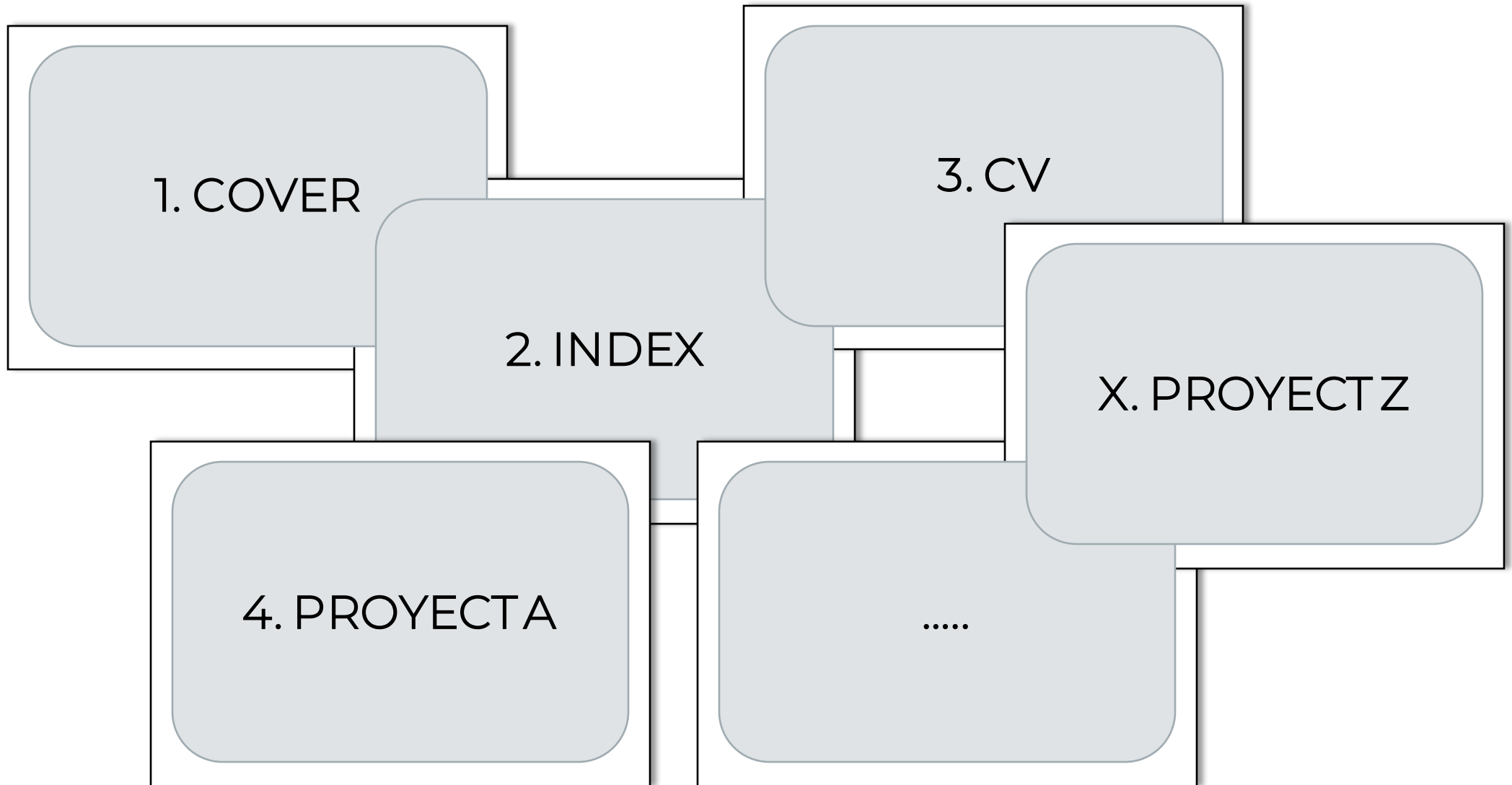
3. CV
OPTIONAL

4. PROYECTA

.....

X. PROYECT Z

The Structure

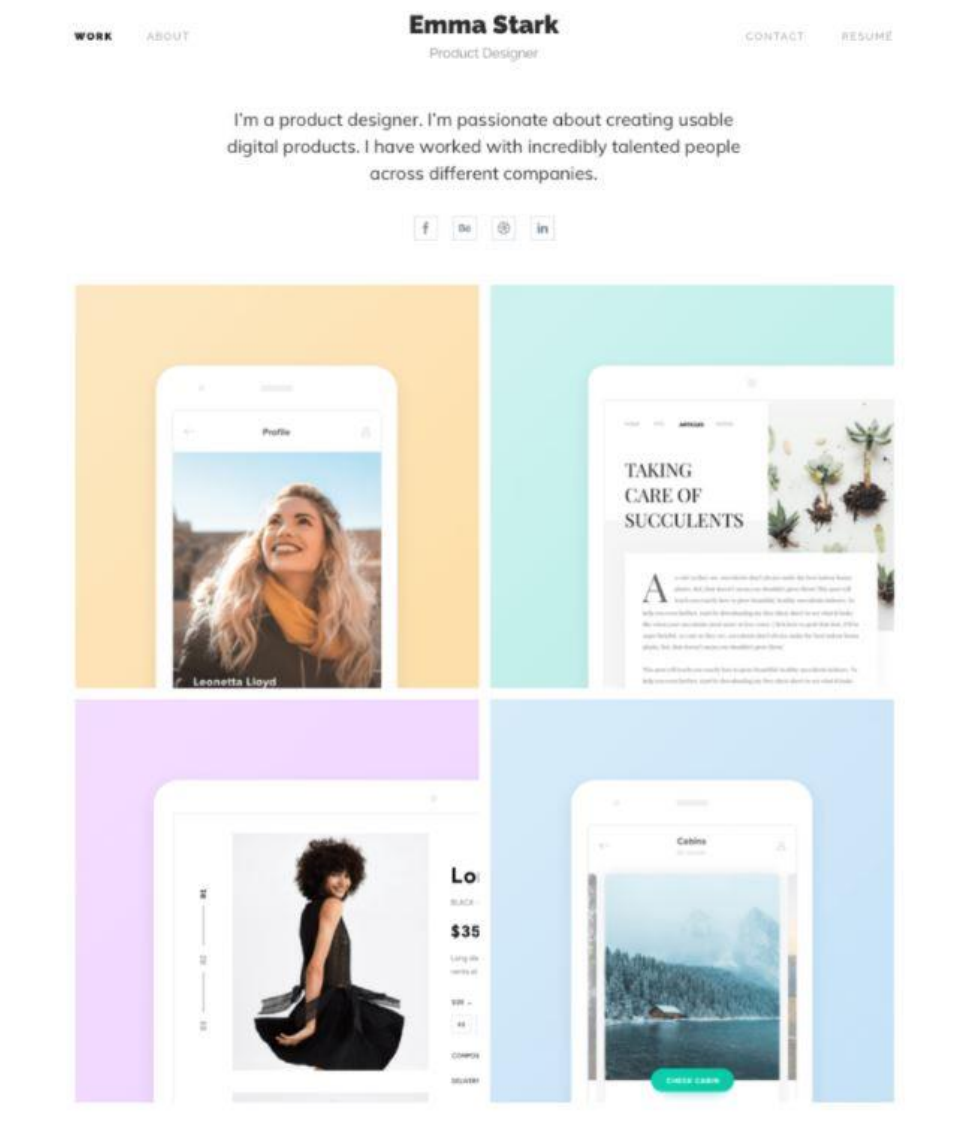


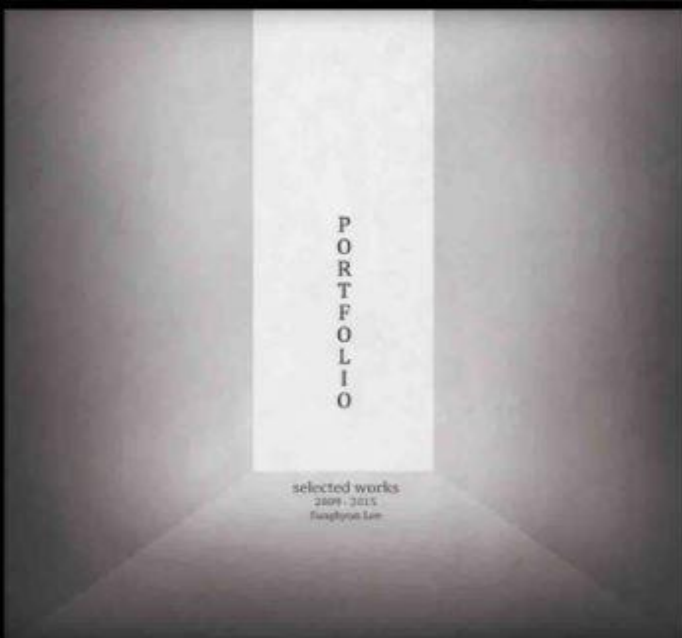
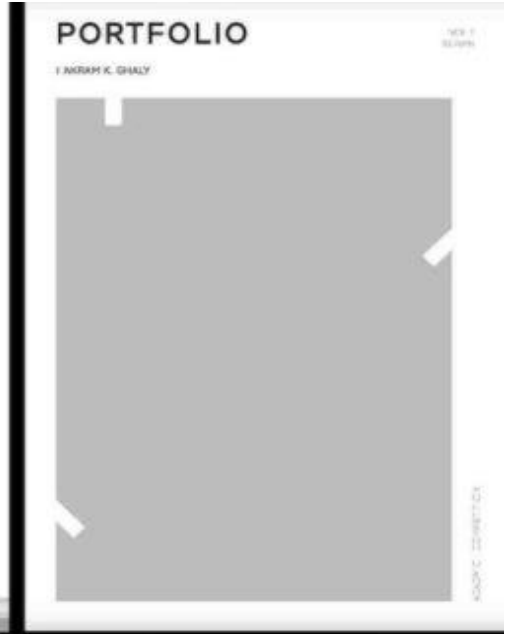
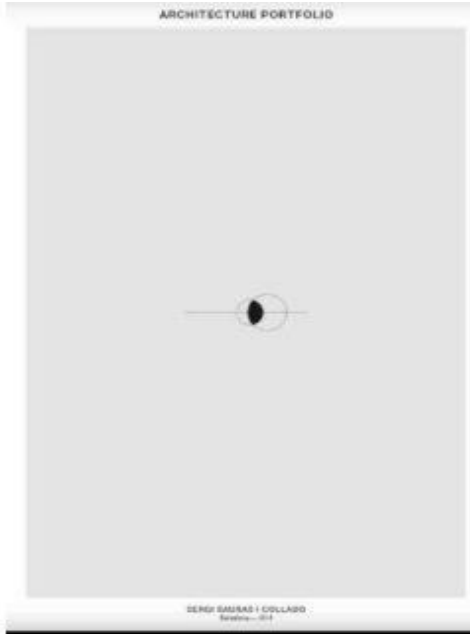
Front Cover

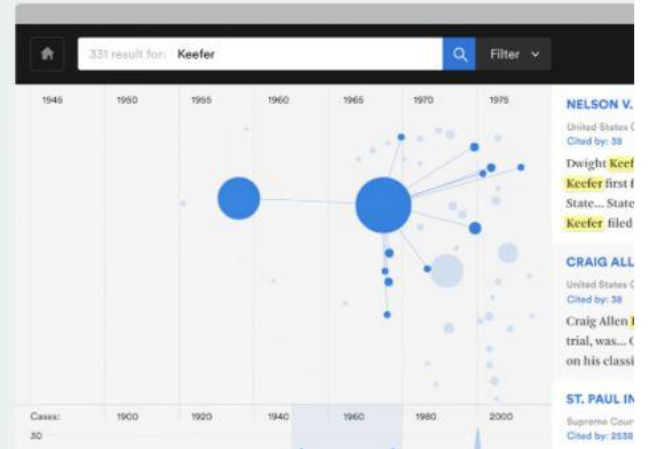
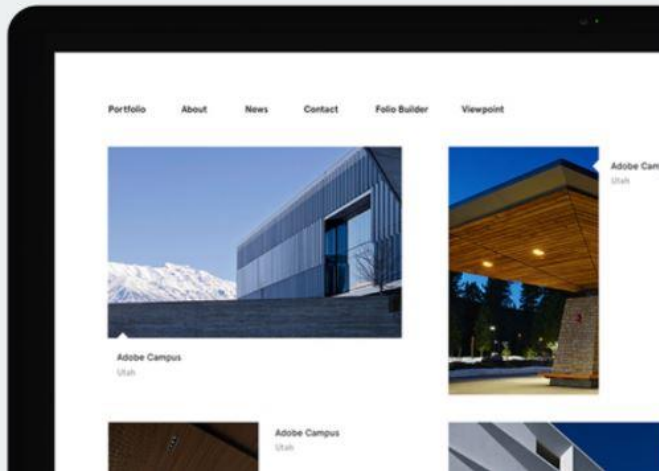
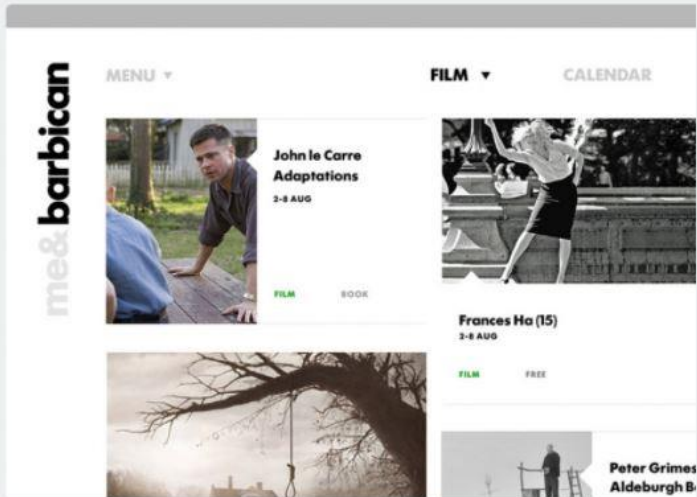
XXXXXX XXXX is a developer
experience designer at Stripe



Static or Dynamic Structure?







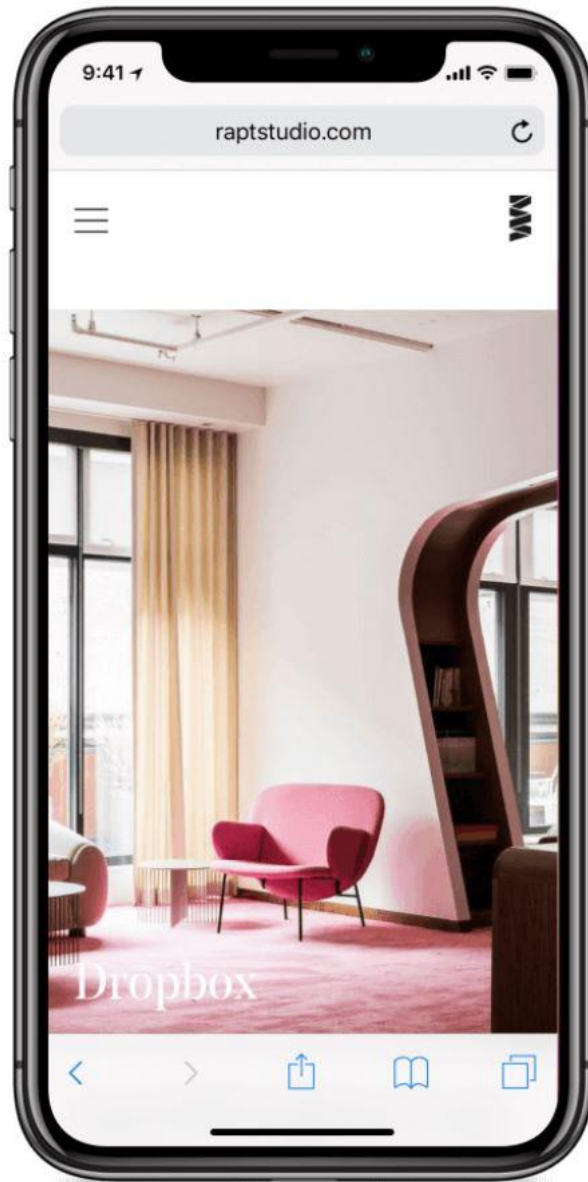
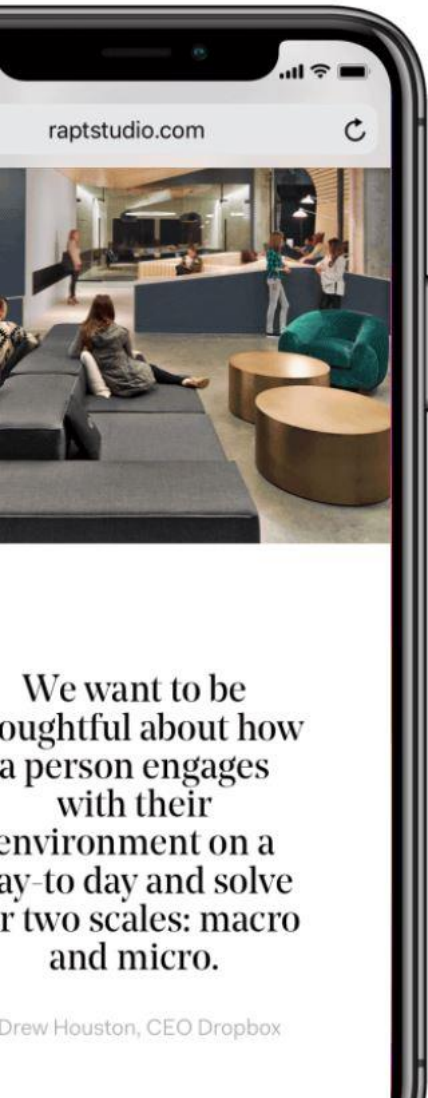
Key Concepts

Layout: Avoid clutter and don't be afraid of white space. If you use little white space, ensure your layout is clearly structured so that the portfolio's contents are easy to absorb.

Details: Often, the strength of a graphic design lies in small details. Use certain layout rules consistently and it will give your portfolio a sense of cohesion.

Order: Reversed Chronological Order

Neatness: It helps to tell the story of your professional development and your career.



Rapt Studio

Rapt Studio's work blurs the boundaries between space, brand and digital. I helped to define Rapt's online content strategy and design a website showcasing over 20 years of cutting edge work for Google, IBM Adobe and the likes.

[See more](#)

What should you include?

Content

As you progress through school, internships and professional life, so must the content of your portfolio:

Student

- Your portfolio will most commonly consist of academic and theoretical work from school

Recent Graduate

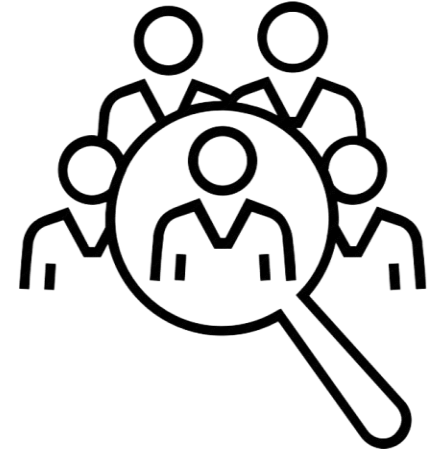
- Your portfolio will most commonly consist of a diverse mix of academic and internship experience.

Junior Professional

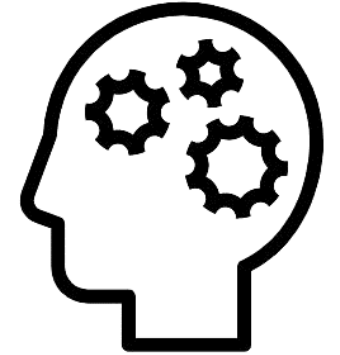
- Your portfolio will most commonly consist of a greater and more diverse mix of professional experience.

Self-evaluation Process

- Selection of successful projects and experiences
- Avoid the trap of presenting every single project
- Aim to show only your best and most relevant work
- If you have doubts about a project, its results, or you think it doesn't suit the firm's profile, leave it out.
- Demonstrate your range of skills, diversity of experience and be available to present it in a variety of media's.



Set of skills to display



- **Visual / graphical communication** (software and digital skills)
- **Industry involvement** (blog, published work)
- **Hand sketching and drawing** (freehand /digital)
- **Visualization** (showcasing atmosphere, story, narrative)
- **Versatility** (showing other interests such as photography, sculpture, furniture design, film making, model making)

How to classify content?

Portfolio content can be classified under three main principles:

- Project based
- Topic based
- Feature based

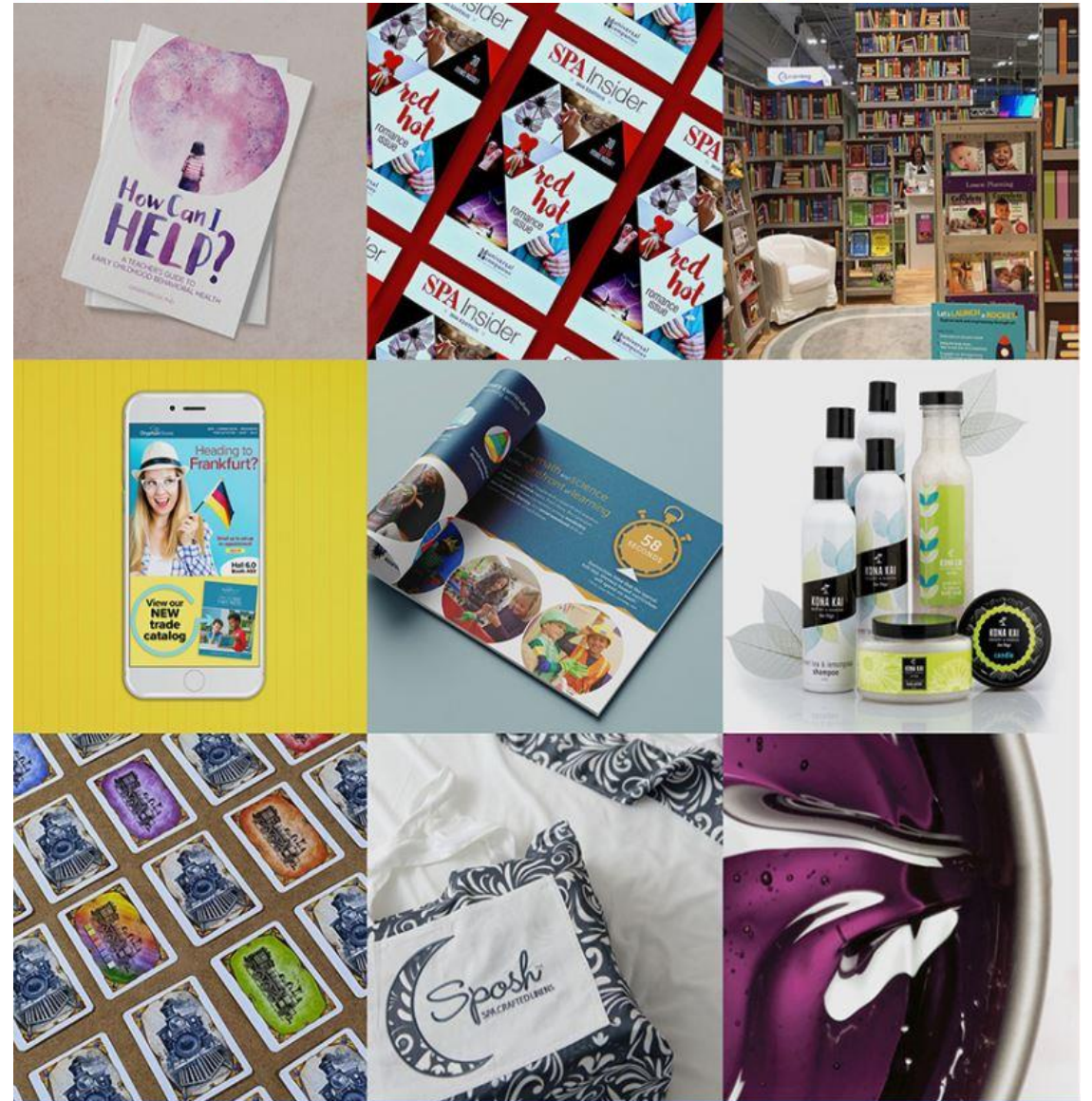
Static versions of the Portfolio such as Classic and Digital ones are normally focused in the first two groups and allow you to provide more in depth information.

Dynamic versions such as the Web based option allow you to combine the three approaches and to have an agile approach to your projects.

Project Based Classification

Examples of this type of classification are:

- Company Branding
- Company Packaging
- Movie Advertisement
- Events Campaign
- Social Media Campaign



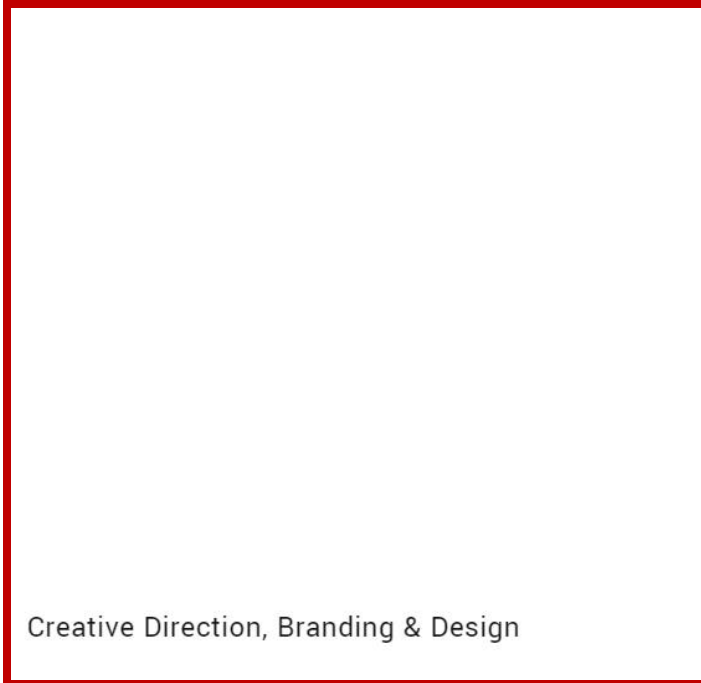
Company Branding

[Work](#) [About](#) [Contact](#)



Company Branding

[Work](#) [About](#) [Contact](#)



Company Branding



Creative Direction, Branding & Design

Whole Foods Market
Local Program Rebrand

Direction:

Company Leadership wanted a vibrant look that was individualized for the 5 states in the region. The challenge was creating a unified design that would also highlighted each state.

Execution:

Cohesiveness was created by using the illustrated stamp frame for all, local fonts and color palettes. Individuality was accomplished by calling out the state name and unique illustration within the stamp framework.

Collateral:

A wide variety of in-store signage was designed. Posters, logo cutouts, reusable chalkboard signs,

Company Branding



Creative Direction, Branding & Design

Whole Foods Market
Local Program Rebrand

Direction:

Company Leadership wanted a vibrant look that was individualized for the 5 states in the region. The challenge was creating a unified design that would also highlighted each state.

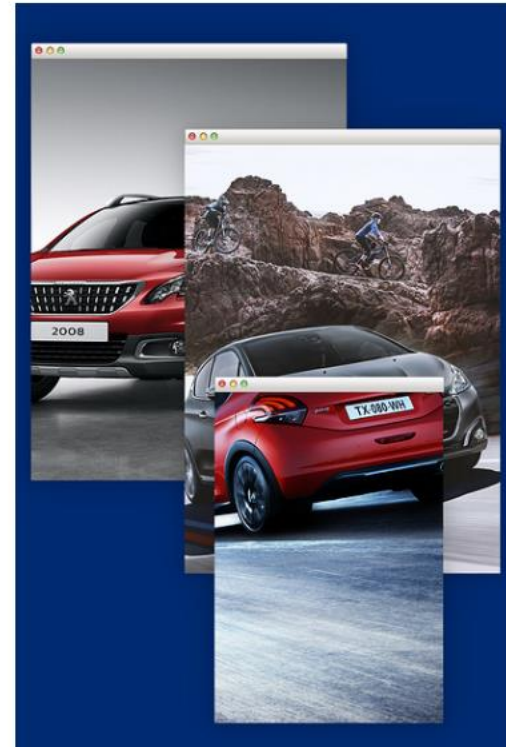
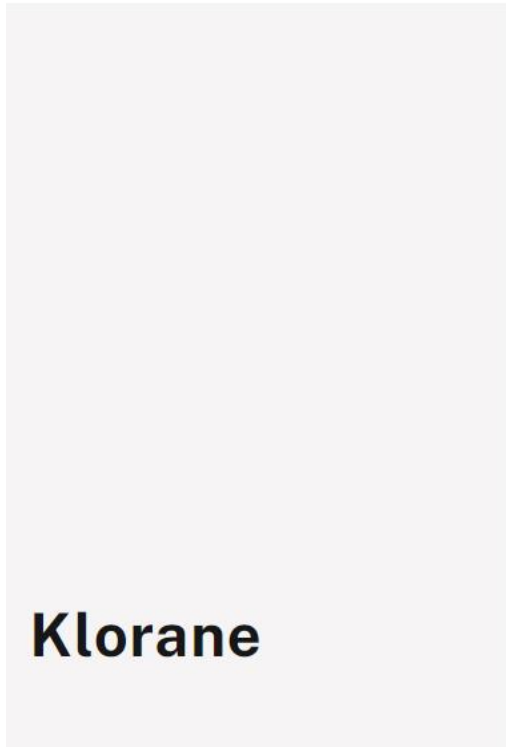
Execution:

Cohesiveness was created by using the illustrated stamp frame for all, local fonts and color palettes. Individuality was accomplished by calling out the state name and unique illustration within the stamp framework.

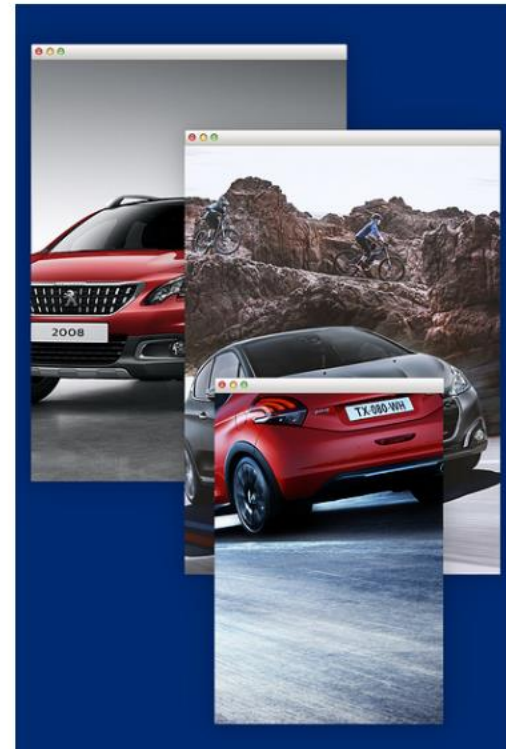
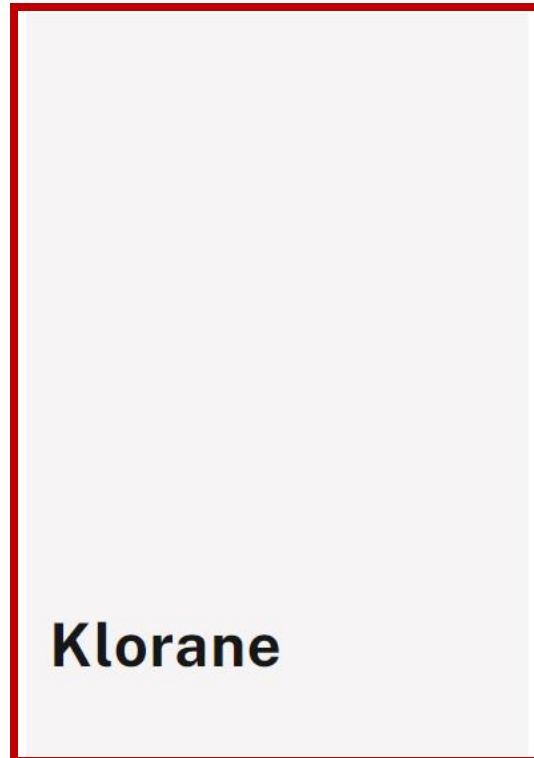
Collateral:

A wide variety of in-store signage was designed. Posters, logo cutouts, reusable chalkboard signs, printed price signs, vinyl glass clings, sign templates, hats and more.

Social Media Campaign



Social Media Campaign



Social Media Campaign



LABORATOIRES
KLORANE

KLORANE SOCIAL MEDIA

DIGITAL - 2018

Année

Klorane

Media

Social Media Campaign



Social Media Campaign



Social Media Campaign



Social Media Campaign



PEUGEOT SOCIAL MEDIA

DIGITAL - 2018

Social Media Campaign

[WORK](#) [ABOUT](#) [CONTACT](#)

Année

2018

Peugeot Social

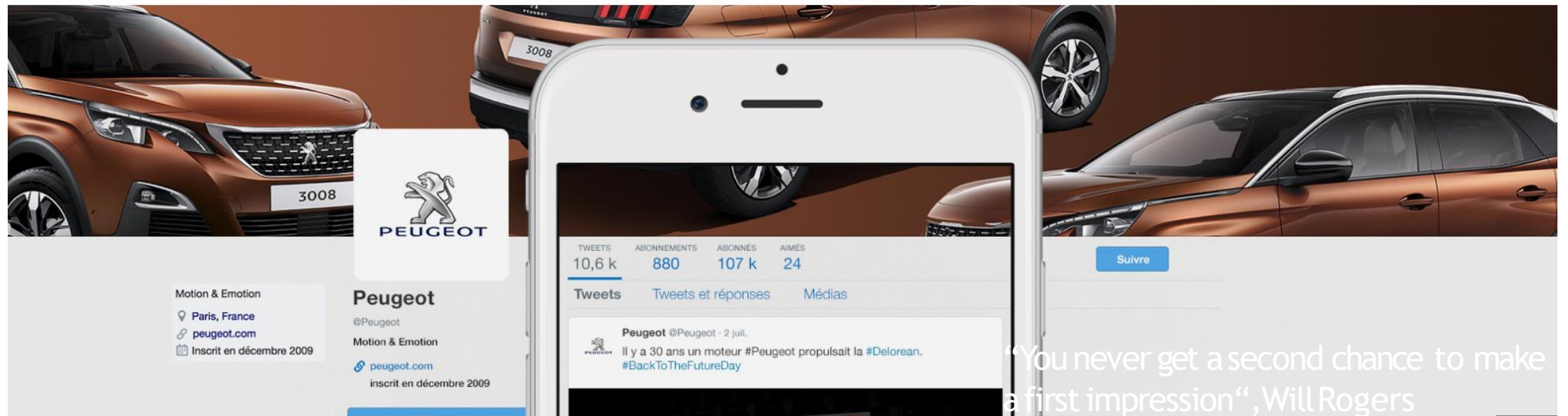
Direction artistique et accompagnement global 360° pour Peugeot. Plusieurs sujets digitaux avec notamment la communication pour les nouveaux SUV 3008 et 5008, campagne digitale déployée sur tous les réseaux sociaux de la marque. Application VR en lien avec les concessionnaires et vidéos de lancement avec des influenceurs européens.

Art direction and 360° global support for Peugeot. Several digital subjects with notably the communication for the new SUV 3008 and 5008, digital campaign deployed on all the social networks of the brand. RV application in connection with dealerships and launch videos with European influencers.

Media

Facebook, Instagram, Twitter
©Heaven

heaven.fr



Topic Based Classification

Examples of this type of classification are

- Illustration
- Graphic Design
- Branding
- Art Direction
- Photography
- Social Media
- Web Design
- Film



Illustration



Textil Design



Textil Design

Illustration



Packaging Design



Stamp Design

Illustration



Campaing Design



Campaign Design

Illustration



Children's Book Design



Children's Book Design

Graphic Design



Visual Identity



Visual Identity

Graphic Design



Art Direction



Art Direction

Graphic Design



Exhibition Design

Graphic Design



Editorial Design

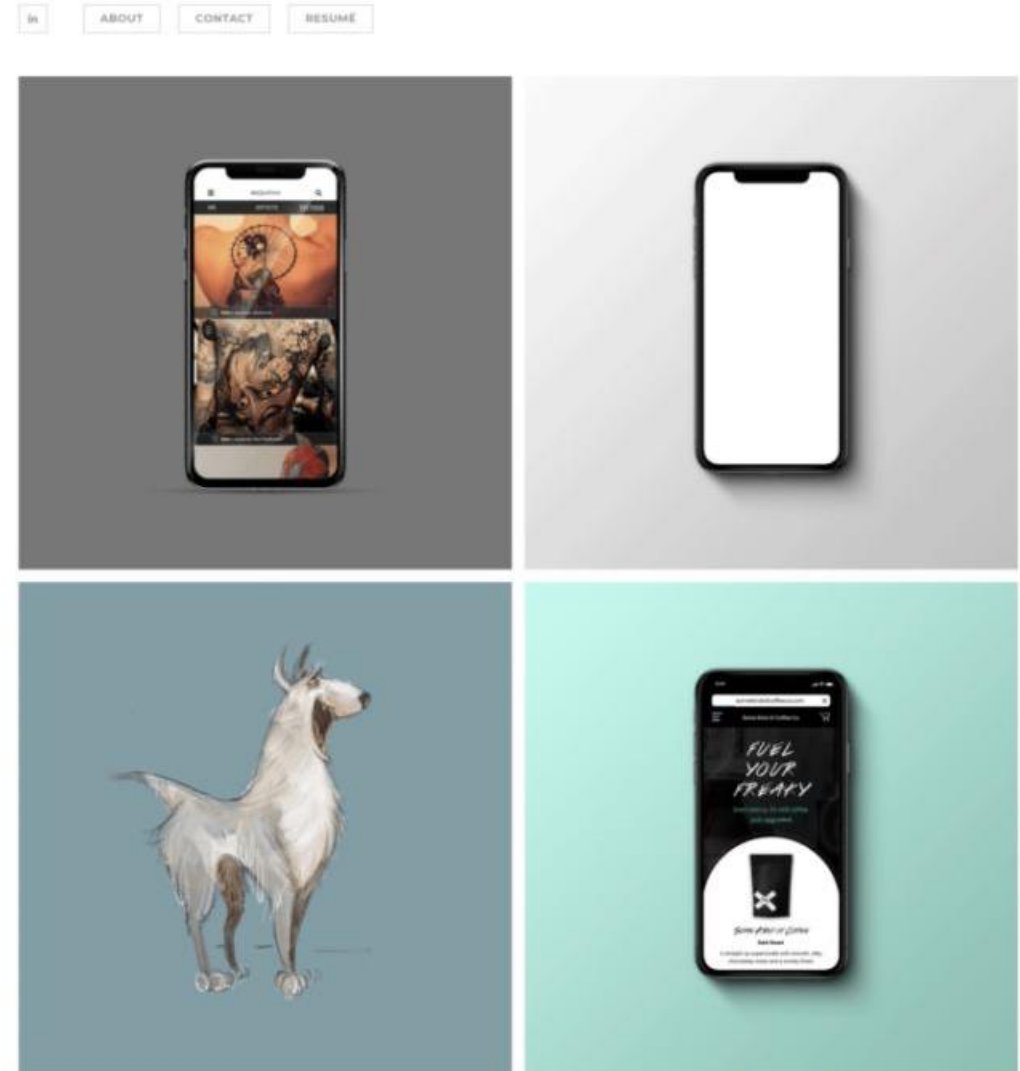


Exhibition Identity

Feature Based Classification

Examples of this type of classification are:

- Mood
- Color
- Size
- Shape
- Material
- Technique



Mood Portfolio



Mood Portfolio



Material Portfolio

COMPANY HISTORY

BANG AND OLUFSEN

- Danish audio/video company founded in 1925
- Focus on material innovation
- Products include radio, audio players, speakers, sub woofers, media players, home phones, and headphones
- Every material has a purpose
- Most systems feature some type of movement to improve function

B&O

PRODUCT HISTORY

Beolit (1939)



Penta (1990)



Beocenter 2 (2006)



Beolab 18 (2016)



IMAGE BOARD



Technique Portfolio

Design: Our final design concept has an alternating rhythmic form that enables it to nest within its matching reversed form. It consists of five nodes that each have an independent function. The middle node is an LCD screen displaying images sent wireless, through "Bluetooth" technologies.

"Poetry is an imaginative awareness of an experience expressed through meaning, sound, and rhythmic language choices so as to evoke an emotional response."



Single node



Nesting



Compact power charger



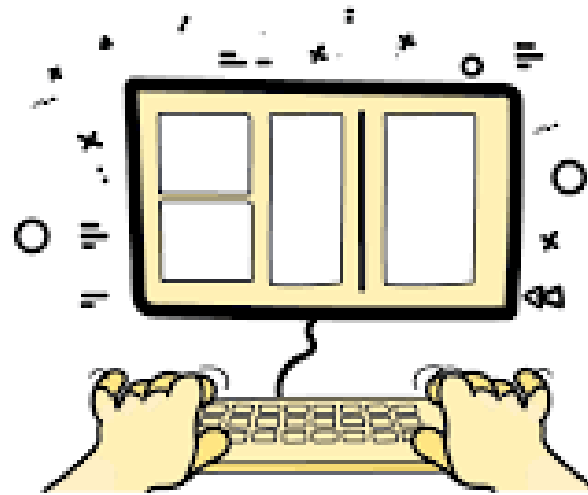
Charging/nesting



Share an Experience.

Common mistakes

- Too much information
- Lack of Hierarchy
- Typos and mistakes
- Excess of creativity



**UI Design: The
good, the bad
and the ugly**

Final Tips!

- Portfolio should be **aligned with your CV**
- **Less is more** here, so quality over quantity
- **Match your skills** with the company needs
- Include **team projects**
- Don't be afraid of **blank space**
- **Update** frequently
- Pay attention to **fonts and grammar**

Next Steps...

Next Steps

- Design your Portfolio Strategy
- Follow the Index questions to make sure you cover all the relevant points
- Draft an initial version of it

Thank you!

IE Talent & Careers

careers.online@ie.edu

ruth.dominguez@contractor.ie.edu

careers.ie.edu