



PORTFOLIO CHECKLIST

Assess Your Goals for Your Portfolio

- Are you building a portfolio for work or school purposes?
- Are you documenting a single project or entire body of work?
- What content and preparation requirements exist, if any? (Grad programs may have different requirements)
- Will your portfolio change depending on who your audience is?

What do you want to do?

Portfolios for Employment

Employers look to see a range of skills. Make sure you present your range through inclusion of sketches, physical models, digital work, 2D drawings, construction details, etc.

What can you do?

Portfolios for Graduate Programs

Graduate programs look to see a depth of inquiry in projects, not just skill. To what degree of exploration were you able to succeed; emphasize thorough and careful thinking.

How do you think?



Image: Miko Mendoza

Maintain A Work Inventory

- Keep digital copies of all work you complete. (And a back up!)
- Organize and keep track of your work samples for ready reference.

Consider Your Audience

- Is this portfolio for employment or continuing education?
- Who will be looking at your portfolio?
- What are their expectations? What decisions are they making?
- What impressions would you like your audience to have?

Identify Your Best Work Samples

- Select your best samples from your inventory
- If you have internship or work experience, include examples from your professional experience. Ensure you have permissions to publish any work from employment.

Identify What Will Go Into Your Portfolio

- An index: overview, outline, or plan describing the entire collection and its sections
- Resume – with list of skills and capabilities included
- Introductions to each section of samples
- Provide introduction text to each work sample: keep this concise, focused and clear.
- Include how each was created (e.g., project description, programs/software used, and be sure to give credit to other contributors and be specific about your contributions.)
- For studio work: include instructor name, course title, type of project and context.
- Include your identifying information and contact details on every page.

Identify Tasks and Priorities for Finalizing Your Portfolio

- Create a list of samples that need revision, as well as a list of missing items.
- Develop new samples to fill in voids in each category.
- Bring any less-than-optimal samples up to the desired standard.

Build Your Portfolio

- Design the layout and table of contents.
- Input work with best work first. Includes section and piece introductions and context text.
- Portfolios should range from 2-30 pages. Choose a length that shows a range of your work without being overwhelmingly long; as a current student/recent grad aim for 10-15 pages.
- Aesthetics matter. Use your graphic design skills to make the portfolio pop.

Test, Revise, and Publish Your Portfolio

- Ask mentors, friends and associates to review your portfolio.
- Organize and prioritize comments and feedback.
- Revise the samples or overall layout according to your revision plan.
- Create a final version of your portfolio.
- Make copies of your portfolio for distribution: one bound copy for interviews, digital version for online applications and concise work sample for career fairs or for attaching to email applications.
- Create your online presence and portfolio.

Promote your website! Include the URL on your resume, business cards, LinkedIn and any other professional sites where you are active.

Practice Speaking About Your Work

- Make sure you understand your work and your contributions in both your resume and portfolio.
- Practice speaking about projects/ samples in context of what you can offer employers/programs.
- Identify key facets that connect with employer's work.
- Your portfolio is an interview tool – make sure to have projects you can speak well to.

The Job Application

- Create a “two-pager” or work sample; a smaller sample portfolio that goes with your resume for the job search (followed by online link or larger portfolio in interview.)
- Have a nicely designed resume that is graphically complimentary to your portfolio.

Additional Resources:

For posting digital portfolios:
ISSUU.com
archinect.com

For additional reading:
(available in CED Career Office)
Portfolio Design by Harold Linton
Design Portfolios by Diane Bender

For career information:
<http://ced.berkeley.edu/students/career-services>
AIASF.org
AIAEB.org

