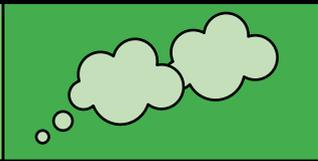
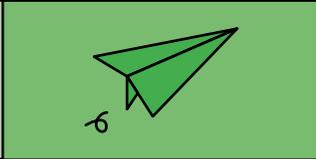


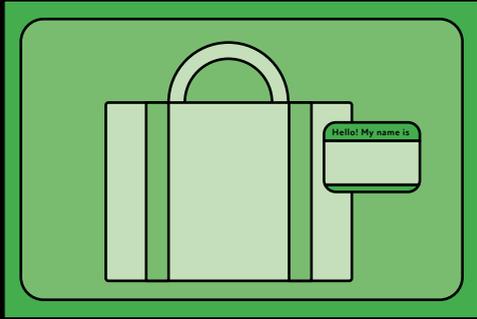
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Portfolio



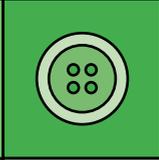
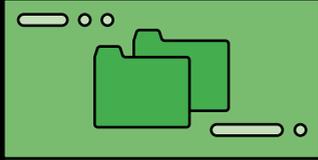
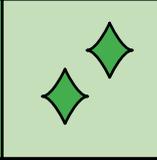
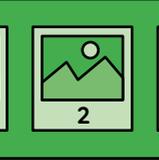
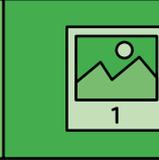
Learning Guide



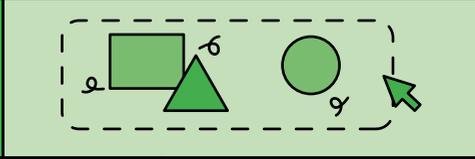
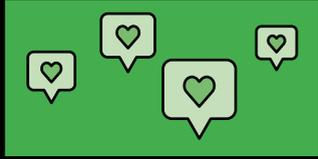
Portfolio

Learning

Guide



.....
Careers & Employability
Empowering UAL students
and graduates to make a
living doing what they love



.....
arts.ac.uk/careers
.....



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What and Why?



A portfolio is a document or platform that shows a sample of your creative work. It's used to communicate your skills and experience to prospective employers, clients or commissioners, usually through a range of images and text.

A portfolio can take the form of a physical document, a digital document, a website, a social media page, or a showreel. You will usually need a portfolio if you are applying for jobs in the creative industries, or if you are applying for creative roles outside of the industry.

Making It Accessible



It is important to consider how easy it is for others to understand and access what you are communicating to them throughout your professional journey. Thinking SCULPTURE is our way of ensuring we embed accessibility creatively.

When creating and sending your portfolio to employers/clients, you will need to make sure it is accessible to everyone.

Making It Accessible



- Structure** – does it flow?
- Colour and contrast** – is it clear?
- Use of images** – have you used a caption?
- Links** – do they work correctly?
- Plain English** – can you understand it?
- Titles** – is it laid out clearly?
- User testing** – have others reviewed it?
- Review** – check their feedback
- Edit and fix** – make any necessary changes

You should also consider

- **Format**

Check if the employer or client would like the portfolio in a particular file type or size. If you're sending your portfolio speculatively, PDF is usually standard.

- **Document name**

Save your portfolio as 'Your Name / Company Name / Portfolio' so it's easily identifiable.

- **Password protection**

If your portfolio is password protected, don't forget to send the password. Think about changing this every so often too. When might you need to protect your work? Check out IP section.

IP Insight



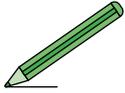
When sending your portfolio to prospective employers, always take into consideration your Intellectual Property (IP) rights.

Take actions such as:

Include a non-disclosure agreement (NDA) in the email, stating that your portfolio is for the purpose of this job application and should not be shared.

Find out more information on IP : creativeip.org

The Basics



Preparation

Ensure you have high quality images of your work

Think about who your audience is – how will this affect the structure of your portfolio? Do your research to understand what a prospective employer or client is interested in receiving.

If they are available, use the job description and any additional information about the role. Choose projects that display the skills and experience they are looking for.

If you are sending a speculative portfolio, try to curate a portfolio of projects that will show a broad range of skills or select projects that most align with the company.

Content

Use text sparingly to elaborate on projects. Include things like project names, relevant people and their role on the project, dates, materials, scale and feedback.

Aim for a maximum of five projects in your portfolio. This may even be scaled back to 3 if you are sending speculative portfolios during your initial contact with the employer or client.

Think about the design of your front cover as this is the first thing the employer or client will see. Make sure to include your name on the front or title page.

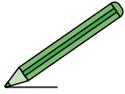
Consider having a short biography at the beginning of your portfolio to introduce yourself. This isn't necessary to include if you've already said it elsewhere (e.g your CV or cover letter).

When sending your portfolio to employers, show your most relevant work. Your portfolio may be a talking point at interview stage, so be ready to elaborate on your projects. Think about what other skills, knowledge or experience you can highlight when talking about projects in your portfolio & examples you can give – this will help your work stand out.

Take into consideration whether you will be in the room with the employer or client when they're looking at your portfolio. If you are presenting it to them, your use of text may be less than if you were sending your portfolio digitally.

Include the work that you are most proud of and can talk confidently and passionately about when presenting.

The Basics



Layout

Consider how you want your portfolio to be viewed. Editorial? Continuous scroll? Put yourself in the reader's position, and decide what works best for you

Don't overfill your pages – give the images space to allow the reader to view clearly and easily. Think about breaking up projects with section headings or pages? How will you group projects? Chronologically? Based on medium?

Unless requested otherwise, portfolios are usually landscape and designed at 16:10 aspect ratio, as this is usually the dimensions of a computer screen.

Presentation

Practice presenting your portfolio. Get to know the order of your projects and what information you need to explain for each one.

Ask the employer how you will be presenting and be prepared for any scenario including technical faults. For physical interviews, take your laptop, a USB stick and a physical copy, just in case. For virtual interviews, check you are familiar with the platform you will be meeting on before presenting on the day.

Set Yourself Apart



Tailor your portfolio to each opportunity

Consider the time that the employer will spend looking at your portfolio - how can you make an impact from the outset?

Be bold! Show your creativity through different mediums – can you use video, sound, interactivity etc?

Use online portfolio platforms like UAL Portfolio, LinkedIn and The Dots to display a wider, more varied range of your work. Make sure your profiles are kept up to date, professional and you are proud of what is on display.

Be concise - highlight work that is relevant to the business and the opportunity. You can also choose to display some personal projects to show diversity.

Set Yourself Apart



Think about how you can use social media to display your work and reach a wider audience – this could lead to future opportunities.

Be honest – don't include work that isn't yours. You can include group projects focusing on your contribution.

Expand on your work further at interview by taking sketchbooks and other assets

After a meeting leave a keepsake with the employer; a business card, postcard or even stickers can leave a lasting impression.

Ask for feedback – if you haven't been successful, you can request feedback. Employers aren't required to give feedback in all cases, however if they are happy to provide it, this can help shape your portfolio and future applications.

Checklist



Visual impact and branding

Is the look and feel of your portfolio consistent with your CV, cover letter and website? Have you made sure your images, colour choice and fonts are complimentary, clear and legible?

Tailor every time

Have you analysed the job description or person specification carefully and made sure you addressed these in the work you are displaying?

Be consistent

Have you checked that your layout is consistent throughout? For example, have you used the same image resolution, font and spacing for all your titles?

Check!

Have you checked your spelling and grammar? Have you checked what your portfolio looks like printed? Have you checked what your portfolio looks like when sent digitally? Are all hyperlinks active and linked to the correct webpage?

Online vs. Offline

Does your online portfolio reflect your offline portfolio? Are you happy with all of the work you are displaying online compared to a more tailored offline portfolio?

Resource Guide



If English is an additional language to you, you can access language support and development services via UAL's Language Centre: <https://www.arts.ac.uk/study-at-ual/language-centre/english-language-development-for-ual-students>

If you need support proofreading, use free, inbuilt services such as Microsoft's spelling and grammar checker. Alternatively you can download browser extensions like Grammarly, ProWritingAid, Ginger. They will do a similar job, however most are only free for a trial period.

Illustration portfolios - <https://www.youtube.com/watch?v=AK1507zSsk>

Games portfolios - <https://www.youtube.com/watch?v=XBD2FY66XwM>

Product portfolios - <https://www.youtube.com/watch?v=nXqMaQKfyfM>

Creative Industries portfolios - https://www.youtube.com/watch?v=ga2Vewa_CIU

Product designers portfolios - <https://www.youtube.com/watch?v=PH2wAdSujT8>

Design portfolios - https://www.youtube.com/watch?v=X_tUOfHpoyM

First design portfolio - <https://www.youtube.com/watch?v=hqYle5Y76oY>

D&AD - <https://www.youtube.com/watch?v=WaKDiZ3RQ38>

Demo reel portfolios - <https://www.youtube.com/watch?v=lp09SC9BZ1Y>

Animation / demo reel portfolios - <https://www.youtube.com/watch?v=WC-yGd1Frx8>

Portfolio site - <https://www.youtube.com/watch?v=WN4niUJL6b0>

Film / animation portfolios - <https://www.youtube.com/watch?v=qn5zcCseRcg>

Instagram portfolio - <https://millennialmagazine.com/2016/04/04/how-to-use-instagram-as-an-online-portfolio/>

Creative portfolio examples - <https://www.creativebloq.com/portfolios/examples-712368>

Tailoring your portfolio for a very specific role - <https://www.youtube.com/watch?v=hqYle5Y76oY&t=644s>

