

CREATIVE PORTFOLIO ADVICE

from

HWC
DMD

CREATIVE
.COM

YOUR PORTFOLIO
is the Portal of
YOUR CREATIVITY

YOUR PORTFOLIO is your VEHICLE
to ENTER to DEVELOP & to SUCCEED

in CREATIVE INDUSTRY

PORTFOLIO DEVELOPMENT

is a second nature
of a creative professional:

it allows you to

- >> reflect on your projects,

- >> identify yourself as a creative professional

- >> launch & advance your creative career

YOUR PORTFOLIO

••• is in a sense your self portrait:

- the representation of your view of the world

SHOULD BE

- passionate
- personal
- and also strategic

COULD BE

- geared towards a particular position
- representing a broad spectrum of your work

Where to start...?

- **Collect**
- **Consolidate**
- **Digitize**

- Build content
- Process it
- Lay it out

>>Make patterns out of your sketches...

>>Utilize your precious digital snippets
for the layout objects...

>>Experiment with type

>> Communicate with images

Portfolio Development

- Make it your own
- Design your own template
- Do not follow anybody's style
- Consider a theme
- Think of developing a visual spectacle, an unconventional story
- Focus on what you are capable of the most & what you want to pursue professionally

Create a consistent, but versatile layout template with your visual rules and tell a story through it..

Consider including captions/taglines in your layout

Communicate...!!!

EDIT! EDIT! EDIT! EDIT! EDIT! EDIT! EDIT! EDIT!

!!!Quality over Quantity!!!

!!!Showcase your versatility!!!

!!!Be cohesive in your communication!!!