

WHAT IS A PORTFOLIO?

A portfolio is a living and changing collection of your work that reflects your accomplishments, skills, experiences, and attributes. It highlights and showcases samples of some of your best work, along with life experiences, values and achievements. A portfolio does not take the place of a resume, but it provides supporting materials that demonstrate your abilities and what you can offer in the chosen field. The items you choose demonstrates your skills, background, accomplishments, and experiences. A supportive portfolio can help you stand out during internship/job interviews, annual reviews, graduate school applications, award submissions, and more.

GENERAL TIPS:

- Identify the focus or theme you want to demonstrate that relates to your chosen industry/position
- Showcase your very best work. Start and end each section with key pieces of work
- Collect and keep a folder of past work, current projects, and works in progress to continuously update your portfolio
- In addition to a hardcopy/print portfolio, create a digital/online portfolio to make it easier to share and navigate
- Focus the content and visual look to reflect your style - make it about you and your work
- Check your cellphone and email address on the title page to make sure they are correct

TYPES OF PORTFOLIOS:

Portfolios can be in print, digital and/or online versions, or any combination, and should be targeted to the specific industry and type of position. If you want to submit the portfolio electronically, create one in PDF format and save it on a flash drive. Gather your works, convert them to PDF files, and then combine PDFs into a single PDF file with a cover page first.

- **Academic/Research Portfolios**
 - Typical for higher education administration, graduate school, museums, research, and teaching
 - Select documents that illustrate what you have accomplished in the areas of research, teaching, and service
 - Use work samples to demonstrate the knowledge you have attained throughout your academic career (i.e., lesson plans/syllabi, research experience/interests, presentations, publications, and teaching demos)
- **Design/Writing Portfolios**
 - Typical for advertising, editorial, graphic design, journalism, marketing, and photography
 - Select and incorporate your best pieces of work that demonstrate your design/writing skills and style
 - Focus on recent work (i.e., within the last five years) when possible
 - Be sure to highlight work that has received external awards and recognition
 - Stay consistent to your style and point of view while including pieces that are unique and creative
 - Create both hardcopy and online portfolios
- **Performing/Visual Arts Portfolios**
 - Typical for musicians, on-air talent, theatre, and video editors
 - Showcase your most unique, creative, high resolution work
 - Organize your work into groups based on type of content
 - Put together demos, recordings, and compilations that are tailored to the industry/position
 - Highlight any awards and press you've received
 - Include video(s) of performances
 - If you are interested in broadcast journalism, video production, etc., this may be considered a video or demo reel of your work
- **Types of Portfolios Not Included Above**
 - Typical for when one wants a portfolio to present an organized overview of targeted accomplishments and skills (i.e., course requirement, e-portfolio, interview tool, and learning/skills based portfolio)
 - Include items such as assessment results, awards and certificates, journal entries, projects and assignments, and writing samples

SECTIONS OF A PORTFOLIO/WHAT TO INCLUDE:

Portfolios can include the following sections. The first 5 are required; the rest depend on your purpose and audience

- Title page (ex. "Career Portfolio/Design Portfolio"). It should include your name contact information
- Table of Contents page
- Resume (most current version)
- Cover Letter (explaining what is included in portfolio or a brief description before each piece of work/section)
- Samples of your work
- Bio/Personal Statement/Teaching Philosophy
- Letters of Recommendation
- Accomplishments/Awards and Honors
- Conferences, Presentations, and Workshops
- Transcript(s), Degree(s), License(s), and Certification(s)
- Professional Development Activities
- List of Professional References (3-4 individuals who can speak to your experience in the industry of interest)

ADDITIONAL RESOURCES:

Visit these websites for additional tips on designing and maintaining your portfolio

- <https://work.chron.com/make-college-student-career-portfolio-12837.html>
- <https://skillcrush.com/2016/08/22/17-portfolio-tips/>
- <https://www.themuse.com/advice/4-secrets-to-building-a-portfolio-thatll-make-everyone-want-to-hire-you>
- <https://www.creativebloq.com/computer-arts/10-tips-killer-design-portfolio-51411805>
- <https://websitesetup.org/make-online-portfolio/>

DIGITAL/ONLINE PORTFOLIO-BUILDING WEBSITES:

Use the below sites to create a digital/online portfolio. Many are free, while others charge a fee to create your own domain

- Behance - <http://www.behance.net/>
- Big Black Bag - <http://www.bigblackbag.com/>
- Carbonmade - <http://carbonmade.com/>
- Cargo - <http://cargocollective.com/>
- Flickr - <http://www.flickr.com/>
- Krop - <http://www.krop.com/createdatabase/>
- Portfoliopen – <http://www.portfoliopen.com>
- Vimeo – <http://vimeo.com>
- Weebly – <http://www.weebly.com>
- Wix - <http://www.wix.com/>
- WordPress - <http://wordpress.org/>

RESOURCES FOR SPECIFIC TYPES OF PORTFOLIOS:

Academic/Research

- <https://www.unl.edu/gradstudies/current/development/academic-portfolio-1>
- <https://library2.lincoln.ac.nz/Documents/Guide-to-Preparing-a-Portfolio.pdf>
- <https://cft.vanderbilt.edu/guides-sub-pages/teaching-portfolios/>
- <https://teachingcenter.wustl.edu/programs/graduate-students-postdocs/applying-for-academic-positions/creating-a-teaching-portfolio/>

Design/Writing Portfolios

- <https://www.aiga.org/4-easy-steps-to-create-a-beautiful-design-portfolio>
- <https://www.clippings.me/writing-portfolio-how-to>

Performing/Visual Arts

- <https://arts-spark.com/creating-portfolio-musician-edition/>
- <https://shop.mybluprint.com/art/article/how-to-create-an-art-portfolio/>

*For additional information on creating a portfolio, speak with a career advisor.
Appointments can be scheduled by visiting Bayley Hall room 209 or calling 973-761-9355.*