

portfolio review April 17, 2008

Limit portfolio to 15 pieces. Less is better.

Mount everything the same way, on the same size boards or pages.

www.pinazangaro.com use “polyester” sheet protectors (smooth and very clear)

Show your BEST work. Do not give any disclaimers about budget or time.

Give references, don't say “upon request.” Show them before anyone asks.

Get a real business card. *www.overnightprints.com* 500 heavy-double-sided cards \$40

Include something memorable on your resume like “bee keeper.” Yes, I'm serious. Be memorable.

If you use paper with a watermark make sure it reads correctly. Details are important.

When meeting in person be your most energetic enthusiastic self.

Make eye contact. Clean your fingernails. Details.

Get your work online. On your own site or an online portfolio like *www.behance.net* or *www.creativehotlist.com*.

Get a real email like *your.name@gmail.com*. Don't use music on your site.

Intern at an agency, magazine, or newspaper.

In the beginning, knowing applications is very important; brush up at *www.lynda.com*

Take on ANY freelance project you can find: Church, bands, your dentist. Add this real-world work to your portfolio. A hand drawn wedding invitation on zero budget highlights your resourcefulness. Check *www.craigslist.org* for small organizations that need graphic design help.

If you can draw, paint cars, decorate cakes, show it. Be memorable.

Clean up your myspace page. The first thing we do is google you. You have a digital image, make sure it's your “best” self.

Grammar. Have your mother proofread. Your and You're get misused a lot. “A lot” is 2 words.

Create a 1-page pdf resume. And a 1-page creative pdf with 4 to 12 design examples under 500k.

Don't email attachments to prospective employers without asking for permission first.

Hope this helps. Give me a call anytime:

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