

Portfolio Hints:

First read about portfolios, their purposes and variations. Most handy is the Flaunt portfolio pdf located on the server.

Examples of portfolio binders (most at Dick Blick Art online or in Iowa City):

Machina screwpost portfolio: Sizes up to 13x19 (\$150)

Prat Start 1 Presentation Case: Sizes up to 24x18 (\$85)

Itoya Art Profolio Multi-Ring Binder: Sizes to 13x19 (\$45)

*Itoya Art Profolio Advantage: Sizes to 13x19 (\$35). 24 bound sheets (48 pages)
(folio box from Light Impressions)*

Some Portfolio Considerations

Put yourself in the viewer's place. You may be there explaining what they are seeing. They may be distracted (probably are). Include notations with your work, but ready to explain each piece succinctly. One of your first tasks in a potential job is to make your employer's life easier, not harder! Read that last sentence again.

You don't want to the viewer to guess which way the portfolio goes (vertical or horizontal) with every page. A square portfolio gets rid of any problems with turning, but can also be awkward.

Portfolio large enough to show biggest work and combine like things on a page or spread. For this class, the minimum size is 11x17 (tabloid) if you are going to take Seminar in Art.

You do not have to have a portfolio with turning pages. Instead you could use a clamshell portfolio box (readily available), and separate sheets. Consider not putting your work behind the plastic if you do use a portfolio.

You do want very clear pages. You do want to secure your work (just plain old double-stick tape works fine). You may want to change the color of the background paper. You do want your name on it.

*Try to limit your portfolio to twenty pages if possible. Show your absolute best work. Show one or two examples of what else you can do that might help your job prospects (photography, illustration, copy writing, etc).

*A very good portfolio can be ruined by a resume that does not measure up to it.

*You might want a way to include ephemera such as mock-ups, printed (produced) work, and resume. Some portfolios have pockets you can put these things in. You might make an envelope for them, etcetera.

*Many people have smaller portfolios as well – ones that they can leave with people, send off, etc. You can order hard-bound books made from PDFs or just have your pages tastefully spiral bound at a local shop. The advantage with the spiral binding is that you can control the quality and types of paper and printing.

**not considerations for this class portfolio*