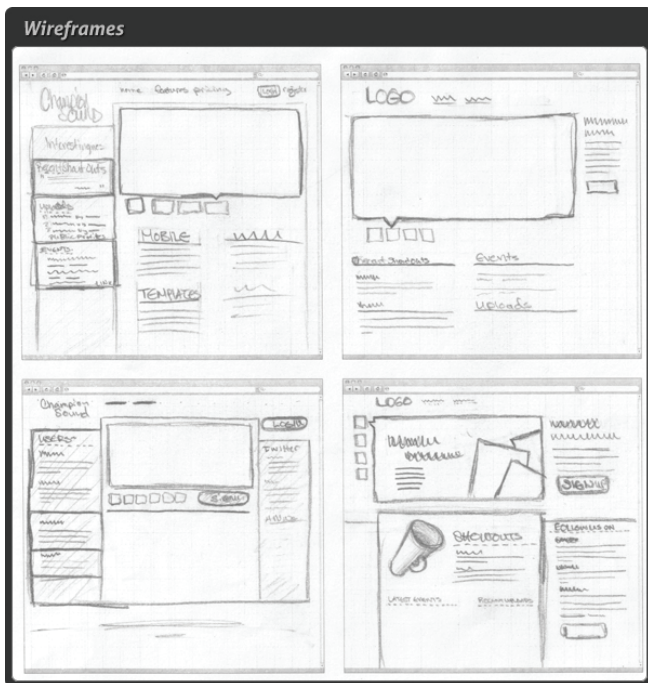


Creating a great portfolio

If you wanted to get a job as a baker you wouldn't just take a picture of a cupcake to your interview - you'd take the perfect cupcake you baked the night before, in fact you'd probably take a box of different cakey goodies to show that your cakes could work for all occasions. Well, we think good creative portfolios follow the same principle.

Your portfolio should show not just the breadth of your digital knowledge, but also your personal style. Most importantly it should illustrate the quality of your work. Because every digital creative has followed a different career path, incorporating a myriad of programmes across a world of platforms it's nigh on impossible to pull together a list of top tips for what a portfolio should look like.

However, what we can do is recommend what we think - based on our conversations with employers and creative job seekers alike - the foundations of a superb creative portfolio are.



<http://www.dtelepathy.com/blog/secrets/quick-starters-guide-to-user-interface-design>

Make sure it's all about you.

This might sound a bit daft, but we see loads of portfolios which highlight a great project but don't pinpoint what the creative actually did themselves.

Creative directors want to see your personal input and thought process. Your portfolio should include multiple screen shots, wire frames and user flows as well as the finished design. And don't forget to add brief text descriptions to talk the viewer through the projects.

Variety is the spice of life.

Your portfolio should include - without over-cluttering - as many different elements of design as possible. Not just corporate branded projects but also your own personal projects.

While potential employers are of course concerned with what facets of digital design you have mastered, they also want to gain an understanding of your creative style and tone. What's more it will give you a chance to show evidence that you can create magic without being provided with a set of predefined branded assets.



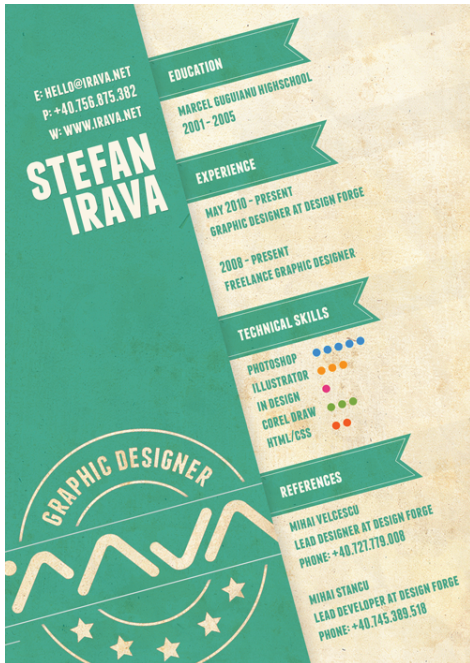


image: <http://forrst.com/posts/tSP/original>

You are the brand.

Your portfolio & your CV are the best opportunity you are going to get to show that you can design, create and disseminate a coherent original brand concept across different mediums.

Take advantage of the opportunity by producing a clean, crisp design that flows from your CV to your portfolio and back again. And don't forget to practise what you preach when it comes to user experience, moving through your portfolio should be smooth, easy and logical. Needless to say a word CV is not appropriate

The bigger picture.

Make sure that you include links to any external content that will show a wider picture of who you are as a digital creative and a person as well as how you engage with the digital space.

Not only will it show your digital footprint, it will prove that you have a broad understanding of the various platforms available and how to utilise them.



And Finally...

Use your time wisely.

While building your own website from scratch is undoubtedly impressive, if you're not a technical wizard, or you just don't have the time to spare because of the constraints of your current role, we heartily recommend taking advantage of portfolio platforms such as Behance, Flavours.me & Cargo Collective. Your time and effort will be much better spent curating your work to ensure that it is recent, relevant and striking.

If need any advice about what creative directors are looking for in digital portfolios, the guys in our creative team are always available to chat.