Crafting a Great Graphic Design Portfolio

SKGDPO01 - Crafting a Great Portfolio

Course link

▼ Sites:

Building:

- Carbon Made

- Wix Editor X

Inspiration:

- https://www.pentagram.com

- https://www.wearecollins.com

- https://abduzeedo.com

Get Mockups:

- (…)

How to write about your stuff?

- Show what you've done, and how you've impacted people's life
- Mentions:
  - ~~Awards~~
  - Side Projects
  - ~~Volunteering~~
  - ~~Events~~
  - Past clients

- Inspiration

  - Passions and Goals

  - Values (3 to 5 important ones **)
- Don't forget to bring up some personal traits to add a little bit of personality
- Add a **CTA**
- Case Studies ***!!!***

  - Clients are looking for ***results***.

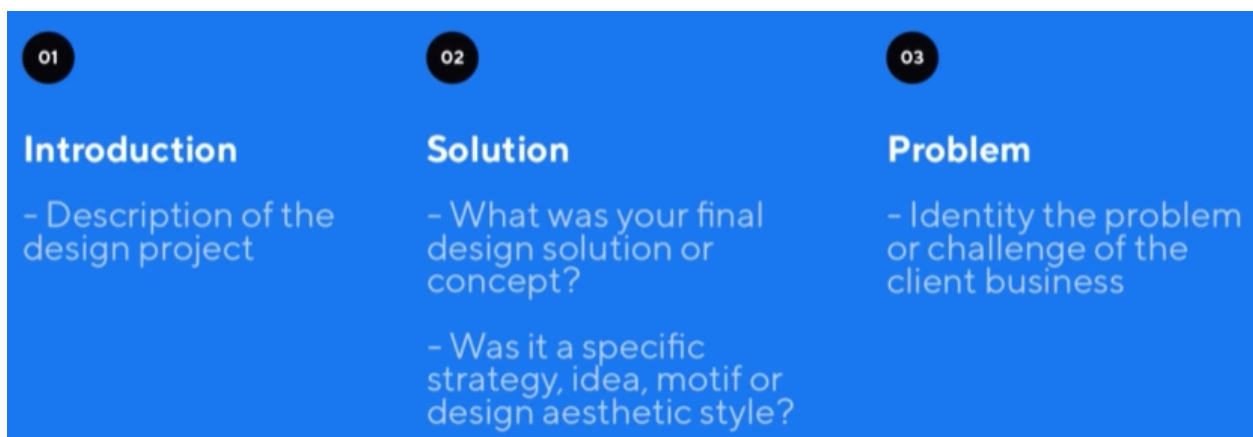*The Client*:

Don't make this mistakes:

Lessons

- ❌ Ugly cover images and mockups
- ❌ No proper context or case study format
- ❌ Layout and typography is lacking
- ❌ Doesn't look exciting or highly professional
- ❌ Some work looks like student work
- ❌ Inconsistent imagery and projects

Overall:

1. Show more context
2. Share details and **(*consistent*)** deliverables
3. Add descriptions, and maybe feedback, all laid out nicely

1. Invest on higher quality mockups and presentation

How to structure a Case Study

01

Introduction

– Description of the design project

02

Solution

– What was your final design solution or concept?

– Was it a specific strategy, idea, motif or design aesthetic style?

03

Problem

– Identity the problem or challenge of the client business

04

The benefit

– What positive effect did it have on the brand

05

Result

– What was the tangile result?

– More downloads, views, subscribers, revenue increase? etc

06

Testimony

– What was the client experience of working with you

** You may want to refer back to lesson 06 for more info

- Plan out your main points and think in stages

- Keep it short. Be clean and succint

- Be clear about your role

- Write in your own "tone of voice"

- Show your overall process

  - Explain how you "tackled" the problem(s)

- Craft each Case Study uniquely

- Share clients testimony (** beginning or end)