

Template:

The Ultimate Portfolio Checklist

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Your portfolio provides clients with a first impression of who you are and what makes your work unique. It's also a powerful tool for clients to determine whether you're the right fit for a project. If you don't have an online portfolio yet, now is a great time to make one.

The checklist below—compiled by members of our in-house team, who look at hundreds of illustration portfolios each month—can help you determine what's most important to include, what you may be missing, or where you can improve.

Want to learn more about how to showcase your style? Check out this section's [Warm Up](#) and [Deep Dive](#)!

Design, Layout & Navigation

Start simple. Your website shouldn't distract from what clients should be focusing on first and foremost—your work. No sparkly cursors or animated dogs running across your screen, please!

Is your work formatted clearly and consistently?

Are your illustrations positioned against a neutral color that won't compete with the work itself?

Is the copy on your navigation bar easy to understand?

Steer clear of illustrator jargon and stick to language everyone is familiar with.

Try saying "landscapes" instead of "environments" or "hand-crafted" instead of "traditional media". Clients of every background should be able to quickly understand what you're trying to convey.

Are your illustrations categorized in a way that makes sense?

Categories should be based on what you're trying to be hired for and easy to navigate.

Are the categories and the work you're featuring up-to-date?

Projects & Illustrations

Now it's time to think about how you'd like to present your work. We recommend offering a little bit of background information about each project to help clients better understand how you like to work.

For each project, do you state who your client was?

Do you list the other creatives who were involved?

Do you explain the project's goals, and what problems you were helping to solve?

Keep this as succinct as possible!

Do you show any process work?

This may not be necessary for every project, but can include sketches, references, and color drafts.

About Page & Contact Information

Last but not least, a strong portfolio isn't complete without an informative "about" page and easy-to-locate contact information. Too often, we've had to pass up opportunities to work with talented illustrators, simply because we couldn't figure out how to get in touch. Don't leave out this all-important detail!

Does your "about" page cover the basics?

Think: where you're based, what medium you work in, what inspires you, etc.

Does this page provide a clear understanding of your work experience?

Keep in mind, there's no need to list every job, award, or internship—think of this section as your best-of highlight reel.

Make this information as easily accessible as possible. Skip the downloadable resumes and LinkedIn links!

Is your contact information easy to locate?

Make it easy for clients to get in touch by displaying your email address in a way that's clearly labeled and quick to find!