

## Client Interview

So, Jessie, you need to present your portfolio. Why do you need to do this?

So that people can see my work

What do you hope to achieve through this portfolio?

I want to have a clear, concise and functional portfolio that looks lovely

What do you think are the key things you want your reader's to gain from looking at your work?

A clear understanding of the design process, to hit all the assessor's criteria. I want people to enjoy reading my designs. I'd like them to be inspired.

What other portfolio presentations have you seen?

I've been to four **accreditation events**, so I've seen their portfolios, and I've also looked at a lot on the internet.

What did you see that you liked?

I like write ups that are clear and make sense, ones that are visual and have images. Simple explanations.

What didn't you like?

Waffle, ugly fonts, poor images, bad grammar and typos. Beige. Beige is never good. Hippy stuff and woo woo. Portfolios that are unfinished are off-putting to anyone thinking of doing the diploma.

Who is your audience?

My tutor, the senior tutor, peer group (who help with the accreditation), other diploma students, potential and actual clients, the public

What do they need?

Clear explanations, quality content, navigation, references, credits of images used

Any extras you'd like to give them?

Humour, nice images, links to cool stuff

How will you gather feedback?

Assessor's feedback will be written down

I will create a Google form to gather feedback from other diploma students, permaculture friends, non-permaculture friends, family members

What can you invest in the presentation?

I could pay for a website. I would pay more to have a low carbon one. I need to get some prices

How do you want your presentation to look – styles, colours etc?

Simple, clear navigation, easy links that work, high res. images, consistent format

What stage are you at in getting your portfolio together?

I've got quite a few designs, all with different fonts, headings etc. I've used Word, PowerPoint, Excel and Miro

Is there anything else you'd like to get off your chest?

When I've shown people my designs in the past, using Miro, people just don't get them. I think they get a bit overwhelmed with how complex the designs are and some people find it tricky to navigate the app. Permaculture also has a lot of jargon, so that can be alienating.