Your Portfolio: Online & In Print

AVC 248 · Design Self-Promotion · Week 7

“Your work, curated tight, ready for any room.”

THE BRIEF

What a strong portfolio needs

A portfolio is not everything you have ever made. It is a tight, deliberate selection that proves you can do the work.



Your best work

Only the pieces you are really proud of. One weak project lowers the whole set.



Tight curation

Fewer, stronger pieces beat a long list. Cut anything that doesn't earn its place.



A story per piece

Each project carries a short, clear story, not just a pretty final image.

Curate ruthlessly. Quality of the set beats quantity of pieces.

TWO FORMATS, ONE BODY OF WORK

Built for online and print

Competency 8 asks for a portfolio ready for both online and printed presentation. The same work, prepared two ways.

Online	A clean site or profile, fast to load, easy to share in an email or a link.
In print	A polished printed book or PDF you can hand over or leave behind in person.
Consistent across both	Same curation, same identity, same quality, whichever way someone sees it.

Online for reach, print for the room. You need both ready.

TELL THE STORY

How to talk about your work

For every piece, walk through the same three beats. It keeps you clear and shows you think like a designer, not just a maker.

1

The problem

What was the challenge or the brief? Set the stage in a sentence or two.

2

What you made

Your decisions and the work itself. What you did and why you did it.

3

The result

What happened or what it achieved. Land the outcome with confidence.

Problem, what you made, result. Same three beats every time.

MIDTERM CHECKPOINT

The in-process presentation

At the midterm you present your work in progress, on camera. It is a checkpoint, and it is also real interview practice.



On camera

You talk through your work out loud, just like a remote interview or client call.



In process is fine

It does not need to be finished. We want to see your thinking and direction.



Interview reps

Presenting your work is the exact skill interviews test. Reps now pay off later.

Presenting on camera now is the best interview prep you can get.

LOOK AHEAD

Planning the second half

The midterm is the pivot point. Use it to set a clear plan for finishing strong across the rest of the term.

Finish strong pieces

Complete the projects that will anchor your final portfolio.

Fill the gaps

Spot what the set is missing and plan work to round it out.

Build both versions

Get the online site and the print book ready in parallel.

Aim at your reach job

Keep tailoring the whole set toward the role you are chasing.

A plan now means a finished, polished portfolio later.

AVOID THESE

Portfolio pitfalls to avoid

Strong work can still be let down by how it is shown. Check your portfolio against these before you share it.

Showing everything

Dumping every project in dilutes your strongest work. Cut hard.

Images with no story

Pretty pictures with no context. Add the problem and the result.

Online but not print

Having only one format. You need both ready to go for competency 8.

Fix these and your work speaks clearly in any format.

Your best work. Online and in print.

“Curate it tight, then tell its story with confidence.”