

CREATIVE PORTFOLIO ESSENTIALS: FROM CLASSROOM TO CAREER

THURS, APRIL 23 | 5-6:30PM | MOSAIC #113



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SCHOOL OF ARTS AND HUMANITIES
Suraj Israni Center for Cinematic Arts



PRESENTER

**LISA
GANEM**

UC SAN DIEGO
CAREER CENTER

From Concept To Project Completion: Tips For Portfolio
Development In Print And Online Mediums

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(Engineering)

TOPICS



- What Is Different About This Presentation?
- What Is A Portfolio?
- Why Create A Printed And Online Version?
- I Am Not A Designer...
- Know What To Include
- What To Consider When Building Your Portfolio
- Elements Within A Portfolio
- ISSUU
- General Guidelines

WHAT IS DIFFERENT ABOUT THIS PORTFOLIO PRESENTATION?

- One layout which can be applied to a weblink, printed into a featured portfolio book, or reproduced as a leave-behind
- Curate how you wish your projects to be seen and revealed
- The outcome of this design will be saved as a PDF making it easily compatible to embed hyperlinks/QR code to published articles, project videos and anything else you may want to include
- This design is aimed at creating a master portfolio that is easily adjusted to remove or add projects without disturbing the layout

WHAT IS A PORTFOLIO?

- A portable collection of your [best work](#) which has been carefully curated
- A showcase of your talents, interests and growth through the use of text and graphics - [example](#)
- An objective tool for self-promotion that is constantly changing – it's a live document that changes as you progress
- A reflection of who you are
- A representation of your skill to show just enough work to reflect your abilities at the highest level for the role you are seeking
- A device which is designed to create a strong first and last impression with a clear message and a concise layout, while creating a lasting memory of your work

WHY CREATE A PRINTED & ONLINE VERSION?

- Online portfolios create accessibility within resume links, LinkedIn profiles and other membership profiles you may have access to
- Creating a versatile portfolio allows you to adapt to the interview
- A printed version can be passed out to the various panelists at in-person interviews and may linger on their desk longer than a website
- The compilation will also provide images, video links (when used as a link) and proof of concepts to the work mentioned on the resume and will provide more insight into the outcome (a picture is worth a 1000 words as they say)
- An interactive link will provide access from several digital points

I AM NOT A DESIGNER...

- Not to worry—there are loads of free templates out there. Just be sure to make them your own by changing the background colors and images, etc.

Here are some good resources:

1

Canva

<https://www.canva.com/>

2

Adobe

<https://www.adobe.com/express/templates/search?tags=%27%27&phformat=2:3&topics=portfolio>



COVER PAGE

- Your name should be the most prominent
- If you include something like 'portfolio and the year' make sure it does not overpower your name...name recognition is what's most important
- **Back of cover** should include your contact information:
- Phone and email address
- This allows interested parties to reach out and request your resume if found online

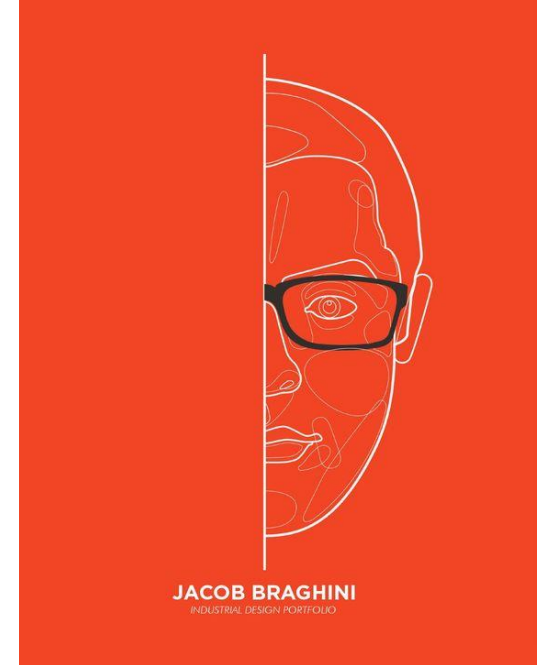
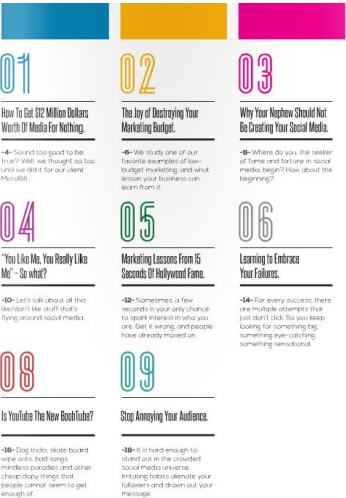


TABLE OF CONTENTS

- Use page numbers
- Don't make them search for what they're looking for—make it easy for them to navigate



FIRST PROJECT

- This will be your very BEST project
- If the employer only has 30 seconds to look at your portfolio you want to make sure the first (and probably only thing they have a chance to look at) is your best work
- Start with a picture/rendering/video of your project which features it in the best light (marketing shot)
- If you can show a great rendering, a beautiful illustration, a 15 second video showing the robot in action, anything that may have the highest marketability and shows off your exceptional skill in a particular area

Example:

<https://archinect.com/ivanhu>

INTRODUCE YOUR PROJECTS

- Present your projects with the main image as if you were submitting your project for a competition:
- Title of the project, Your Role on the team: **Self-Navigating Robot, *Team Lead***
- What was the design problem?
- What was your solution?
- What was your outcome?

FIRST PROJECT- CONTINUED

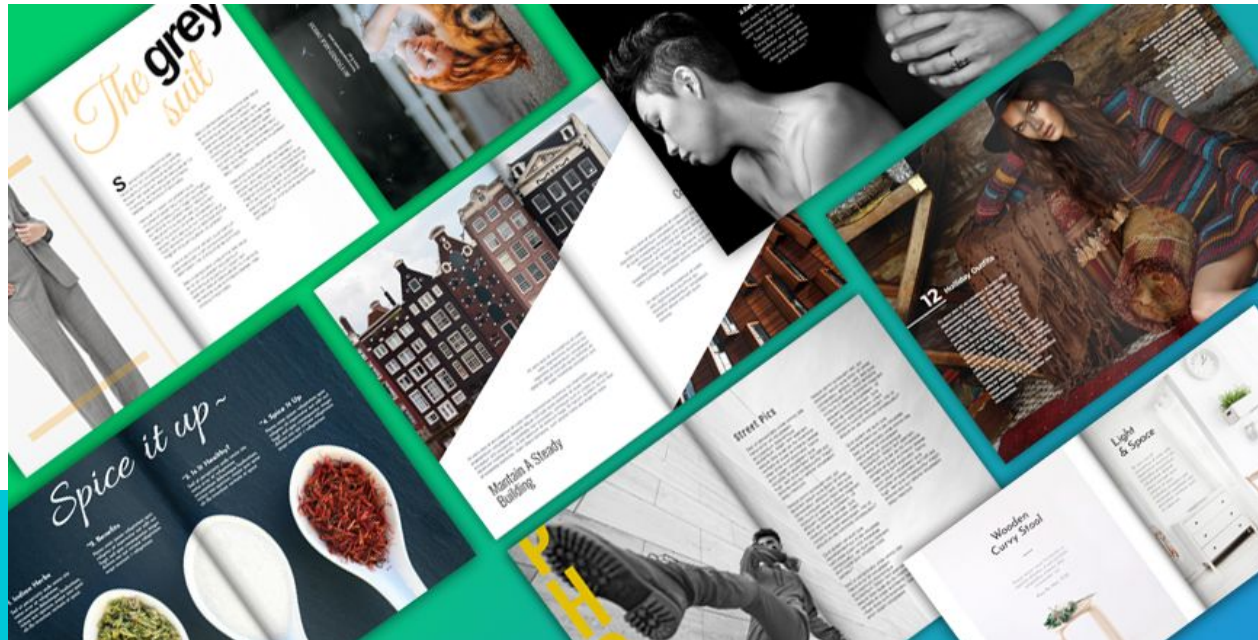
- **Deconstruct the process when presenting your work:** Tell the story by introducing the most dynamic image of the project and then share the supporting evidence of how this was achieved by sharing the complete design process
- Show them the path of how you got there
- Support documents: renderings, computational design, programming samples, hand illustrations, floor plans, design details, elevation studies, diagrammatic images, photos and 15-30 second videos of: traditional models, fabrication samples, products and machinery and robots in action
- **6, 4, and 2** page spreads allow for easy customization within your portfolio – 6 pages for your best projects

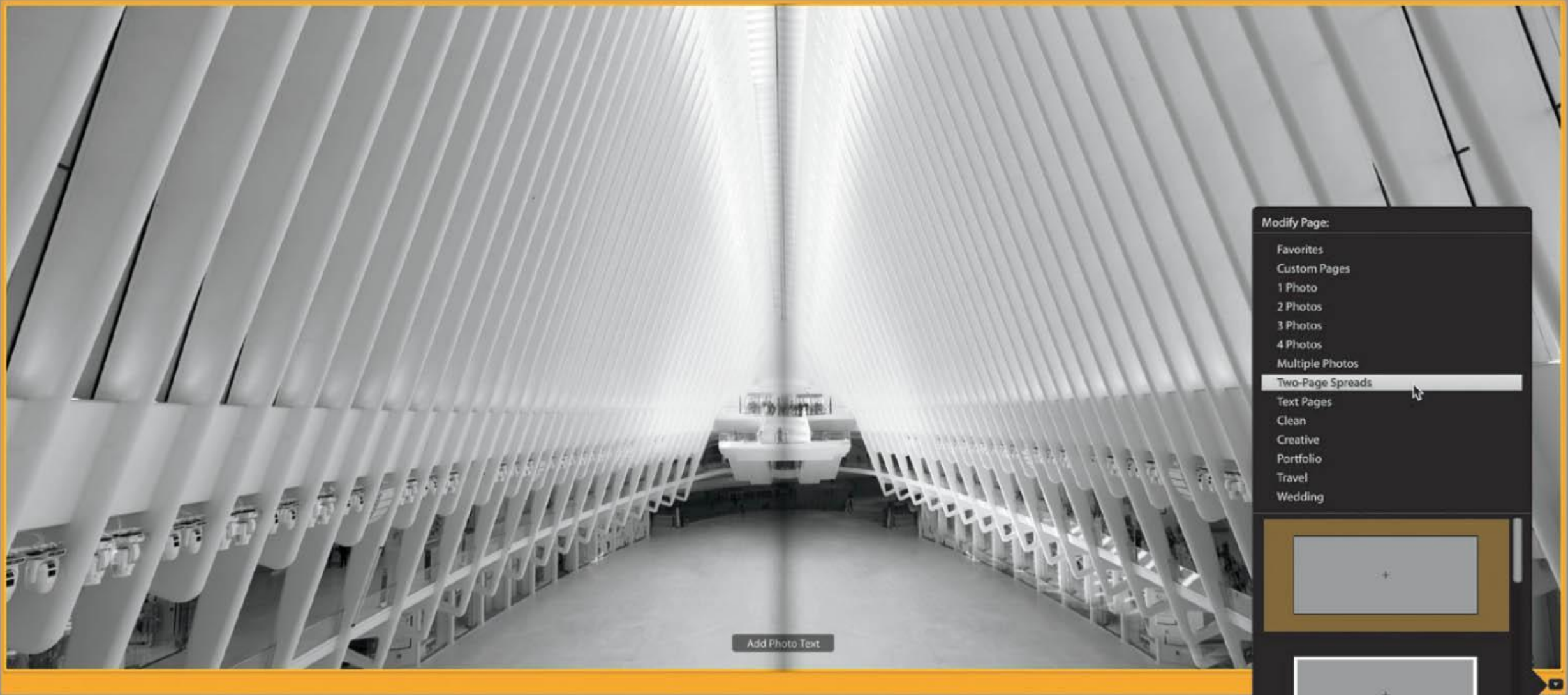
6,4,2 PAGE SPREADS:

- **This allows you to customize your portfolio for each employer without disturbing the layout when you remove, reorder or add a new project within the booklet**

MIDDLE PROJECTS

- Continue with including only your best work for any project within your portfolio
- Keep the repetition of six, four and two page spreads, with an option to use a featured images within two pages to break the pattern and add something with a bit of surprise
- Show process and repeat above steps throughout the book





Add Photo Text

Modify Page:

- Favorites
- Custom Pages
- 1 Photo
- 2 Photos
- 3 Photos
- 4 Photos
- Multiple Photos
- Two-Page Spreads**
- Text Pages
- Clean
- Creative
- Portfolio
- Travel
- Wedding

LAST PROJECT

- Present your second to best project
- You want to leave them with a strong last image of your work



DO I INCLUDE MY RESUME?

- Customizing your resume is important. Leave the resume out of the portfolio so that you can send one that aligns to the company's requirements

GENERAL GUIDELINES

- 12-30 pages maximum (Employers will oftentimes require a specific number)
- Your resume and portfolio should have the same fonts to create brand identity
- Create either a vertical format or horizontal formatted book but never mix the two
- Add one main image across two pages to feature a project for added emphasis
- For **Employment Portfolios**, remove references to course #'s, school or instructor names
- For **Educational Portfolios**, keep course # references and instructor names
- Check project descriptions for grammar/spelling errors
- **Color correct photos/in Photoshop prior to importing into layout**
- Keep all border and gutter widths the same throughout (1/8", 1/16")
- Implement the principles and elements of design:
<https://www.canva.com/learn/design-elements-principles/>

GENERAL GUIDELINES (CONT.)

RED	ORANGE	YELLOW	GREEN	BLUE
Power Excitement Strength Power Passion Energy	Confidence Warmth Innovation, Friendliness Energy Bravery	Optimism Warmth Happiness Creativity Friendliness	Health Hope Nature Growth Freshness Prosperity	Trust Loyalty Dependability Logic Serenity Security
PURPLE	PINK	BROWN	BLACK	WHITE
Wisdom Luxury Wealth Spirituality Sophistication Royalty	Imaginative Passionate Transformation Balance Creativity	Serious Earthiness Reliability Authenticity Warmth Support	Sophistication Security Power Authority Substance	Cleanliness Clarity Purity Simplicity Freshness

- Text boxes kept the same size throughout with slight variations for Titles, Description Text and Body Text
- Think about the psychology of color when designing your book:
<https://graphicdesignjunction.com/2016/05/importance-of-color-psychology-for-impactful-web-design/>
- Show the range of what you can do from concept to completion
- Include application programs used to develop projects with the project descriptions
- Use consistent fonts throughout – san serif is preferred, easiest to read
- **Neutral backgrounds (e.g. medium grey, white, etc.) will ensure your artwork is the main feature; If using black, only use it sparingly as an emphasis point**
- Only include elements that are relevant to the type of position you want

GENERAL GUIDELINES (CONT.)

- Ensure layouts and images are formatted for optimal viewing and loading on the web and for monitors viewing at **110 pixel** per inch not 72 (HD at 140ppi).
- Never put your address or your location online – list email addresses and phone numbers only
- Keep fonts, backgrounds, colors and presentation styles consistent
- The more uniform it is, the more professional it looks
- The Portfolio is to be sent within your resume as a functional hyperlink when you apply for a position (unless otherwise directed by the employer)
- If you do not wish to leave your big/master portfolio with the employer after the interview create a ‘teaser portfolio’ that you can “leave-behind” so they remember you

ISSUU

- www.issuu.com
- 1
- www.archinect.com
- 2



KEEP IN MIND:

- **You're only as good as your worst piece of work**
- **Accentuate the positive eliminate the negative**
 - **Edit, edit, edit**

NEED HELP? BOOK 1:1 APPOINTMENTS WITH CAREER SERVICES

- **You are not alone in creating a portfolio. Book an appointment with us – we can help!**

UC SAN DIEGO
CAREER CENTER

Connect with us!

Website: career.ucsd.edu

IG/FB/YT: @UCSDCareerCenter

Jobs, Events, Appts: ucsd.joinhandshake.com



Triton Career Guide



Tritons Connect



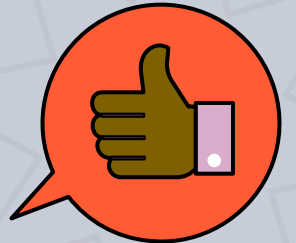
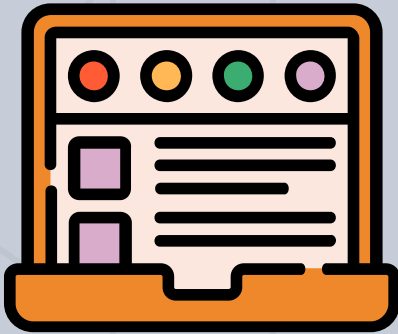
Handshake



PRESENTER

**SAM
GOFF**

Portfolio Websites



Maximize Efficiency

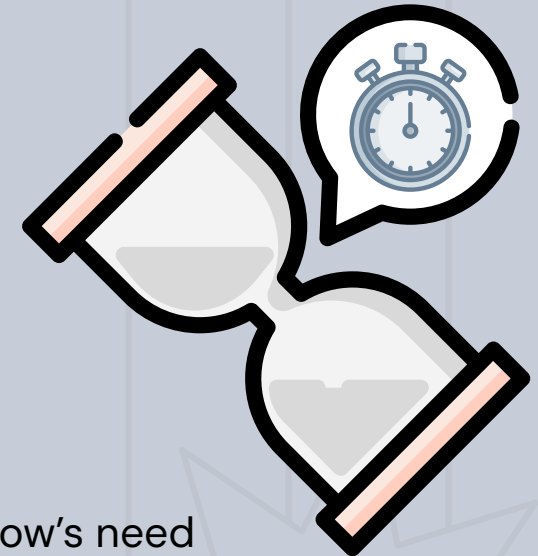


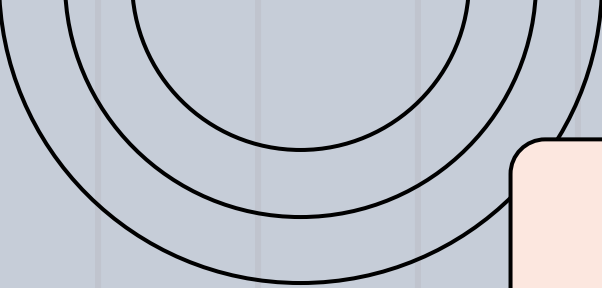
Making the most of your time



The 10/30/60 Rule

- Recruiters are first line of defense and they are **BUSY**
- Prioritize efficiency to make the most of your time
- 10 seconds
 - ◆ To grab the attention of the recruiter.
 - ◆ To prove that you have the basics skills for the job.
- 30 seconds
 - ◆ To prove yourself to the recruiter.
 - ◆ To show that you have the art aesthetic that matches the show's need
- 60 seconds
 - ◆ To prove yourself to the hiring manager and make them want to look deeper





Tips and Tricks

Do

Organize your website by industry job titles

Do

Integrate your personal branding

Do

Keep your website simple and well organized

Do

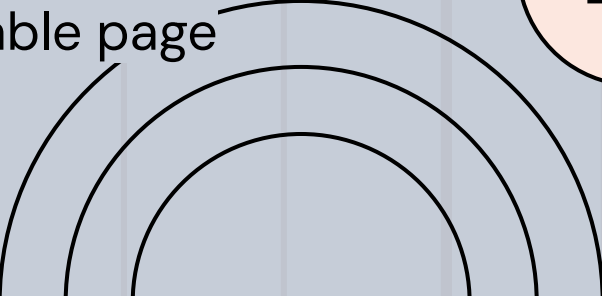
Include a downloadable version of your base resume

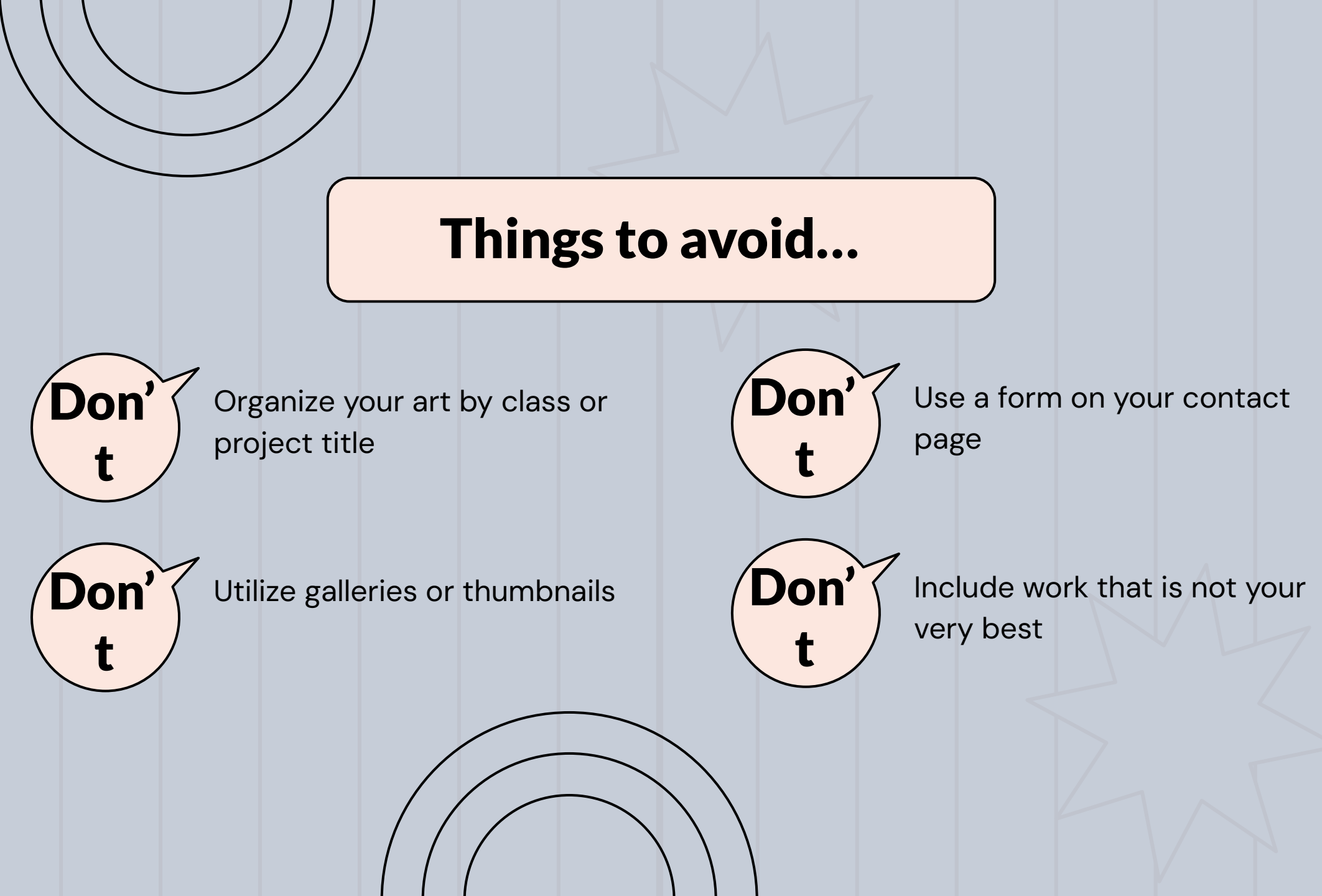
Do

Have all the images or videos on one scrollable page

Do

Have your email easily accessible





Things to avoid...

Don't

Organize your art by class or project title

Don't

Use a form on your contact page

Don't

Utilize galleries or thumbnails

Don't

Include work that is not your very best

Hiring

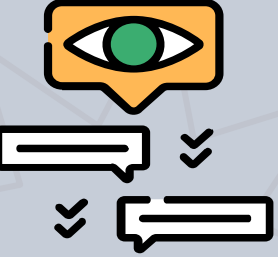


How do we choose you?



Sourcing Timeline

**Position
Opens**



**External
Search**



**Stylistic
Fit**



**Internal
Search**



**Artistic
Ability**



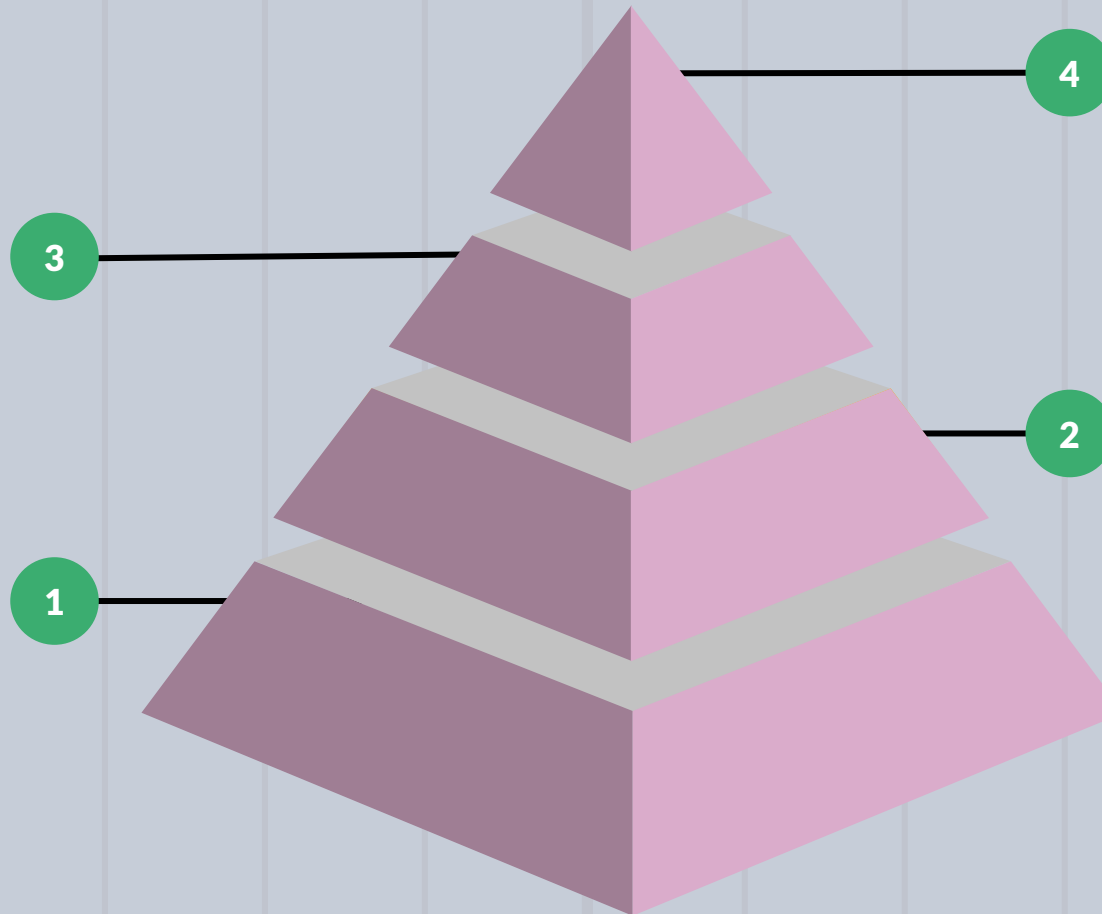
How do we decide?

Stylistic Fit

Everyone who is artistically qualified to fill the role whose art style matches the style of the project.

All Applications

Everyone who applies through the job portal and/or has a recommendation passed to the recruiting team.



4

Personality Fit

The person who meshes well with show leadership the best in their interviews.

2

Artistic Ability

Everyone from the application pool + previous applicants who have the required skills to fill a particular role.

3

1

Examples



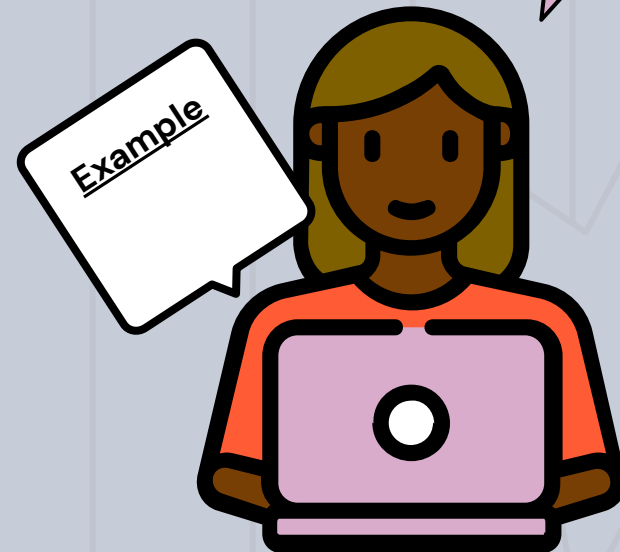
Based on type of art



Visual Development

- Homepage is general vis dev
 - ◆ Menu pages specify (character, prop, etc.)
- Show, don't tell
- Explore personality and functionality
 - ◆ Illustration is not design
- Props/FX is the entry level job!

Pro Tip: You can reuse art on different pages!



Animation

Pro Tip: Most people utilize vimeo or youtube to host their reels.

Example

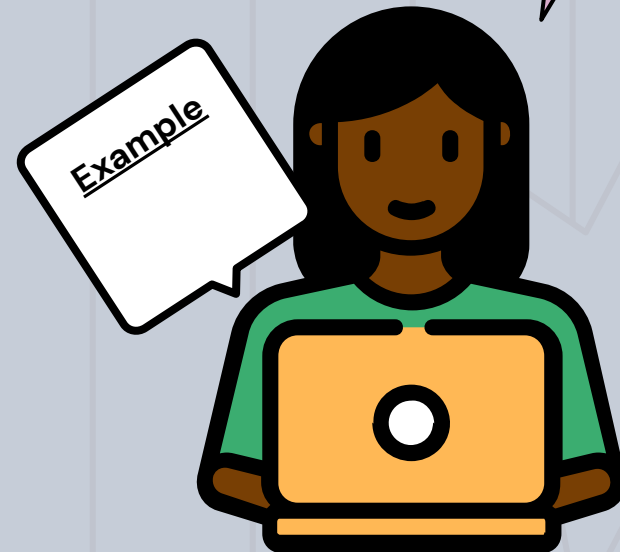


- Your reel is the most important thing
- Include a breakdown of roles and software
 - ◆ Don't steal/imply credit
- Showcase your best work
 - ◆ Update your reel regularly
- Gifs are your friend!

Storyboarding

- Three boards: Action, Drama, Comedy
 - ◆ Bonus points if three different drawing styles
- Setting up the board
 - ◆ Title, log line, demographic, genre, show type
 - ◆ Character explorations
 - ◆ Thumbnails
- Different ways to watch
 - ◆ 1st priority: single panel click through
 - ◆ 2nd priority: PDF contact sheets
 - ◆ 3rd priority: animatic

Pro Tip: Most people utilize google slides or speaker deck to embed click through boards into their websites!



CG/3D

Pro Tip: Most people utilize vimeo or youtube to host their reels.

Example



- Your reel is the most important thing
- Include a breakdown of roles and software
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- Gifs are your friend!



Learn More!

How to Get A Job

- June 4th to July 30th
- Thursdays at 5 pm PT / 8 pm ET
- 8 courses at \$30 each, \$240 total
- Early Bird Pricing through April

Animated Perspectives

- May 26th to August 11th
- Tuesdays at 5 pm PT / 8 pm ET
- 11 courses at \$40 each, \$440 total
- Early Bird Pricing through April

**[www.AnimatedPerspectives.co
m](http://www.AnimatedPerspectives.com)**

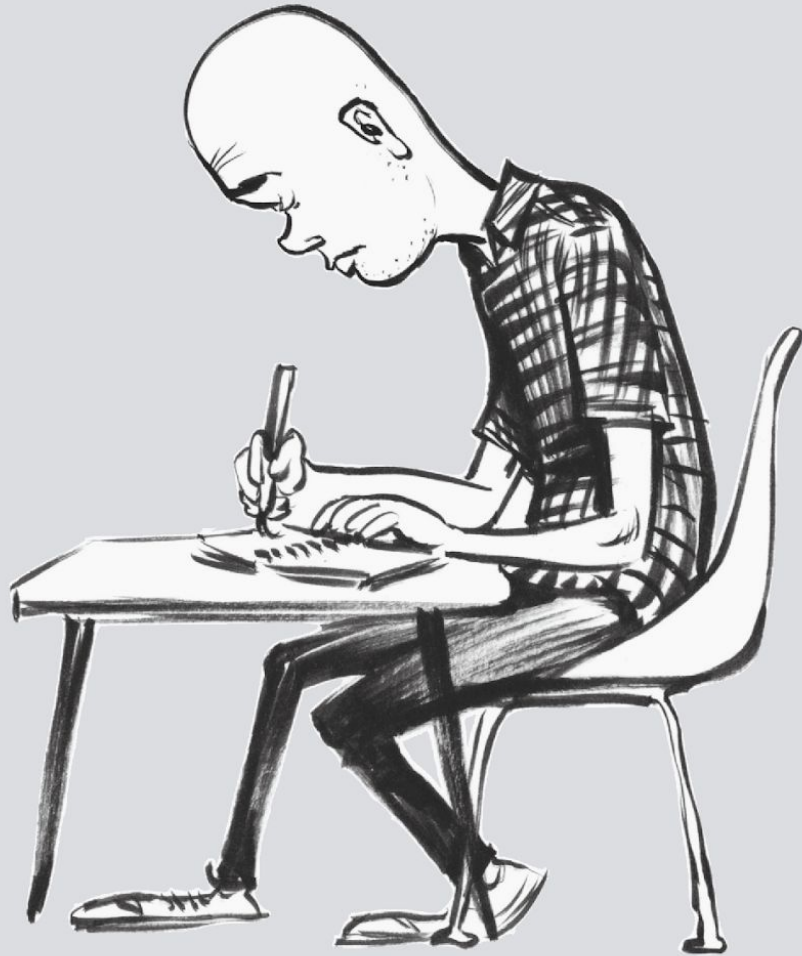


PRESENTER

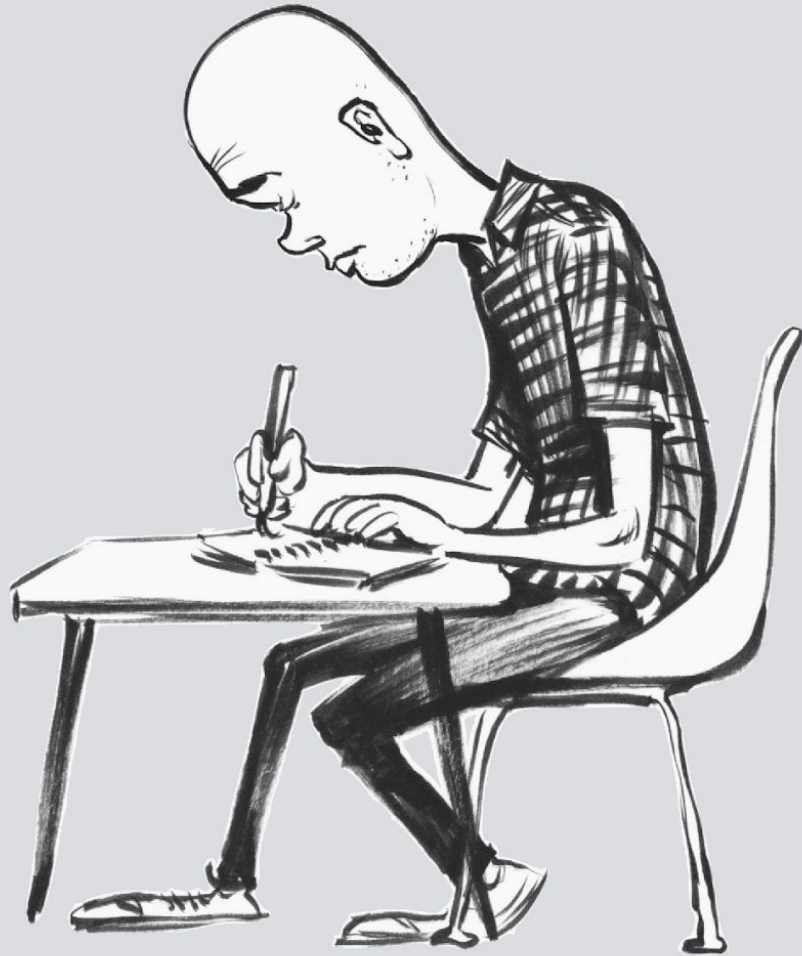
**MARTY
DAVIS**

Portfolio

THE META-VIEW



Marty Davis

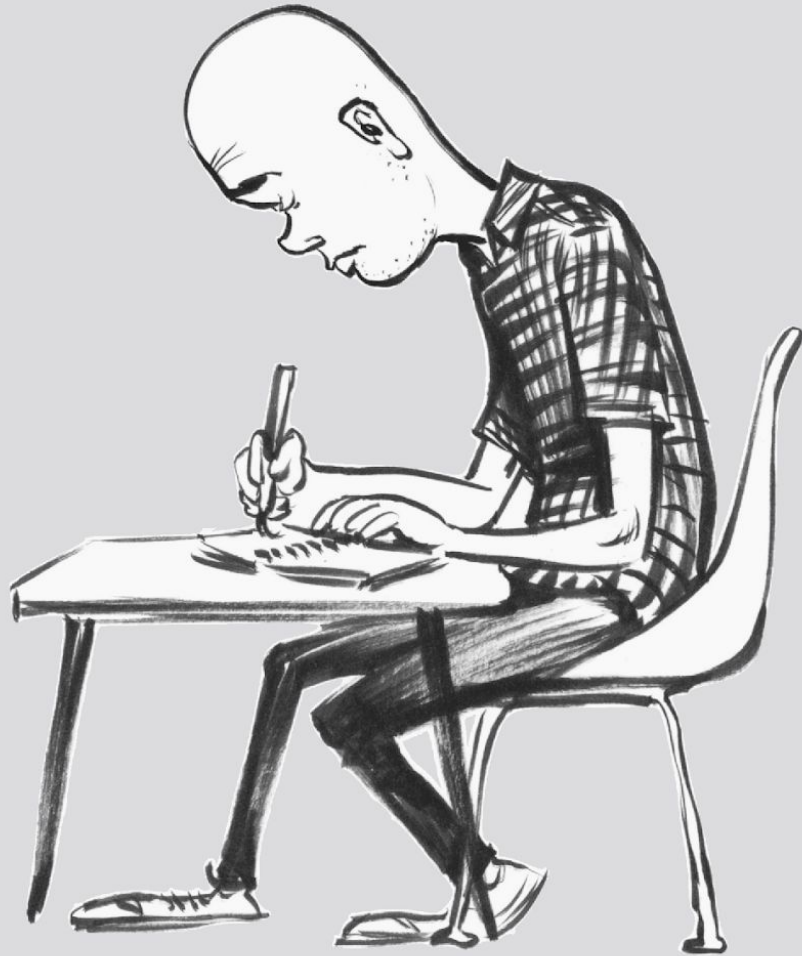


Marty Davis

Portfolio

THE META-VIEW

You are only
being hired to
SOLVE A PROBLEM



Marty Davis

Portfolio

THE META-VIEW

Your portfolio
should show how
you can be the
SOLUTION



Your portfolio
should be a

BOOST
not a
BARRIER

Leave out the dubious stuff!

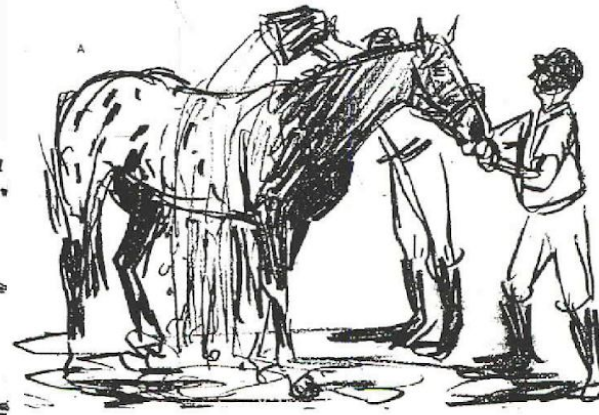
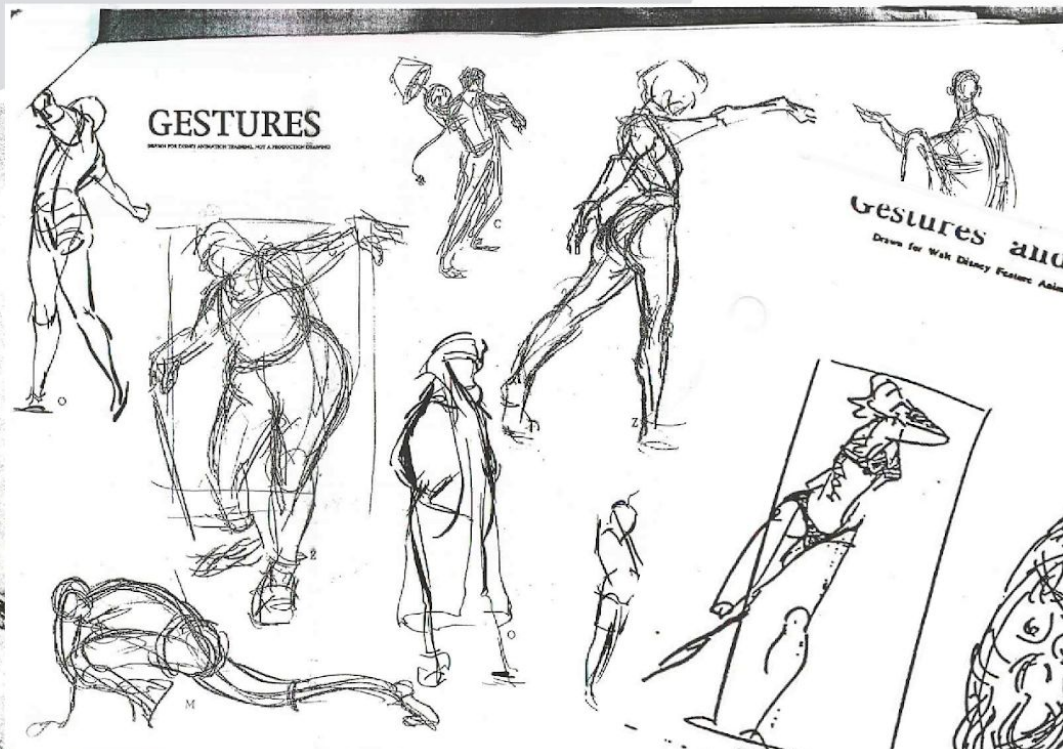
Historical sidebar

Employers used to look for employees they could train, nurture and form in their own image...



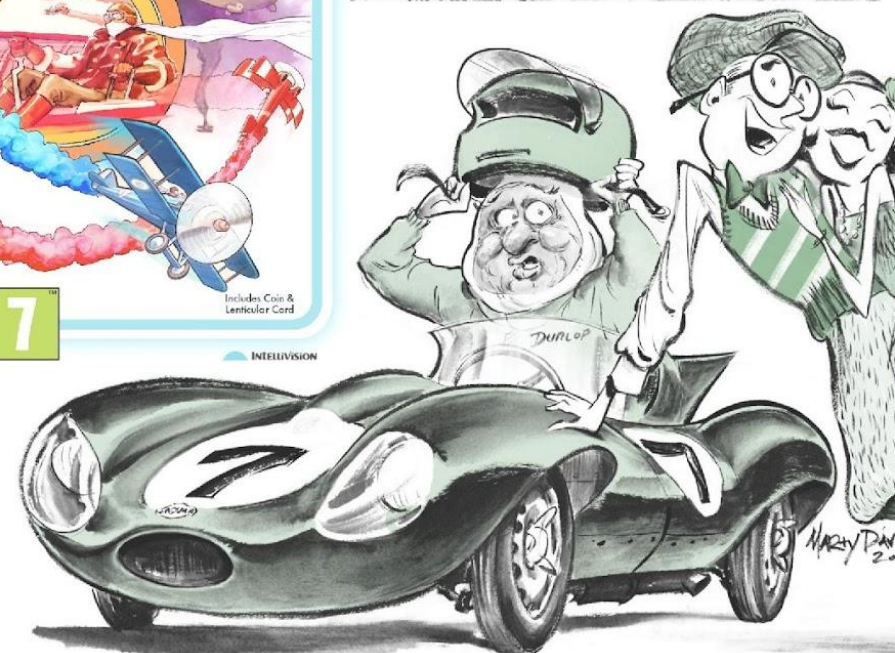
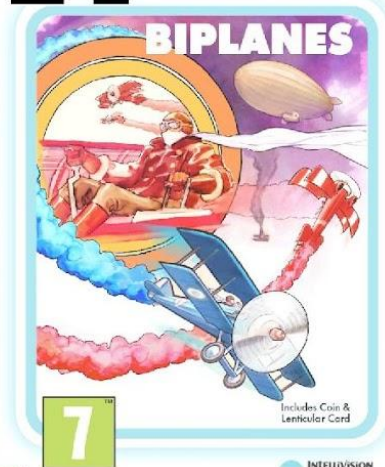
WALT DISNEY Feature Animation

Sample Drawing Portfolio





NOWADAYS
YOU NEED
DIFFERENT
PORTFOLIOS
EACH TAILORED
TO YR UNIQUE
JOB
OPPORTUNITIES



THE META-VIEW

3 distinct aspects to consider:

1. SKILLS

Competency in
relevant areas, i.e.,
software, job-
specific tasks

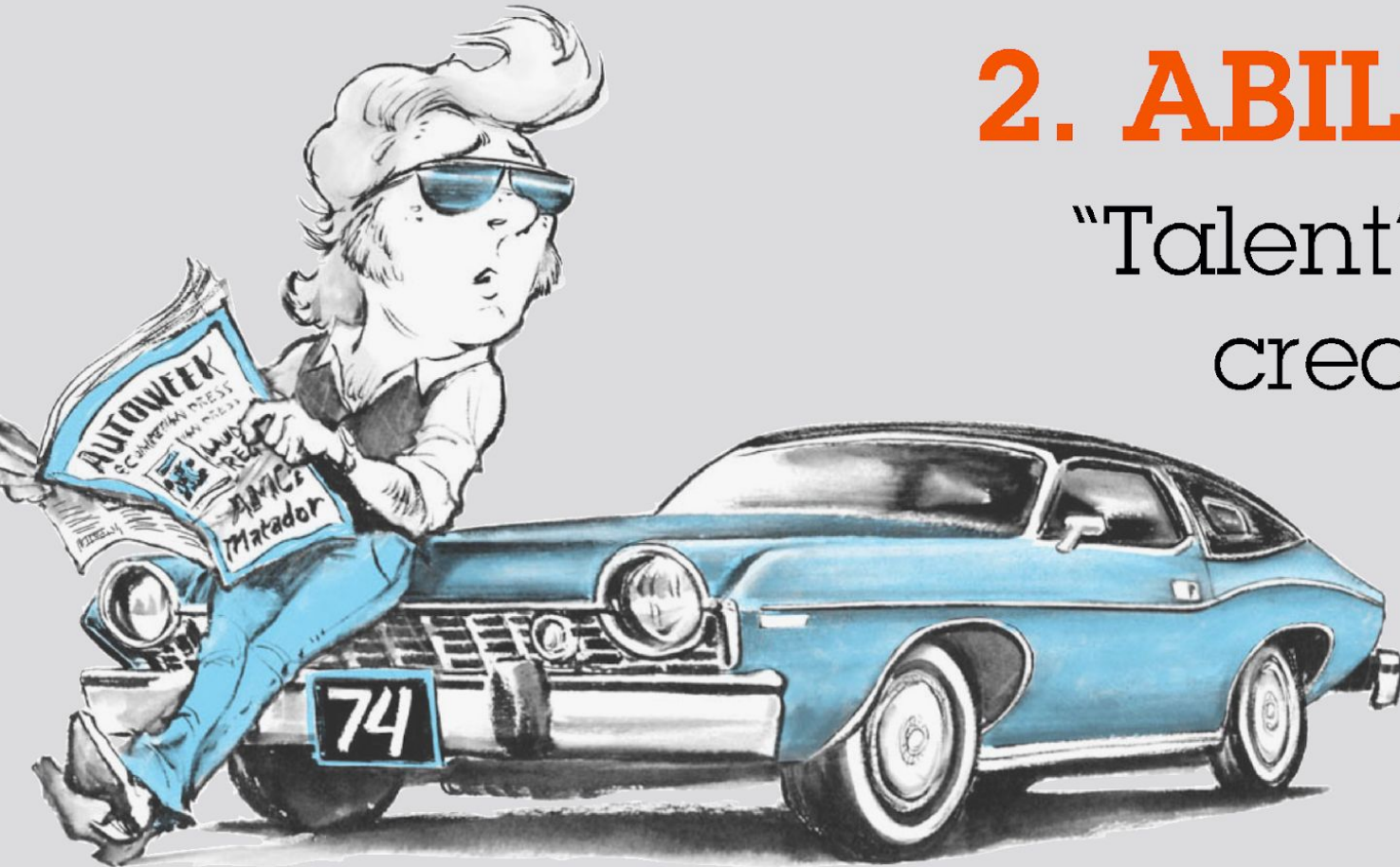


THE META-VIEW

3 distinct aspects to consider:

2. ABILITY

“Talent” (or mileage);
creativity, **drawing**,
storytelling, “style.”



THE META-VIEW

3 distinct aspects to consider:

3. TRACK RECORD

Evidence of **work history** & tangible **contributions** to projects/previous employers





Q & A

ASK THE PANEL



LISA
GANEM

*Creative Career
Strategist*



SAM
GOFF

*Independent Talent
Manager*



MARTY
DAVIS

*Illustrator &
Animation Professor*