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## **PORTFOLIO TIPS**

A well presented digital portfolio online or on CD is essential if you are involved in the creative world. A portfolio can give focus to an interview and add weight to the way you present yourself. Here are a few tips to remember when preparing a portfolio:

### **Keep it clean and simple**

Don't put too much on each page making it look messy and don't use flash unnecessarily.

### **Navigation**

Make sure the user can work their way around the site easily and they should never have to use the 'Back' button.

### **Layout**

Ensure the site is well designed. There should be consistency and good alignment throughout the site.

### **Downloading time**

Remember to optimise images and content so that the site downloads quickly. Potential employers will become impatient if this takes too long.

### **Tailor your portfolio**

As you would with your CV, tailor your portfolio to the role you are being interviewed for. If your portfolio doesn't display the skills that the job requires then you may miss out on the opportunity.

### **Text/Typography**

Try not to make pages too text heavy as a screen of text is much harder to read than a printed page of text. Use images or plenty of spacing to break the text up. Always ensure the site has good typography throughout.

### **No counters**

Don't have a counter on the page to say how many times its been viewed, it looks unprofessional.

### **Personal URL**

Avoid having a YouTube or MySpace page as the homepage for your portfolio.

### **Browser check**

Ensure you check your site across all browsers and platforms i.e Mac and PC to ensure it's compatible.