

Creating a portfolio & an e-portfolio

Depending on your career choice a portfolio may be vital in order to impress potential employers. The portfolio should contain the best examples of your work, and can include any of the following:

- Visual examples: annotated drawings, blueprints, paintings, DVDs, production notes, design drafts and photographic examples of your work: can be very important for design, art, media, fashion, engineering and performing arts roles.
- Written examples of your work: essays, written reports, short stories, even strong examples from your university coursework. Do not go overboard with written examples, they take a long time for an employer to read. Written examples can also be backed up with visual examples.
- Additional evidence: these could include references, databases, sales/performance figures, recommendations, written reviews and customers' evaluations of your work.

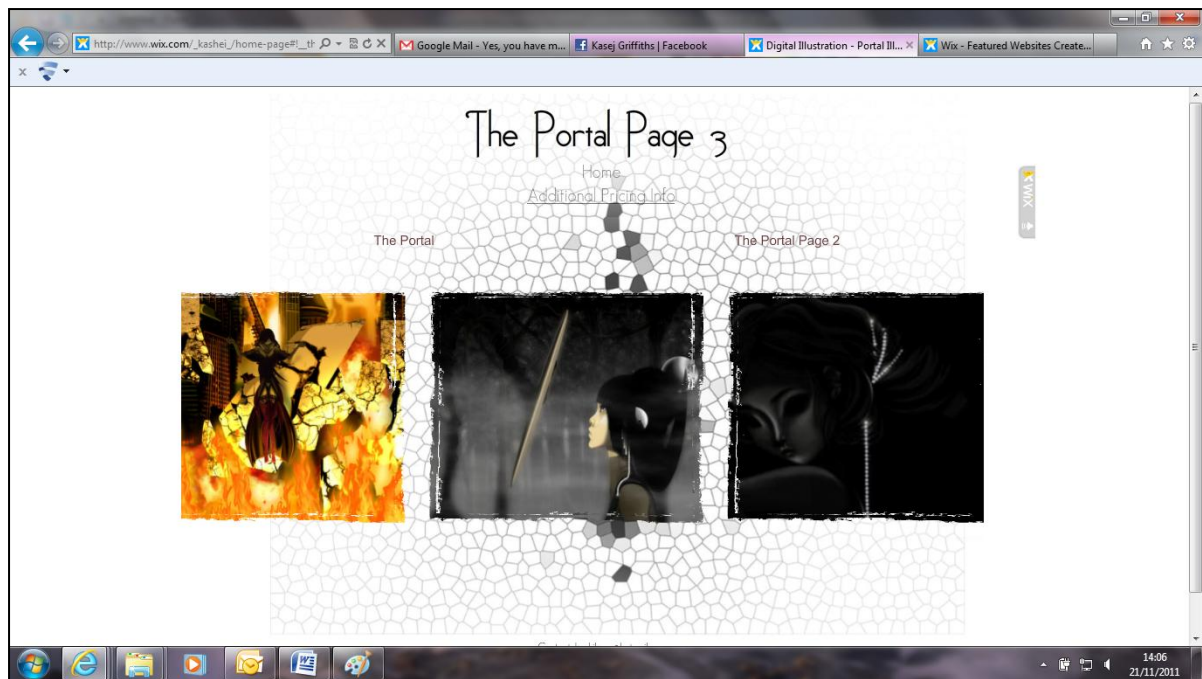
Portfolios must be relevant to the type of work you are looking for. For example there would be no need for you to include a video showreel of your singing abilities if you wished to work in accounting and finance.

Creating an online portfolio:

There are several advantages to having an online portfolio:

- It costs nothing to produce.
- You can give it to anyone at any time (especially useful in a speculative approach).
- You don't need to leave your only copy of your portfolio with an employer.
- It shows you have initiative and think ahead.
- It demonstrates your I.C.T skills.

An online portfolio can be created on many social networking sites, but for the most professional approach an independent website is best. Try www.google.com or www.wix.com for free website creation and hosting.



An example of an online portfolio created by a young artist using free website creation software:

http://www.wix.com/_kashei/_home-page (Used with permission).

Tips for online portfolios:

- Do not include your personal information or anyone else's business information (home address, national insurance number etc.) in an online portfolio: a contact number or email address is enough. Remember that the whole world can view your website.
- The website should be about your work and not about your social life etc. It is not another facebook page.
- Get business cards printed that include your contact details, the type of work you are looking for and the web address of your online portfolio. Keep these business cards with you at all times to give out to **anyone** who might be a useful contact. You will look a lot more professional and they are quick and easy to hand out.