Some ideas of work you might want in your Portfolio

Type of Piece:

**1. Corporate identity materials for a company: for a company**

• Logo (b/w or color)

• Letterhead (logo, address, phone, fax, e-mail, Web site)

• Envelope (logo, address)

• Additional pieces such as, shipping labels

• Graphic standards manual

**2. Folder or brochure**

• Trifold, gate fold

**3. Annual Report Must:**

• Meet legal requirements for an annual report

• Be at least 25 pages plus cover

• Demonstrate continuity of design and concept

• Have a corporate “voice”

• Demonstrate brand image

**4. Poster**

• Ideas: concert, gallery opening, new movie coming soon etc.

**5. Ad series**

• Product or service

**6. Self-promotional materials**

• Resume, business card, letterhead stationery

• A self-promotional piece

• A CD with your portfolio

7. **3-D design**

• Food, perfume, toys

**8. Web design - Must *include:***

• Home page

• Objectives page

• Resume page

• Gallery page

• Contact Me page

9. **Magazine cover page and table of contents**

• Four-page editorial spread

**10. Twenty photo images that show your "designer's eye”**

• Digital or traditional

• Presented in a bound book or contact sheet

**11. Digital CD portfolio - Must *include:***

• Home page

• Objectives page

• Resume page

• Gallery page

• Contact me page

**12. Rough book of your concepts**

• Process Book

• Thumbnails/roughs

*Additional Pieces* to *Consider*

You may wish to consider specializing in a particular area or choose from any of the following:

**1. Advertising**

Advertising campaigns, including:

• Print ads

• Broadcast: radio or TV

• Support collateral for your campaigns:

• Postcards, mailers, pens, pencils, fortune cookies with your business card, gift bags filled with small examples of your work – in short, any material that will help the potential employer remember you

**2. Graphic design**

• Direct mail

• Out of home (signage, bus wraparounds)

• POP (point-of-purchase) displays those neat promotions that you see in the front of the supermarket, such as “Back to school” or "Holiday decorations"

• Corporate promotional pieces

• Multipage documents

• Newsletters

• Information graphics (charts, illustrations)

Corporate promotional pieces

**3. Additional editorials**

• Magazine cover, table of contents

• Multipage spreads

• Newspapers

• Books

**4. New media**

• Web sites

• Interactive CDs

• Banners

• Presentations

**5. Illustration/photography**

• Posters

• Ads

• Books

• Editorials

• Magazine layout