

The Portfolio

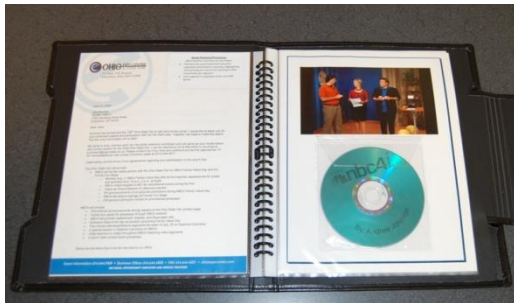
A portfolio is a binder (or CD, or web site) that contains samples of your work:



You can develop your portfolio using a three-ring or similar binder. The binder should be large enough so that the pages turn easily. (You may wish to get one that has an acetate pocket on the cover.) Purchase acetate page protectors that have 3 holes punched on a separate edge outside the pocket, so you don't have to punch holes in your samples. If you have bulky items, you may wish to put in some pages with large pockets, or consider creating a web portfolio.



What you might include in your portfolio:



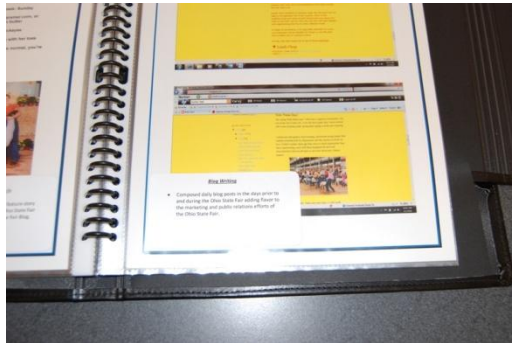
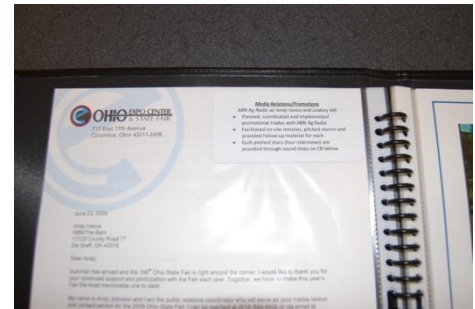
- Your resume, just in case another copy isn't handy
- Organized samples of your work: articles, news releases, other written materials/resources
- Photographs of relevant projects
- Letters of thanks, commendation or recommendation

How to arrange your material:

- Your resume should always be on the first page, where it will be easy to find.
- Since you can tailor your portfolio to fit each position/interview, keep in mind the requirements for each job when deciding which material to include. Each piece should have something particular to say about how you meet the needs of a particular position.
- Keep your work representative. Although you probably don't have "extra" material at this point, you don't need to include everything you've ever done if it results in a lot of duplication.
- If you worked on a special event, group all materials related to that event (for example, invitations, posters, table tents, menus, thank you letters, photos, etc).



- Tabbed index dividers are a convenient way to separate your work into different categories. You may wish to separate college work from professional work, writing from art work, etc.
- Each page in your portfolio can have a brief description or explanation. It is often helpful to place a small, rectangular, typed card or paper in the bottom right-hand corner of each page with a brief reminder. (Be sure this note doesn't cover up anything important.)



How to present your portfolio:

- Arrange pages/sections in the order in which you want to talk about them, or selectively present them.
- Hold the portfolio so that it faces the interviewer, but make sure that you can see it well. Turn the pages as you change from item to item in a slow, natural manner; make sure they have finished looking at the item before turning the page. Remember: this is a sales presentation.
- It is appropriate to include items in which you were involved, but not necessarily the sole producer. It is during the presentation that you can explain your role.
- If the interviewer wants to keep the portfolio to review it, be sure to schedule a time to return for it!

Your portfolio grows as you do:

- If you're just starting out, you might have a rather slim volume illustrating college work.
- As you add to your portfolio, remove work that no longer illustrates your skill level.

Web portfolios:

- Check out www.apojgo.com, and click on "View sample profiles" in the lower left.

Career Development: Campus Center Lower Level

Web: www.capital.edu/CareerDevelopment

Email: CareerDevelopment@capital.edu