
PORTFOLIO TIPS

2022

ELLERY SCOTT

PORTFOLIO

4 KEY CRITERIA

DOES YOUR PORTFOLIO TELL ME

WHAT DO YOU DO WELL AS A PROFESSIONAL?

WHO ARE YOU AS A PERSON?

YOUR LEVEL OF EXPLORATION & RANGE?

THE LEVEL OF QUALITY YOU DELIVER CONSISTENTLY?

No. 01

WHAT DO YOU DO AS A PROFESSIONAL?

NO. 01
WHAT DO YOU DO AS A PROFESSIONAL?

➤ **Do you do that well?**

➤ **Does your work represent that?**

➤ **Is it readily apparent?**

◆ *The first project displayed should be your best/most important - NOT your newest.*

NO. 01
WHAT DO YOU DO AS A PROFESSIONAL?

anthoscreativdesign.com

No. 02

**WHO ARE YOU AS
A PERSON?**

NO. 02

WHO ARE YOU AS A PERSON?

- **Does your personality shine through?**
 - **Does your work represent that?**
 - **Is your personal content appropriate?**
- * *Put the kind of work up that you want to attract*
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NO. 02
WHO ARE YOU AS A PERSON?

iknowtonymayer.com

No. 03

EXPLORATION & RANGE

NO. 03

EXPLORATION & RANGE

- **What did the client ask for?**
 - **Did you deliver that? Did you go beyond the initial scope?**
 - **Show range within your 'focus'**
- *PASSION: How much time/ideas/effort were you willing to put into this project?*
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NO. 03
EXPLORATION & RANGE

dimensionofsightdesign.com

No. 04

QUALITY & CONSISTENCY

NO. 04

QUALITY & CONSISTENCY

- **Are your images/graphics high resolution?**
 - **Do you have any work that you feel is not up to the quality that you consistently deliver? TAKE IT DOWN**
 - **Do you present your work well? Do you present it beautifully?**
- *If you're a designer - everything you do must be designed well - website, portfolio, resume, etc.
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NO. 04
QUALITY & CONSISTENCY

tessbrz.com
