Contents of Portfolio cont.

Quality
Creativity & visual integrity
A unified body work showing a range of designs

Quantity
Numbers of Designs: Include only your best work!
Too little pieces → not enough to show talent and skills
Too many pieces → show a lack of editing ability
give a creatively weak impression
be repetitive

Design of Portfolio

Size
• Convenient and practical: 11″ × 14″ (most common)

Flow
• Coordination of formats: Portrait or landscape
• The sequence of your groupings affects the impression.
• Begin and end with your best work.
Design of Portfolio \textit{cont.}

- Aesthetics of presentation
  - Variety and unity
  - Professionalism
- A cohesive portfolio
  - A unified body work showing a range of designs and targeting a particular market
- Don’ts: hand-lettering

Portfolio showcases your creativity and an aptitude for apparel design not only through design work but also through the way design work is presented.

Sample Pages for Sophomore Portfolio

Cover (Introductory page)
Sample Pages for Sophomore Portfolio

Design and color: Two page spread

Sample Pages for Sophomore Portfolio

Fashion group: Flat sketches
Sample Pages for Sophomore Portfolio

Illustration and fabric swatch

Sample Pages for Sophomore Portfolio

Fashion Illustration: Pencil and marker rendering