PORTFOLIO

Portfolios are organized collections of images [e.g. graphic design examples, web design work, photography], writing samples, information, awards and acknowledgements that reflect your professional skills, experiences and accomplishments. Portfolios can either be online or kept in a professional binder. Hard copy portfolios should have section dividers and cover sleeves, and reflect your best work [not all of your work]. Portfolios should be organized by skill, intuitive to the viewer and easy to explain during a job interview or networking opportunity. Many portfolios contain professional reels to illustrate skill in media production or performance.

WRITING SECTION/SAMPLES

press releases	campaign strategies	proposals
news articles	feature articles	magazine articles
public services announcements	research	newsletters/pamphlets
copy editing	scripts [synopsis not full script]	

DESIGN SECTION/SAMPLES

interactive media	print design	brochures/pamphlets
flyers	newsletters	ads
presentations	photography	promotional items

EVENT PLANNING SECTION/SAMPLES

planning calendars/itineraries	event planning checklists	charts
estimates	budgets	event summaries [w/images]

PORTFOLIO LAYOUT EXAMPLE FOR STRATEGIC COM CAMPAIGN [example below from Ketchum website]

CLIENT
Roche

CHALLENGE
Roche and Ketchum set out to raise awareness among breast cancer patients (primarily women age 40 and over) that there are different types of breast cancer and that it is important to get the right diagnostic tests to ensure the most appropriate management of their disease….

SOLUTION
Ketchum worked with Roche to create the "Breast Friends" concept…

RESULTS
The Breast Friends campaign was an unprecedented…

[Add images of print ad designs or video file of film/video ad work]

REEL

[communications]

** **Reels** consist of samples of media production and performance and can either be online (e.g., website or blog) or on DVD or tape.*

FILM/VIDEO REELS [from Pixar]
Reels should be no more than 4 minutes long. Put your best work first. Include a title card at the beginning and end of the reel with all contact info [name, address, website, phone number, email]. Divide the reel into sections with frames in between stating what you did in the sequence [e.g. Sleeping ball: (June 2003) Group project; I shaded the plastic sphere in Slim/Renderman]. Utilize before & after sequences [e.g. shot before color correction; shot after color correction].

COMMON SECTIONS

editing	DVD authoring	motion graphics
audio editing	animation	color correction
cinematography	directing	lighting

NEWS REELS [RESUME TAPES]
Resume Tapes typically average 5 minutes and are formatted as such:
- An opening slate with name and contact information
- A montage of 3-5 stand-ups [anchoring may be included at the end of this montage]
- 2-3 packages
- Additional anchoring [optional]
- A closing slate with name and contact information

TIPS

1. DON'T post any work you've done for actual clients without getting prior WRITTEN approval from the client.
2. QUALITY not quantity. Only use your best work for your portfolio.
3. DO NOT simply just post videos or designs in portfolio sections without context; be sure that for each portfolio piece you add your **role**, the **client** the piece was for, and **technology** used. Be concise.
4. When writing your "About me" copy, frame it as a business bio.
5. Make sure your portfolio matches your industry. A journalist's portfolio will have mostly clips, and a video editor's portfolio will have a reel and video examples. Adding other work is fine (e.g. photography), but be sure you are marketing yourself accurately and can be easily identified by professionals in your chosen industry.

PORTFOLIO PIECE SUGGESTIONS BY INDUSTRY ——————

Journalism (Print & Online)

Writing Samples
> Hard (breaking) news stories
> In-depth issue news stories
> Feature length issue stories
> Human-interest feature stories
> Personality profiles
> Arts and entertainment stories
> Business news stories
> Sports stories
> Commentaries (column or editorial)

Layout and Design
> Photographs (breaking news)
> Photographs (feature)
> Photo slide show
> Multimedia news packages
> Video or audio news packages

Journalism (Broadcast News) (radio or television)

Writing Samples
> Hard news stories (tell stories/readers)
> Hard news stories (VOs, or VOSOTs)
> Sports stories (tell stories/readers)
> Sports stories (VOs and VOSOTs)
> Feature news or sports stories (reader, VOs, VOSOTS)
> Newscast run-downs and scripts

Pre-produced Work (radio voice-over or television stand-ups)
> Hard news packages
> Feature news packages
> Human-interest packages
> Personality profile packages
> Arts and entertainment packages
> Sports packages

Studio Work (on-set television (live-on-tape), on-air radio (telescoped))
> News anchor segments
> Sports anchor segments
> Weather segments
> Interview segments

Strategic Communications (PR + Advertising + Public Affairs)

Writing Samples
Press releases
Campaigns or proposals
News articles, feature articles
Magazine & Internet articles
Public Service Announcements (PSAs)
PowerPoint or multimedia presentations
Sample letters
Research abstracts

Layout and Design
Online work
Brochures
Pamphlets
Flyers
Newsletters
Photos
Corporate video productions (training, promotions, sales)

Other (as appropriate)
Planning calendars & itineraries
Excel charts for corporate organizations and presentations
Event planning documents

Broadcast and New Media

Writing Samples
Feature story scripts
Educational/training scripts
Entertainment segment scripts
Long-form news stories
Public service announcements (PSAs)
Promotional announcements
Commercials
Web site scripts and maps

Pre-Produced Work
Feature (news or sports) packages
Training videos (edited)
Long-form (news or sports) packages
Music videos
Public service announcements
Commercials
Promotional announcements
Web sites (links)

Film

Writing Samples

Story structure outline

Television pilot series blueprint (story, characters and episodes)

Feature film treatment (7-10 pages)

Television script (half-hour comedy, one-hour drama)

Film short script

Feature film script

Screenplays

Documentary scripts

Film studies paper

Produced Work

On-camera project pitch (TV pilot or film script)

Narrative film shorts (8-12 minutes)

Documentary film

Other

Feature film script reading with actors (3 key scenes)

Communication Science (Research)

Writing Samples

Short term paper (discussion using secondary sources)

Abstracts (of peer-reviewed articles pertinent to area of interest)

Survey of Literature (summary of pertinent works with bibliography)

Methodology paper (discussion of a specific research methodology pertinent to area of interest)

Research paper (using primary sources)

Productions

Charts (graphical representations of data)

Excel spreadsheets

Photographs, audio or video materials (used or gathered in research)

PowerPoint presentations

Multimedia presentations