

## **TIPS SHEET TO ACCOMPANY:**

*Visual Merchandising* 3<sup>rd</sup> edition by Tony Morgan

### **Creating a portfolio**

- A portfolio should contain examples of your current work, printed and presented in a folder or produced digitally and shown on a computer.
- Choose the best size of portfolio to showcase your work. A3 and A4 usually work well.
- Present work either in landscape or portrait format. Try not to mix the two as it can be annoying for a client to have to keep turning the portfolio to view the work.
- Make sure your portfolio is organized, neat and professional.
- Edit the portfolio to suit the job for which you are applying and place the most relevant work in the first section. It is vital that the first couple of pages reflect your understanding of the client's requirements.
- Give each project a title and include a limited amount of explanatory text. The client should be able to understand your work without the need for lengthy verbal explanations.
- Take the time to double check all written content, especially the titles and any store, designer or brand names to make sure they are spelt correctly.
- Include examples of other creative skills, such as design software, in-store visual merchandising and branding.
- Update your portfolio with new work on a regular basis.
- It is a good idea to keep a digital record of your work as there may be instances when you will be asked to submit a digital portfolio. A digital portfolio will allow you to include moving images such as GIFs, video or film. Collate your work on a website which can be accessed using a secure password.