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# Designer Portfolio Tips

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Whether you're searching for that first design job fresh out of school, starting your own freelance business or looking for that perfect design job, a designer's portfolio is crucial to their first impressions and road to success. For these intents and purposes we're going to offer tips on tangible portfolios (versus online), but the same principles can be applied to both. Here are some quick tips on presenting with pizzazz:

**Range**-Make sure your portfolio shows the scope of your work. You may have 15 print ads that are the shiznit, but you have to diversify your book so as not to be pigeonholed as a print designer if that's not what you're going for.

**Testimonials**-From satisfied clients, or if you're a student, some kind words from an impressed instructor. Create a separate page and solicit comments from people you've worked with (making sure you have permission to print them).

**Online**-Even though we're talking about print here, putting your portfolio online will make it easier for potential employers and clients to view your work on their own time.

**Neat**-Nothing says "I'm not a professional" than a sloppily-constructed portfolio. Don't be archaic and use tape or sticky notes. Make sure you organize it well yourself, or go the extra mile and have it printed to really "wow" 'em.

**Prepare**-Know what you're going to say if given the opportunity to go through your portfolio with a potential client or employer. Have an elevator speech for each project, including what your role was, your thought process, and how you listened to what the client wanted and delivered.

Follow these tips as a starting point and your portfolio will be well read.

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