# worksheet::portfolio
Questions to Get You Thinking About Your Career

"Your work is going to fill a large part of your life, and the only way to
be truly satisfied is to do what you believe is great work. And the only
way to do great work is to love what you do. If you haven't found it
yet, keep looking. Don't settle. As with all matters of the heart, you'll
know when you find it. And, like any great relationship, it just gets
better and better as the years roll on. So, keep looking until you find it.
Don't settle." —Steve Jobs
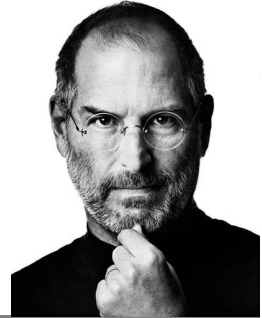
Overview ::
You can only be unhappy with yourself if you have not done your very best, or if you are comparing
yourself to someone else. Take time to celebrate each accomplishment, however small. You did good: get
a coffee, take a walk. Don't look at how much there is left to do. One thing at a time. Be organized.

Your portfolio is uniquely yours. It's neither better than nor worse than the next students. It's not a
scrapbook of everything you have ever done in school, but rather a visual invitation to show where you
want to go; a guide to creating your most excellent career-life possibilities. It introduces your very self as
well as your ideas, creative process and production skills to an expanding network of family, friends,
potential collaborators and employers, freelance opportunities, and the design community.

Your portfolio is your ticket to infinity and beyond. But, before you can begin to create your portfolio, you
have to know where it is that you want it to take you (besides out of here).

Take two minutes to sit in the whole brain posture. Do a brief zebra dance first if necessary. Then
thoughtfully complete these pages. Be very specific. Add as many other details as you like. You may alter
them at a later time. Goals can change with new directions added.

Remember that *who you are* and *what you can contribute* is more important than what you have already
done. Employers are not hiring you for what you have done, but for the work that you will do for them.

You will be required to revise existing projects and produce new work for your portfolio. Originality of
content will be required, except in some individual project circumstances. In every project, proper credits
and permissions will be required on the final portfolio pages.

Dates and Deliverables ::
Complete this worksheet before the beginning of class on **Thursday, April 3rd, 2025** (Week 01). You can
either hand-write your answers on this worksheet (then scan into the computer), or download the PDF from
the class website and complete it digitally (it's a fillable form). Either way, upload your final version to this
assignment on Canvas.

In whichever way you complete this assignment, do your best to thoughtfully answer these questions for
yourself and not me as the instructor.

This worksheet is worth 40 points.

imagining your career

Your Big Goal ::

- What do you really, really (sky is the limit) want to do?

- Does your dream job have an existing name?

- What will your business card say?

- How will your portfolio start you on the path to reaching your goal?

- What will it feel like once you have reached your goal?

- What will people say about you?

- What will you say about yourself?

your background

Share a bit about yourself ::

Hobbies earlier and now	
Places you have lived	
Education	
Other training and skills	
Campus work	
Part time jobs	
Full time jobs	
Volunteer opportunities	
Other unique things about you	
and...	

creative process

Creative process— from here to there ::

- Define your creative process, step-by-step:

- What role does sketching play in your work? Do you enjoy it?

- What roles do brainstorming, mind mapping and word lists play in your work?

- What are your strengths in the design process?

- What about research beyond Google?

- What would you like to learn to do better?

- Where do you usually get stuck?

- How do you get ideas?

- What would you like to hear people saying about you?

- Other notes:

Production process—getting it done ::

- In what software and techniques are you most confident?

- What do people say about your technical skills?

- How do you feel when people look at your file management?

- If they looked at all the invisibles in your Illustrator documents what would they find?

- What are your crafting, mounting and mockup skills?

- If a project is just not right, are you willing to start over?

- Do you know when it's not right?

Working with others ::

- If something isn't working are you willing to ask for help?

- Talk about your comfort in working with a group.

- Are you an in-charge person, or do you wait to do as you are asked?

- Do you have ideas or ways of doing things better but are reluctant to speak out?

- Do others seek your opinions and skills?

- Do you prefer to work alone?

Communication ::

- Are you confident in presenting your work to others?

- How do you prepare for presentations?

- What presentations skills are you working on?

- Are you friendly but professional?

- Are you comfortable using your design vocabulary?

- Do you have good grammar in speech and in writing?

- Where do you go for help?

- How about your writing skills?

- Do you have the ability to write and present a project proposal including a budget, plan and schedule?

- Do you currently own a "dressed-for-success" outfit?

- What else:

your portfolio

Thinking about showing your professional work ::

- What will the cover look like?

- What do you see in your portfolio in general? You will be specific on the next page.

- What should the first impression be?

- What will it tell your audience about your qualifications?

- How do you use color? Is a favorite color evident?

- How do you use typography? Do you use a variety of typefaces effectively?

- Do you create your own
  - Illustrations?
  - Photo illustrations?
  - Code?
  - What else?
  - Photos?
  - Graphics?
  - Animations?

- What special skills do you want to be evident?

- If you're good at organization, how is this evident?

- Do you thrive on production? How does this show?

- What big ideas are represented in your portfolio?

- What work is beyond decorative or trendy?

- What sets you apart from other entry-level professionals?

- What is your strongest piece and why?