Portfolio Guidelines

Plan your design

When planning your online portfolio, first make sure you have a clear vision of its purpose. What do you want to convey? Who is your intended audience? The answers to these questions will have a great impact on the design choices you make. For instance, think about how the overall look and content of the website of a classical violinist would differ from that of a rock band. Each musician is trying to reach a different audience, and will tailor the design of their website to match.

Design guidelines:

- The design should serve the purpose of your website
- Keep the theme consistent across all pages
- Use only a few fonts and colors and keep these consistent – you may use different fonts for headings vs. body text, but keep these consistent. Use the same color and font for all headings or for all body text
- Use text colors that contrast with the background – for instance, don’t use black text on a navy blue background. Keep in mind that it is easiest for our eyes to read black text on a white background, so if you have a large section of text, it’s a good idea to go with dark text on a light background, rather than the reverse

Organize your content

Once you decide on the overall theme of your portfolio, plan how you want to organize your content. Since your portfolio is a means of communicating with your intended audience, you want to make it as easy as possible for that audience to find the content they want.

- Each new page you add should have a clear and distinct purpose
- Use headings that clearly indicate what information can be found on that page

Add content

Your portfolio should tell us about who you are as an artist, so include content that best accomplishes that goal. Tell us about yourself and your experiences, and include examples of your best work. Your portfolio should at minimum include the following elements:

1. A photo of you
2. A bit about you – tell us what you do, a bit about your performance/design experiences and education
3. Resume (properly formatted)
4. Examples of your work – pictures, videos, or audio recordings which showcase your best work

While not required, you may wish to include content which serves as a testament to the quality of your work. These could include:

1. Awards and prizes received for your work
2. Reviews of your work, such as excerpts from in the local or campus newspaper
3. Recommendations