COOPER HEWITT

PORTFOLIO GUIDE + REFLECTION

DESIGNERS' TOP PORTFOLIO TIPS:

- Share your process and tell a story. Reviewers and hiring managers want to know who you are and how you work, not just what you make.
- Credit your collaborators. The design world is small and people like to know how you work on a team!
- Only show what you love.
- Form follows function. Make sure your portfolio platform and design work for what you are sharing.
- Don't be afraid to share lessons learned. Great designers are reflective.
- Remember, this is a never-ending work in progress!

1. TELL YOUR DESIGN STORY

Reviewers, admissions counselors, and hiring managers don't just want to see your work, but they want to know who you are. Telling your story effectively is an important aspect when building a body of work! Consider this:

- One word I would use to describe my design process is _____.
- I want to create a world that is more _____.
- Something I want to communicate via my portfolio is _____.

WORD BANK:

- curious
- detail oriented
- research-based
- hands-on
- experimental
- conceptual
- collaborative
- sustainable
- empathetic
- multi-disciplinary
- forward-thinking
- speculative
- process-driven
- change making
- innovative
- user friendly
- accessible
- healing
- empowering
- visionary

2. CONSIDER A CASE STUDY

A portfolio can offer you an opportunity to peel back your design process. In many cases, it is not just what you can do, but how you do it! Consider how you can pull out process images, highlight collaborators, and share any lessons learned along the way. Try answering the questions below as a start:

- Select a portfolio piece.
- Consider the context: Was there a design brief? Were you a part of a team?
- What did you learn in the process? How might you make this learning visible in your portfolio?