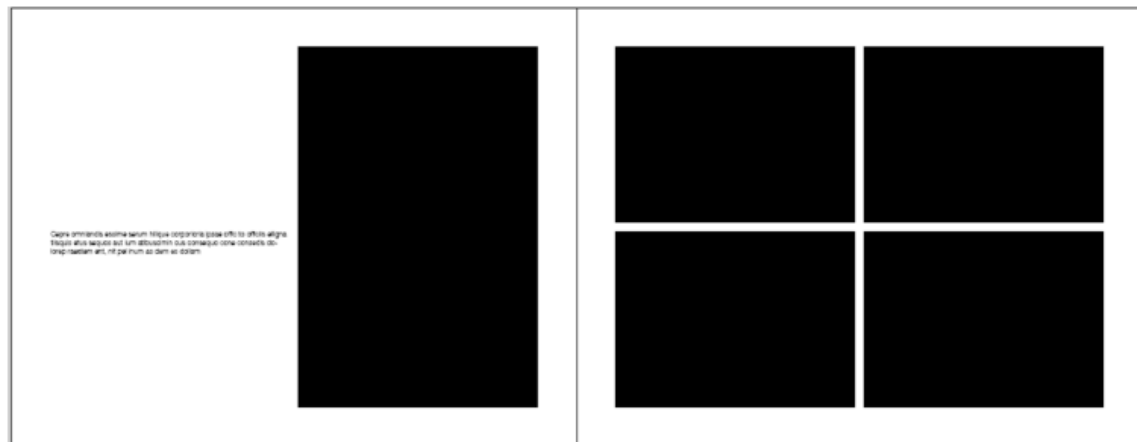
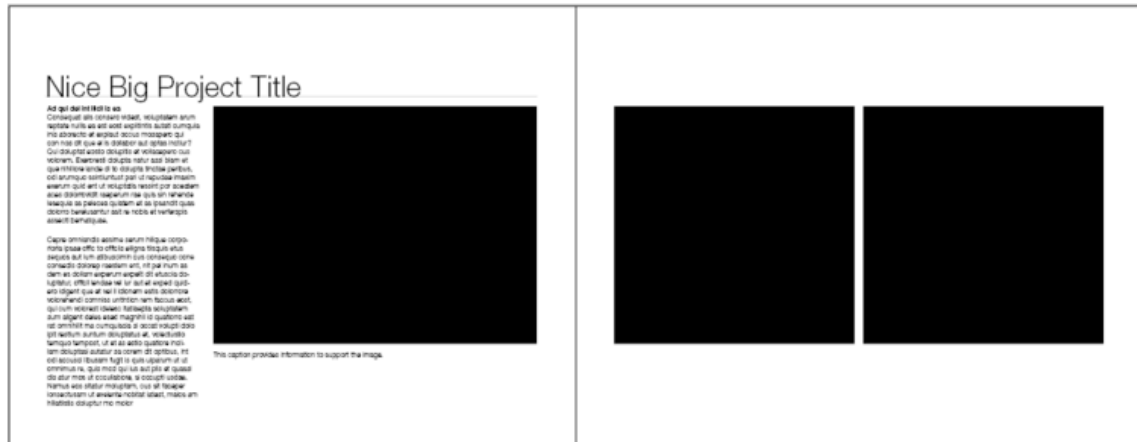


# Designing Portfolios

Employers expect your portfolio to reflect your design sense, and it also has to be striking and professionally prepared. These tips will help you showcase your work.

## Use InDesign

With InDesign you can use the power of a master page to create a grid system for laying out your portfolio. This means that you'll have a consistent design structure throughout the document.



To create a grid, go to the master page (from the top menu, Go to Page >> A-Master) and use the rectangle frame tool to make a box aligned with the margins.

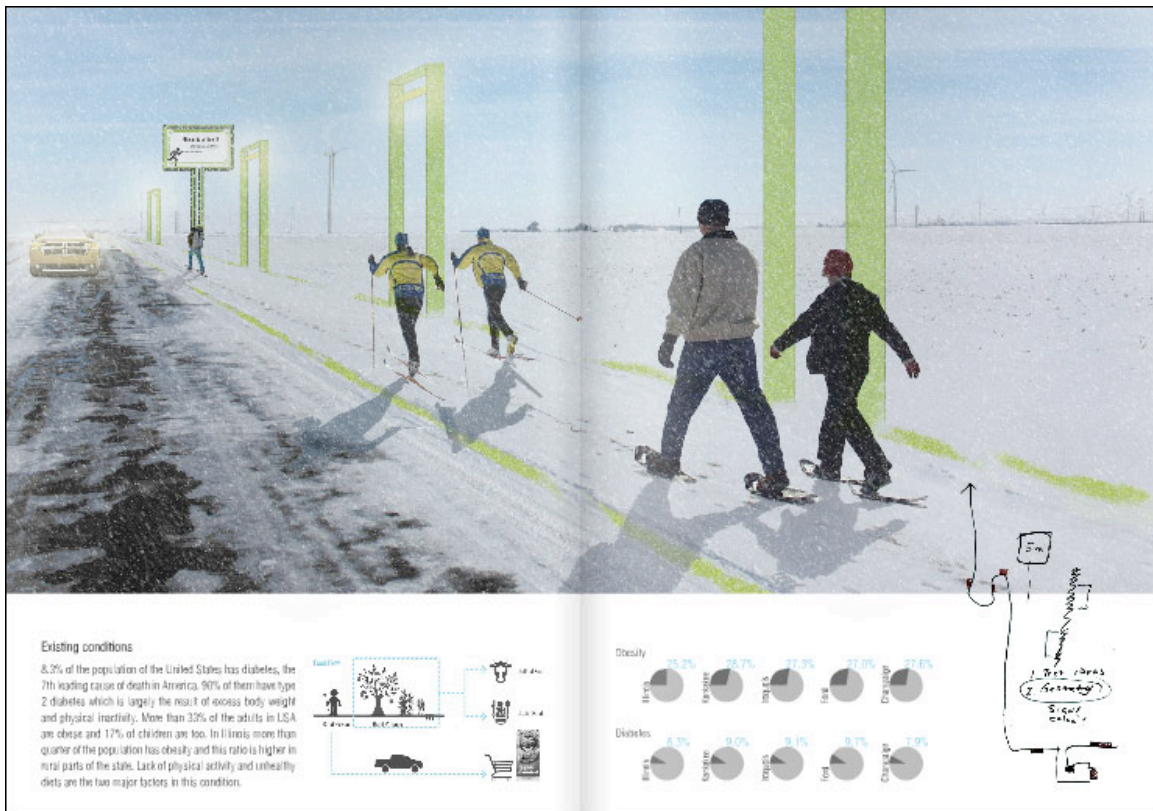
Make sure that the box is active (selected), and from the top menu, go to Window >> Utilities >> Scripts >> Application >> Samples >> JavaScript >> Make Grid. You will get a pop-up dialog box asking for the number of rows and columns you want in your grid. Enter "6" for both the number of rows and the number of columns (this will give you a very flexible grid to work with), and then click the OK button. InDesign will place a grid of boxes on the page. Next, select all the boxes, return to Window >> Utilities >> Scripts on the top menu, and select down to JavaScript >> Add Guides. Uncheck boxes so that you create guides at the top, left, bottom, and right only. Once the guides are in place, move the boxes to the right master page, and then go through the process of adding right and left guides only to that page. Finally, delete the boxes and move out of the master page section and into your document pages. You should see matching guides on all pages of your document.

## Use Paragraph Styles

Paragraph Styles are used to control font choices, sizes, colors, spacing, indents, tabs, and other settings for heads, subheads, and body text globally. In other words, if you decide that heads will be 40 points, Helvetica Neue Light, orange, with an underline offset by .5 points, and indented .25", they will be styled that way on every page. If you change your mind tomorrow, you can redesign all the heads in your document in a matter of seconds. This feature can save you hours of work on any project. It can be found under Window >> Styles >> Paragraph Styles.

## Don't Crowd the Page

It can be tempting to gather all your work for a project onto a single spread so that the pieces can be seen together, but squeezing images and text is visually disappointing and lessens the impact of your work. The following spread conveys enough information to explain the benefits of the design solution, but it's also uncluttered and well balanced.



## Avoid Decoration

It's easy to focus on the large image in our example spread because there are no distracting color blocks, fancy page numbers, intricate borders, or other overly decorative elements. Employers want to see what you did in class, not how elaborate you can make your portfolio.

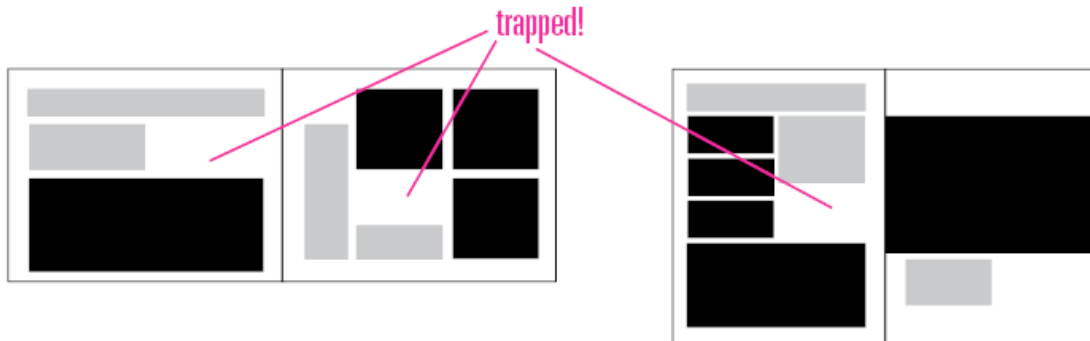
## Have a Clear Hierarchy

Ask yourself where the reader should look first, second, and third. Then make sure to size and place type and images so that they are arranged to fit this sequence. Test your portfolio on several people to see if they respond as you'd planned. If they don't, keep experimenting until you achieve your desired results.

## Align Elements

Line up your elements—that's what the grid you made is for. Consistent alignment throughout your portfolio makes it easier for the viewer to follow along, and it also shows that you have attention to detail, professionalism, and good design practices.

## Don't Trap White Space



White or light areas look better on the outside of the page (see the bottom right-hand corner in the right spread). Don't box in white space or else your layout may look unbalanced.

## Typography

# Bodoni

Because of its dramatic thick letters with thin serifs, Bodoni can be hard to read. Limit the use of high-contrast fonts like Bodoni to heads or when you want to emphasize a few words on your page. Use a low-contrast font like Garamond for large amounts of text.

Adobe Garamond