*Portfolios are organized collections of images [e.g. graphic design examples, web design work, photography], writing samples, information, awards and acknowledgements that reflect your professional skills, experiences and accomplishments. Portfolios can either be online or kept in a professional binder. Hard copy portfolios should have section dividers and cover sleeves, and reflect your best work [not all of your work]. Portfolios should be organized by skill, intuitive to the viewer and easy to explain during a job interview or networking opportunity. Many portfolios contain professional reels to illustrate skill in media production or performance.*

**WRITING SECTION/SAMPLES**

- press releases
- news articles
- public services announcements
- copy editing
- campaign strategies
- feature articles
- research
- scripts [synopsis not full script]
- proposals
- magazine articles
- newsletters/pamphlets

**DESIGN SECTION/SAMPLES**

- interactive media
- flyers
- presentations
- print design
- newsletters
- photography
- brochures/pamphlets
- ads
- promotional items

**EVENT PLANNING SECTION/SAMPLES**

- planning calendars/itineraries
- estimates
- event planning checklists
- budgets
- charts
- event summaries [w/images]

**PORTFOLIO LAYOUT EXAMPLE FOR STRATEGIC COM CAMPAIGN** [example below from Ketchum website]

**CLIENT**
Roche

**CHALLENGE**
Roche and Ketchum set out to raise awareness among breast cancer patients (primarily women age 40 and over) that there are different types of breast cancer and that it is important to get the right diagnostic tests to ensure the most appropriate management of their disease....

**SOLUTION**
Ketchum worked with Roche to create the “Breast Friends” concept...

**RESULTS**
The Breast Friends campaign was an unprecedented...

[Add images of print ad designs or video file of film/video ad work]
* Reels consist of samples of media production and performance and can either be online (e.g., website or blog) or on DVD or tape.

FILM/VIDEO REELS [from Pixar]
Reels should be no more than 4 minutes long. Put your best work first. Include a title card at the beginning and end of the reel with all contact info [name, address, website, phone number, email]. Divide the reel into sections with frames in between stating what you did in the sequence [e.g. Sleeping ball: (June 2003) Group project; I shaded the plastic sphere in Slim/Renderman]. Utilize before & after sequences [e.g. shot before color correction; shot after color correction].

COMMON SECTIONS
- editing
- audio editing
- cinematography
- DVD authoring
- animation
- directing
- motion graphics
- color correction
- lighting

NEWS REELS [RESUME TAPES]
Resume Tapes typically average 5 minutes and are formatted as such:
- An opening slate with name and contact information
- A montage of 3-5 stand-ups [anchoring may be included at the end of this montage]
- 2-3 packages
- Additional anchoring [optional]
- A closing slate with name and contact information

TIPS
1. DON’T post any work you’ve done for actual clients without getting prior WRITTEN approval from the client.
2. QUALITY not quantity. Only use your best work for your portfolio.
3. DO NOT simply just post videos or designs in portfolio sections without context; be sure that for each portfolio piece you add your role, the client the piece was for, and technology used. Be concise.
4. When writing your “About me” copy, frame it as a business bio.
5. Make sure your portfolio matches your industry. A journalist’s portfolio will have mostly clips, and a video editor’s portfolio will have a reel and video examples. Adding other work is fine (e.g. photography), but be sure you are marketing yourself accurately and can be easily identified by professionals in your chosen industry.
PORTFOLIO PIECE SUGGESTIONS BY INDUSTRY

Journalism (Print & Online)

Writing Samples
- Hard (breaking) news stories
- In-depth issue news stories
- Feature length issue stories
- Human-interest feature stories
- Personality profiles
- Arts and entertainment stories
- Business news stories
- Sports stories
- Commentaries (column or editorial)

Layout and Design
- Photographs (breaking news)
- Photographs (feature)
- Photo slide show
- Multimedia news packages
- Video or audio news packages

Journalism (Broadcast News) (radio or television)

Writing Samples
- Hard news stories (tell stories/readers)
- Hard news stories (VOs, or VOSOTs)
- Sports stories (tell stories/readers)
- Sports stories (VOs and VOSOTs)
- Feature news or sports stories (reader, VOs, VOSOTS)
- Newscast run-downs and scripts

Pre-produced Work (radio voice-over or television stand-ups)
- Hard news packages
- Feature news packages
- Human-interest packages
- Personality profile packages
- Arts and entertainment packages
- Sports packages

Studio Work (on-set television (live-on-tape), on-air radio (telescoped))
- News anchor segments
- Sports anchor segments
- Weather segments
- Interview segments
Strategic Communications (PR + Advertising + Public Affairs)

Writing Samples

- Press releases
- Campaigns or proposals
- News articles, feature articles
- Magazine & Internet articles
- Public Service Announcements (PSAs)
- PowerPoint or multimedia presentations
- Sample letters
- Research abstracts

Layout and Design

- Online work
- Brochures
- Pamphlets
- Flyers
- Newsletters
- Photos
- Corporate video productions (training, promotions, sales)

Other (as appropriate)

- Planning calendars & itineraries
- Excel charts for corporate organizations and presentations
- Event planning documents

Broadcast and New Media

Writing Samples

- Feature story scripts
- Educational/training scripts
- Entertainment segment scripts
- Long-form news stories
- Public service announcements (PSAs)
- Promotional announcements
- Commercials
- Web site scripts and maps

Pre-Produced Work

- Feature (news or sports) packages
- Training videos (edited)
- Long-form (news or sports) packages
- Music videos
- Public service announcements
- Commercials
- Promotional announcements
- Web sites (links)
Film

Writing Samples
- Story structure outline
- Television pilot series blueprint (story, characters and episodes)
- Feature film treatment (7-10 pages)
- Television script (half-hour comedy, one-hour drama)
- Film short script
- Feature film script

Screenplays
Documentary scripts
Film studies paper

Produced Work
- On-camera project pitch (TV pilot or film script)
- Narrative film shorts (8-12 minutes)
- Documentary film

Other
- Feature film script reading with actors (3 key scenes)

Communication Science (Research)

Writing Samples
- Short term paper (discussion using secondary sources)
- Abstracts (of peer-reviewed articles pertinent to area of interest)
- Survey of Literature (summary of pertinent works with bibliography)
- Methodology paper (discussion of a specific research methodology pertinent to area of interest)
- Research paper (using primary sources)

Productions
- Charts (graphical representations of data)
- Excel spreadsheets
- Photographs, audio or video materials (used or gathered in research)
- PowerPoint presentations
- Multimedia presentations