

CASS 1010: Arts Scholar Seminar
10 Minute Portfolio Presentation Guide
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Sources for this Guide

- <https://brianlovin.com/writing/how-to-give-a-great-product-design-portfolio-presentation>
- <https://uxdesign.cc/how-to-ace-portfolio-presentations-in-product-design-interviews-a41fb74adfa8>
- <https://www.designerfund.com/blog/how-to-ace-your-portfolio-presentation/>
- <https://www.figma.com/blog/five-steps-to-nailing-your-portfolio-presentation-in-design-interviews/>
- <https://www.artinstitutes.edu/about/blog/an-easy-to-follow-guide-for-presenting-your-portfolio>

HOW TO PREPARE FOR THIS PRESENTATION

Practice delivering this presentation.

- Don't "wing" it. Do practice your presentation so it looks like you are "winging" it. You didn't haphazardly create or "wing" the work you will share with us. Make sure your presentation matches the commitment you put into the work you will present to us.
- Don't end up searching for images online during your presentation. Have all materials ready to go with no "fumbling" around.
- Make sure it sounds like you have talked about this material before.
- Be ready to answer any questions that arise along the way.
- Pay close attention to time and the 10-minute time limit as you rehearse.

Pay attention to the qualities of the materials you present.

- The way you organize your presentation, the quality of the "look" of your presentation materials, etc., all say much about your artistic sensibilities.
- Carefully choose fonts, colors, layouts, etc., as these visual elements will silently reflect on your overall artistic aesthetic.
- Remember that less can be more when creating the design and look of your presentation materials.
 - More than **two CONTRASTING** fonts can make a page look cluttered or informal.
 - Put simple descriptions next to images, links to recordings, videos, etc. **Label everything!**
 - Make sure any print materials, web pages, presentation pages remain uncluttered and easy to view.
- Although not applicable to this class, when submitting materials electronically through email, always attach documents that can be easily downloaded. Don't include links that to services like Google Drive that require the reviewer to go there just to download the document. Links to large files like streaming videos that cannot be downloaded are fine.

Relax and Be Yourself

- Be open and communicative.
- If you feel you have to move through your presentation too fast while rehearsing, remove some items so you can move at a comfortable pace.
- Be mindful to present your best self, whatever it is.
- Make sure your audience understands this work is your focus and not something you do as a hobby, recreationally, or on the side to some other more important thing.
- Although not imperative, keep interviewers/audiences engaged by teaching them ANYTHING during the presentation if you can.
 - Did something surprise you about your work, yourself in relation to your work, etc.?
 - Have you learned a new way to do something?
 - Have you discovered something new in your art form?

THE PRESENTATION (10 MINUTE TIME LIMIT)

PART 1: Personal Introduction (2 Minutes or Less)

Think about this presentation as sharing a story of you as artist, the type of work that most excites you, and how you achieve this work.

- Where you are from?
- What type of artist are you?
- What are you majoring in and how does this relate?
- What led to your interest in your art form and/or major?
- Any REALLY IMPORTANT specifics about you related to this presentation?
 - Remember, the only personal information you want to share should be directly related to the work you present and less about unrelated personal interests.

PART 2: Overview of 2 Contrasting Projects/Works (3 Minutes for Each Project or Less)

- Be selective and concentrate on the two projects you are most proud of.
 - Select two projects you appreciate the most and not necessarily ones you worked the longest on.
 - If you were part of a team, clearly define your role in the work and acknowledge any other collaborators.
 - For each project, make sure to include the “5 W’s” of Who, What, When, Where, and Why.
- Don’t assume your audience understands discipline specific terminology.
- Make sure to share your creative process leading to the project outcome.
 - Don’t just show outcome (final recordings, images, video, etc.) Bring your audience along in your story of the project from conception to completion.
 - Final outcome (a photo, painting, piece of music, etc.) is quite subjective. Your audience will often decide whether they like it at face value alone.
 - Your “story” of the process leading from conception to completion can make the presented tangible outcome more accessible and possibly even more important to your audience.
 - Share the story of your creative process for each project because it is unique to you and can set you apart from others.
 - Where did you start?
 - How did you identify what the work needed?
 - What did you learn along the way?
 - Is there something interesting to someone outside of your discipline about your process?
 - Show before and after images (or other equivalents to illustrate process) if possible.
- Feel open to discuss any limitations, ideas that did not work, or other issues encountered in the projects you share. This can relay your openness to exploration, learning, and new ideas.

PART 3: Future Plans, Questions, and Wrap up (2 Minutes or Less)

- Conclude by briefly telling us what you are looking forward to in your work.
- Let the audience know you would appreciate hearing their thoughts on your work or that you would be excited to answer any questions about your work/presentation.
- Thank everyone for listening and invite them to view more resources if you have them.