# Introduction

Students in SOIS with concentrations in art have the task of making their work readily available to employers and potential clients. In a world dominated by technology, traditional and digital mediums are more likely to be seen on the internet. Creating a composed and concise website to host a student’s portfolio can enhance their work as well as show their multitude of disciplines.

## Professional vs Recreational Portfolios

A recreational portfolio is for your use to show whatever artwork you may choose. A professional portfolio has an objective in mind, generally to get a job or clients. While a recreational website can showcase all of your artwork, a professional portfolio should only show your best artwork.

## Objectives and Conceptualization

Anyone creating a portfolio should have an objective:
- Get a job
- Sell artwork
- Gain reputation
- Communicate

This will give direction for a portfolio concept. If you’re goal is to get a job then you want to showcase only your best work as well as the work that is marketable and shows skills. When selling artwork you would only show the art that’s available for sale. Gaining reputation is more for showcasing talent rather than having a set goal in mind. If you want to use your portfolio to communicate than you would use it along with social media to interact with other artists.

## Design

There are many different sources for website design as well as portfolio creation, however when designing a website for portfolios there are a few clear rules:

- **Use simple designs, don’t overcrowd**
- Easy navigation
- Always provide contact information
- Don’t use a “free” website creation site. You can just as easily find someone with skills to help or learn basic HTML, CSS, and Javascript
- All portfolios should be mobile friendly
- Lump artwork types together in a way that makes sense
  - Graphic designs have one sections and traditional artwork has another section

## Artwork Selection

Every major is different and every major will tell you to do something different when you’re selecting your artwork. However, there are obvious things that all artists should do when selecting artwork:
- 15-20 images maximum
- Only select your best artwork
- If it’s not “technically” perfect, don’t put it in
- Be selective
- Don’t pick something because it’s personal. Just because it’s personal and interesting to you, doesn’t mean that someone else will find it interesting
- When in doubt, throw it out
- **Don’t go it alone.** Editing your own artwork is a terrible idea
- When having your portfolio reviewed, if a piece of work is ignored, don’t put it in. Take it out and move on to the next interesting image
- Having people talk about an image is more important than having it ignored

## SOIS Application

As members of the School of Individualized Study, we have the daunting task of putting all of our disciplines in one singular place. Or in some cases we don’t put them in a single place. Having a portfolio for each of your concentrations is better than crowding one website and possibly distracting your audience. Consider this:

Are your disciplines linked? Can you put them together without confusing your audience?

How many different resumes do you have? If you have one resume, consider making one portfolio. If you have more than one than you should make a portfolio for each of your concentrations. Do your other concentrations need a portfolio? If not, consider not making one.

Creating a website can be just as effective in showing multiple disciplines than not.

## References