

The Graphic Designer's Guide to Portfolio Design

By Debbie Rose Myers

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Landing a job in graphic design or multimedia starts with the creation of a portfolio that showcases a student's best work. With sample portfolios, interviews with leaders in graphic design and advertising industries, and step-by-step instruction for creating professional print and digital portfolios, this book helps students successfully transition from design student to design professional. Now fully updated, it is the only guide to creating job-winning print-based and digital portfolios specifically for graphic designers.

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The Graphic Designer's Guide to Portfolio Design By Debbie Rose Myers Bibliography

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Editorial Review

From the Back Cover

How to create job-winning print and digital portfolios

Landing a great job in graphic design or multimedia starts with creating a portfolio that presents your best work in style. With sample portfolios, interviews with leaders in the graphic design and advertising industries, and step-by-step instruction for creating professional print and digital portfolios, this book tells you what you need to know to make the transition from design student to design professional—including up-to-the-minute advice on marketing yourself via social media.

You'll learn:

- What every winning creative or design portfolio should include
- How to design a simple and appealing digital portfolio interface
- Things that can go wrong when developing your portfolio—and how to fix them
- How to write excellent resumes, artist's statements, and cover letters
- How to get the most out of HTML5, InDesign, and Adobe Edge
- Tips and tricks to truly impress during a job interview

The best way to convince a prospective client or employer that you have what it takes to succeed is to let your work speak for itself. *The Graphic Designer's Guide to Portfolio Design* gives you all the guidance you need to make your work be heard loud and clear.

About the Author

Debbie Rose Myers, MFA, EdS, is a professor of graphic design, advertising, and web design at the Art Institute of Fort Lauderdale in Florida, where she also teaches portfolio design courses and develops curricula for graphic design and multimedia programs.

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Steven Williams:

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