

PORTFOLIO LAY-OUT handout

product communication and presentation
design drawing techniques



The objective of this course is creating a professional portfolio of your work as a designer, easily accessible with a clear view of your vision and ambition.

Making a portfolio is in fact making a visual composition using drawings, photos and other images, text, headers/footers and textual elements.

To make a professional portfolio, which must be flexible considering future work, you will have to make a basic lay-out first, a so-called page-grid.

A page-grid is a frame of lines, in which all the elements mentioned can be placed.

It gives your portfolio a uniformity, which opens up the contents of the portfolio more easily.

The overall view will have more clarity, which will make all the elements more readable.

The size of the portfolio must be A4; but you can choose "landscape" or "portrait".

In this handout you will find examples of different pages based on the same grid.

As you can see, the grid fixes the position and size of the column(s) and also the margins around and in between the columns.

Besides it fixes recurring elements like page numbers and headings.

When you look at the examples of these grid based lay-outs, you can see that a photo or a drawing can fill the size of one, two or more columns.

Notice that there is no need to cramp the elements in the grid.

Variations and slight interruptions can even make your lay-out more vivid and attractive.

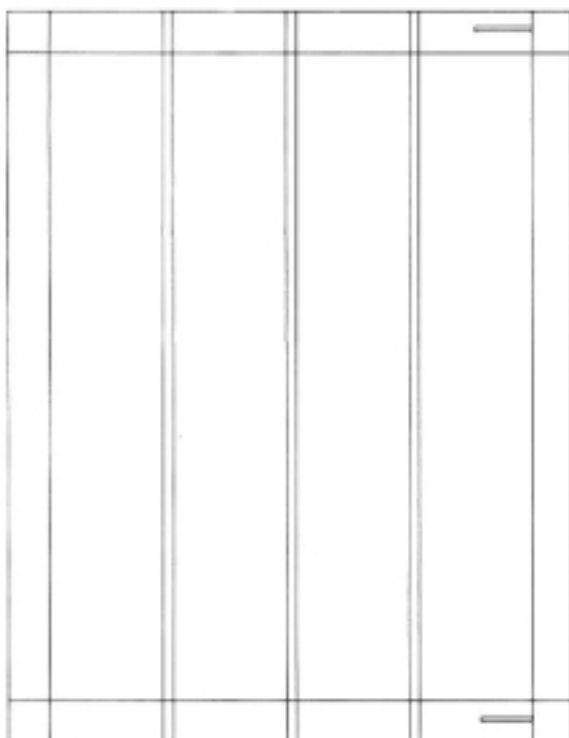
A portfolio is definitely not the same as a magazine. That's why in a portfolio the images will dominate the overall picture.



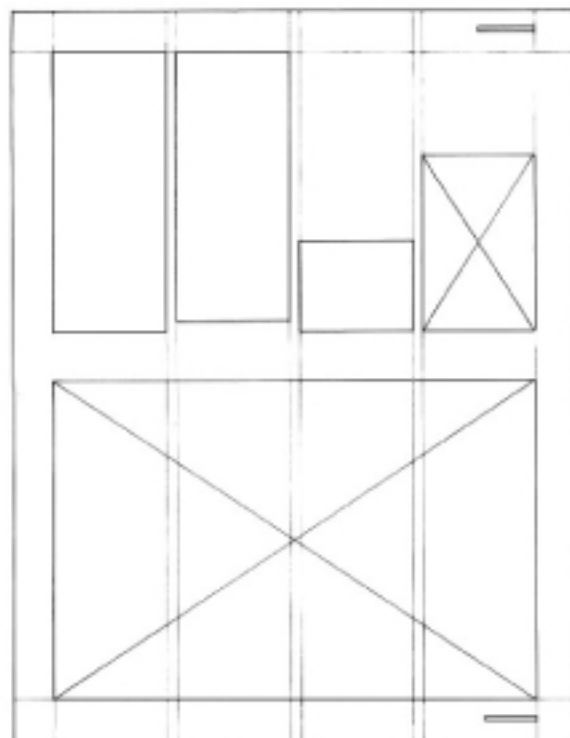
example 1

a page from 'Items'
(dutch magazine)

page-grid (4 columns)



lay-out of this page

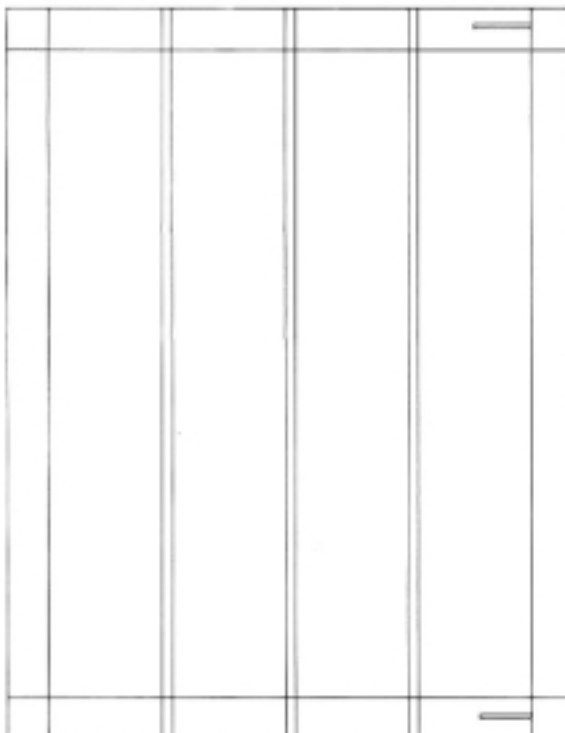




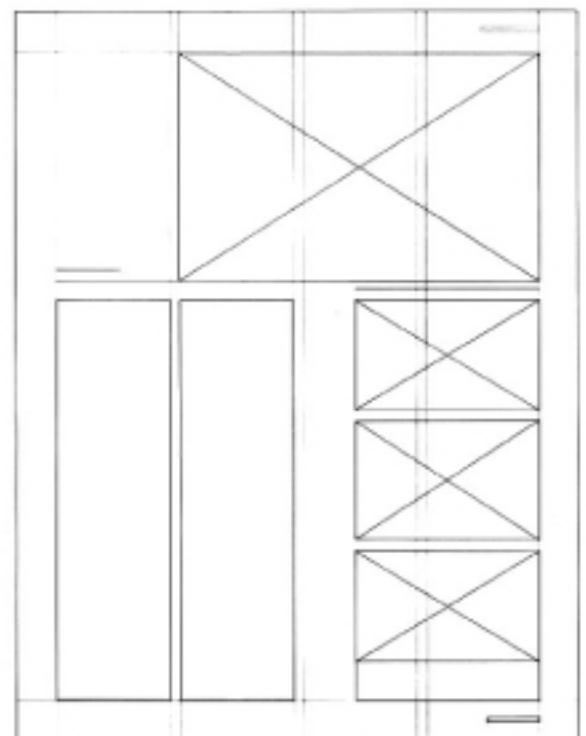
example 2

another page from 'Items'

page-grid (the same as in example 1)



lay-out of this page

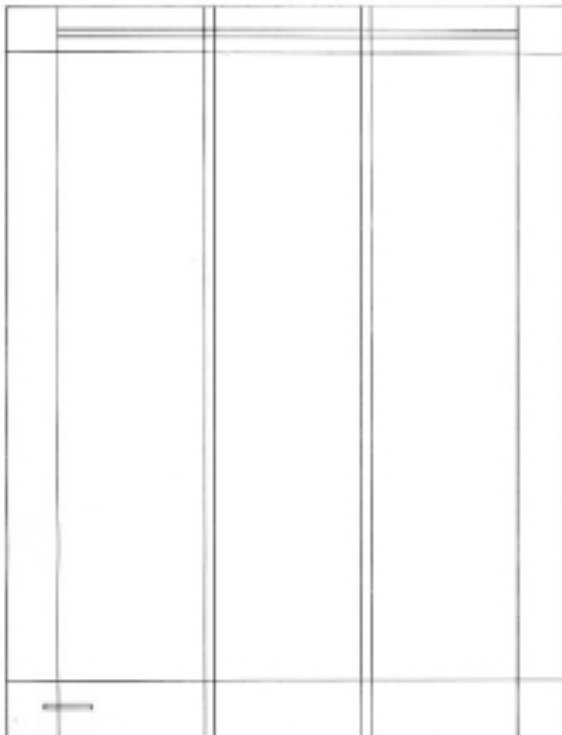




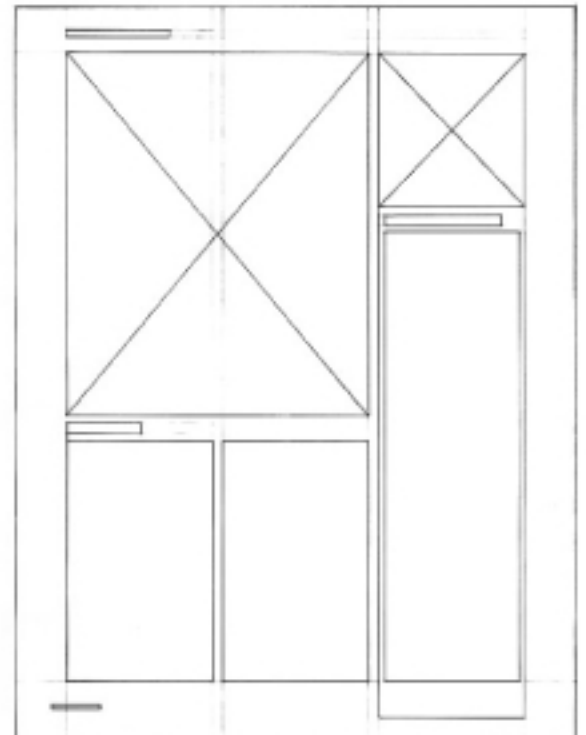
example 3

a page from 'Wallpaper'
(an international magazine)

page-grid (3 columns)



lay-out of this page

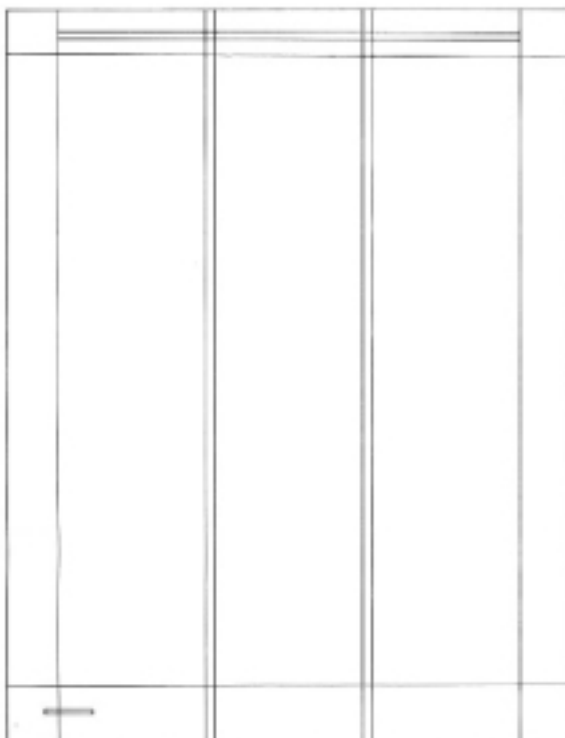




example 4

another page from 'Wallpaper'

page-grid (the same as in example 3)



lay-out of this page

