

Portfolio Descriptors: concise writing about your projects

1. Use a hierarchy—something that works well is:

- **Category** (i.e. *Packaging, Publication, Website, Illustration, etc.*)
 - **Title** of Project or Company (i.e. *Smart Car, Print Magazine, etc.*)
 - **Description** of project & solution(s) (specifically talk about your design challenges, requirements, and decisions during the project)
 - **Size:** if appropriate (i.e. 11" x 17", 4 x 6 in.)

Blurb phrases:

In the language of design, the word "problem" — as in: *problem & solution* — could create a negative spin. Preferable language might include: "*challenge/solution*", "*approach/presentation*", "*project/outcome(s)*", "*question/answer*", "*guidelines/delivery*", "*choices/decision*", etc. --or-- any mix 'n' match of these.

Words to perhaps use:

- **Client**
- **Project**
- **Concept Art**
- **Personal Project**
- **Self-Promotion**
- **Proof-of-Concept**
- **Proposal**
- **Development**
- **Research**
- **Background**
- **Experimental**

2. Don't list the class name that the project was created for.

3. Don't list the software/version number used to create the project.