

PORTFOLIO DESCRIPTORS: concise writing about your projects

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 (for example: 11" x 17", 4 x 6 in.)

Blurb phrases:

In the language of design, 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).

Useful words:

- Client
- Project
- Concept Design/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 or version number used to create the project.