

# Getting You Hired:

## PHYSICAL PORTFOLIOS • WEBSITES • PORTFOLIO REVIEWS

### PHYSICAL PORTFOLIOS Put your best foot forward, and sweep all the dustbunnies under the rug.

#### BOOKS + BOXES



- Do not show originals
- No extra shiny sleeves
- No bigger than 11x17"

- You are going to be judged on your print quality, so color-correct carefully
- Printed books are great (Blurb)

#### DIGITAL DEVICES



- Apps, not Albums (MinimalFolio, Foliobook)
- Do not rely on the internet to pull up your website

- Tablets are ideal, Laptops are distracting, Phones are too small

#### » ADs JUDGE YOU BY YOUR BEST WORK, HIRE YOU BY YOUR WORST

It's better to have fewer pieces of great work than more pieces of mediocre work.

#### » TELL A STORY

Consider your pacing carefully. Your portfolio should be a journey through your work—it should feel well-planned. Show your portfolio to others (artists and nonartists) and to a crit group to get feedback and refine.

#### » IT'S OK TO HAVE SUBCATEGORIES

If you work in different disciplines (concept art, book covers, comics), or have multiple styles then have different sections to your portfolio. Don't go overboard. Don't ruin your flow with too many categories. Put the strongest section first.

#### » START STRONG, END STRONG

Your strongest pieces should be first and last. Adjust the pacing so your book doesn't feel like it's just organized by a diminishing scale of skill.

#### LEAVE-BEHINDS



—The goal is to hand the AD something that they will want to keep around. Be useful or clever or both.

- Give up on the QR codes already.
- When in doubt, just print a simple and clean business card. Art on one side, info on the other. Moo cards are great, you can have multiple backs—let the AD pick their favorite.
- Don't waste money on clutter. ADs don't need big prints of your work unless they ask.
- Art books and sketchbooks are great if you are also going to sell them to your fanbase, but don't spend money on them just as giveaways to ADs.

### PORTFOLIO REVIEWS + INTERVIEWS Pack your tic-tacs and your business cards!

The most valuable portfolio review will be an in-person review, either at a convention, or in the AD's office. At cons, you can sign up for an official slot, or find an AD on the con floor and ask nicely. At conventions reviews are like speed dating—you have a limited amount of time to make a maximum impression. ADs are very busy at their offices, but you can still book an in-person review. Email the AD a few weeks before you are planning on visiting, and if the AD wants to see your work in person, they'll schedule you in.

**ASK FOR THE TRUTH** ✨ Many reviewees can be argumentative and prickly, so ADs tend to not tell you their full opinion unless you show you're ready for it. You can say "I am looking for a real review. Do you think I am a good fit for your company?" But be ready to take the brutal truth.

**DON'T MAKE EXCUSES** ✨ Don't demean your own work. Have confidence in yourself and your portfolio.

**IT'S OK TO ASK FOR FEEDBACK** ✨ If an AD says you're not right for their company, it's ok to ask for an example of why, and what your next step should be. Maybe they know another AD who would like your work, or maybe there's a skill you can work on.

**...BUT DON'T ARGUE** ✨ You asked a busy person to take time out and give you a review, so just listen, and ask questions. You don't have to follow advice you disagree with, but don't argue in the review. Take what's offered and keep what works.

### WEBSITES The bells and whistles you think are cool may be keeping you from getting hired.

Your website should be easy to find, easy to navigate, and your art should be the star. There are lots of free site builders you can customize with your art. You want to make it easy for an AD or client to find you again, so make sure your list your email somewhere, and watermark the bottom corner of your images in case they get separated from the site.

#### SIMPLE SITE BUILDERS:

- Squarespace
- Carbonmade
- Weebly
- Cargo Collective
- Wix
- Behance (Pro only)

#### BLOGS:

- Tumblr
- Wordpress
- Blgger

#### SHOPS:

- Etsy
- InPrnt
- Society6

#### WEBSITE DOs:

- OPT FOR CLEAN OVER CLUTTERED
- WATERMARK YOUR IMAGES IN THE LOWER CORNER
- CATEGORIZE YOUR WORK • KEEP WORK UP TO DATE
- MAKE YOUR CONTACT INFO EASY TO FIND

#### DON'Ts:

- USE YOUR DEVIANTART OR BEHANCE PAGE AS A PRIMARY PORTFOLIO
- BLOCK IMAGE DOWNLOADS • PLAY MUSIC
- EXPECT ART DIRECTORS TO FILL OUT A CONTACT FORM
- MAKE YOUR IMAGES SMALLER THAN 800PX WIDE @ 72DPI



**MAKE ART WORK: THE DRAWN AND DRAFTED GUIDE FOR ARTISTS** is coming soon—as well as many other useful and interesting projects.

Join the mailing list to stay informed. [www.DrawnAndDrafted.com](http://www.DrawnAndDrafted.com)

