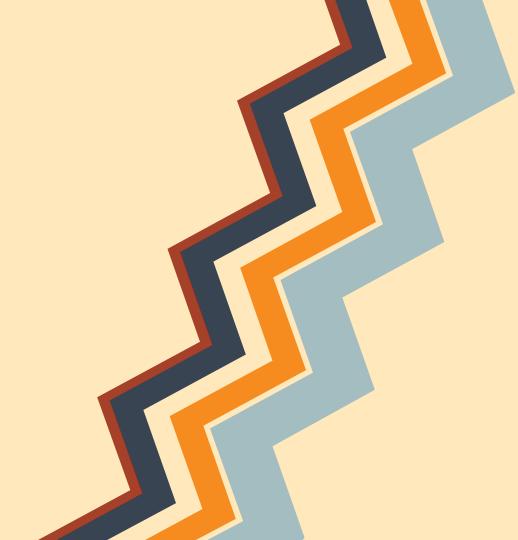# Engineering Portfolios

Workshop 1

Audience Analysis

Who is your intended "audience?"

Audience is important.

Show your skills.

Demonstrate Your Skills

How to demonstrate your skills: Clear, Concise, and Confident

What content should I post?

How much should I post?

How should I post it?

Choosing content

- Make a list
- Consider your audience or focus
- Narrow it <u>down</u>
- Refine and edit your work
- Show off your process and your product
- If you don't have what you want — get it

Creating a Professional Persona

Think of this in terms of creating your own brand.

$$\frac{story + experience}{expectation} = brand$$

Branding Resources

You don't have to be a graphic design whiz to make a good portfolio.

Play around on these sites:
- [Adobe Kuler](#)
- [DaFont](#)
- [Canva](#)

Do your research.

There's a lot of information out there about professional portfolios and online design.

- Look for <u>the Good</u>, <u>the Bad</u> and <u>the Ugly</u>.