

# YOUR NAME

Design Portfolio

## CONTACT INFO

Web Presence URL  
Email Address  
Art Instagram Handle



# TITLE OF PIECE

Category or Medium

Include a representative image of your final product to demonstrate the artwork.

**Client:** Company Name  
**Dates:** 0.00.00- 0.00.00  
**Task:** Logo Design  
**Tools:** Adobe Illustrator

# CONCEPT OVERVIEW

## How to Write a Project Summary

A project summary is a paragraph that contains a concise, comprehensive overview of an entire project and its key details. It usually consists of a project's objectives, background information, requirements, problems, analysis, and conclusion.

## State Your Project Goals

What did the client ask you to do? What was the briefing? What was the main challenge and measure of success? Did you have a certain idea or expectation for the project when you began?

Include a photograph that demonstrates your concept or the prompt of your piece.

# PROCESS

Include images of research and inspiration.  
Show your process work.

## Design Choices

Be sure to show your design choices. Why did you use these particular fonts? How do the colors support the meaning, tone, and overall purpose of the product?

## Design Challenges

It is important to state what was challenging about the project. This will allow others to understand not only the project better, but also who you are as a designer and your problem solving skills.

# FINAL

## The Solution

Did you feel proud of the result? Did it exceed your expectations? Did it increase the client's sales by 2000%? Don't get too technical or share some crazy analytics report (and definitely do not make anything up), just include a brief sentence or two that shares how the project was successful. A case study should ideally be a success story. If it's not, tell us why the project is still valuable or meaningful (maybe the client didn't choose your favorite concept for example, but you still love the work you did) and what you learned from it.

Include images of your final product. Add multiple shots if necessary.

# THANK YOU

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