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Available at www.fmemoria.com.br/entrevistas/interview_cyberfolio.pdf

Have you got your cyberfolio?

Twelve rules to develop a good portfolio on the web.

Web designers, illustrators, and visual programmers face a common difficulty to develop their portfolios. Upon recognizing the specific difficulties in this type of presentation, PUC-Rio design professor Joy Till now calls them “cyberfolios”. According to her, who wrote a thesis on the theme, the web portfolio is different from a common digital presentation and calls for its own name. INFO talked with designers, professors, and persons in charge of hiring professionals. The tips below summarize their recommendations for a portfolio.

1. ONLINE PRESENCE

Professionals who develop for the web must be present in the web. “If it is not possible to have a site.com, which is what is recommended, they should at least have a blog”, says Felipe Memoria, Globo.com sports center designer.

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6. NAVIGATION

Do not think only on a pretty layout. “The portfolio logic itself – easy navigation, organized ideas – will show a lot of the professional you are.” Therefore, Felipe Memoria advises, it is good to include links to works you have done. His cyberfolio can be seen at www.fmemoria.com.br.

7. BE FOCUSED

Highlight the area you wish to work in. If your objective is to be an illustrator, place your experience in the area in the foreground.

8. CURRICULUM

It is important to include your curriculum. Make it available, but it is the visitor who shall decide whether to see it. In design, the portfolio is more important than the curriculum. “What is the use of someone claiming to have studied at the best school in the world if the portfolio shows they can draw a straight line?”, he asks.

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10. BE ACCURATE

Indicate exactly what you did – interface, design, programming. Highlight the participation of others, if it is the case.