

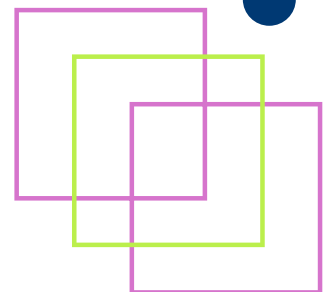
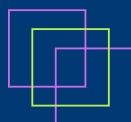
Creative Portfolio

How to make it interesting!



Author >>>

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This book contains information submitted by the writers based on their knowledge, experience, and expertise in the field of art and design. In addition, this book also contains some information obtained from other parties whose original source is stated through reference. However, since this book only covers topics related to introduction to making a working portfolio, portfolio development and procedures presentation (pitching). Readers are encouraged to refer to other related books to gain a detailed understanding.

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PREFACE

We are very grateful to Allah SWT for the successful publication of this Creative Portfolio book. This book is published as a guide or reference for all students/academics. This book contains 3 important parts that students/academics need to master. We would like to express our endless gratitude to our family and friends for their kindness, support and motivation. In addition, we cannot forget the great support from Mrs. Nor Fa'alina binti Abu Hassan (Head of the JRKV Department), the lecturers and Mr. Shamzuri bin Yaakob as a reviewer of the content of this eBook.

Thanks also to the Digital Learning Unit committee members, Instructional Content and Digital Learning Division (BIPD) for offering guidance and eBook opportunities in their digital learning projects and leading us in working on various interesting eBooks for Editing and Composing.

May this book be a source of continuous benefit to all who delve into its contents. Our hope is that it leaves a positive impact, contributing to the enrichment of knowledge in producing attractive, effective and meaningful portfolio designs. Thank you sincerely for dedicating your time and attention for this exploration.

Zaitun, Hafizah & Zaida

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CHAPTER 1



MAKING A WORKING PORTFOLIO



1.1 UNDERSTAND PORTFOLIO

A portfolio is a collection of work, documents, or projects that showcase someone's skills, experiences, and achievements. It acts as evidence of what a person can do and is often used in education, business, or creative industries. Here are some key points to understand about a portfolio:

1. Purpose

- To demonstrate skills and competencies (e.g., design, video, writing, coding, teaching, etc.).
- To highlight achievements (certificates, awards, completed projects).
- To present personal growth and professional development over time.
- To convince employers/clients of your ability for a job, project, or admission.

2. Types of Portfolios

- Academic Portfolio – shows learning progress, assignments, reflections, and achievements.
- Professional Portfolio – used in careers (e.g., teaching, business, IT) to present credentials, resumes, references, and work samples.
- Creative/Art Portfolio – includes artwork, photography, film, graphic design, fashion, or multimedia projects.
- Digital Portfolio (E-portfolio) – an online version, often interactive, that can include videos, links, and digital projects.

3. Common Contents

- Personal introduction or profile
- Resume/CV
- Samples of work or projects
- Certificates, awards, and recognitions
- Skills and competencies
- Reflections or statements about learning and growth

4. Benefits

- Makes a strong impression on employers, clients, or educators.
- Organizes and documents personal and professional achievements.
- Shows creativity, critical thinking, and problem-solving ability.
- Helps in self-reflection and goal setting.

👉 A simple way to remember:

A portfolio = your personal showcase of who you are, what you can do, and what you have achieved.

1.2 FUNCTIONS OF A PORTFOLIO



1. Showcase Skills & Talents

- Displays your abilities (creative, technical, professional).
- Acts as proof of what you can do beyond just words in a CV.

2. Highlight Achievements

- Contains certificates, awards, completed projects.
- Builds credibility and demonstrates accomplishments.

3. Support Job/Study Applications

- Helps employers, clients, or universities evaluate your suitability.
- Gives them real evidence of your work quality.

4. Track Personal Growth

- Shows how your skills and knowledge develop over time.
- Encourages reflection and self-improvement.

5. Organize Work Professionally

- Collects your best work in one place.
- Makes it easier to present during interviews or presentations.

6. Build Professional Identity

- Communicates your style, values, and personal brand.
- Sets you apart from others in your field.

👉 In short:

A **portfolio functions as a tool** to **present, prove, reflect, and promote** your abilities and achievements.

1.3 ESSENTIAL ELEMENTS OF PORTFOLIO



1. Title / Introduction Page

- Name, photo/logo, contact details.
- Short personal statement or tagline.

2. Personal Profile / About Me

- Background information.
- Career or learning goals.
- Key values or passions.

3. Resume / CV

- Education history.
- Work experience.
- Skills and competencies.

4. Work Samples / Projects

- Best examples of your work (artwork, reports, designs, code, videos, etc.).
- Each sample should have a short description (what it is, your role, skills used).

5. Certificates & Achievements

- Awards, recognitions, training, professional development.
- Shows credibility and effort.

6. Skills & Competencies Section

- Technical skills (software, tools, methods).
- Soft skills (communication, teamwork, leadership).

7. Reflections / Learning Journey

- Short reflections on challenges, lessons learned, and personal growth.
- Shows maturity and continuous improvement.

8. Contact Information / References

- Email, phone, social media, or portfolio link.
- References (if required for job/academic applications).

👉 To summarize:

A good portfolio should have **Identity + Evidence + Reflection + Connection.**

1.5 CONCEPTUAL DESIGN FOR PORTFOLIO



Doodle



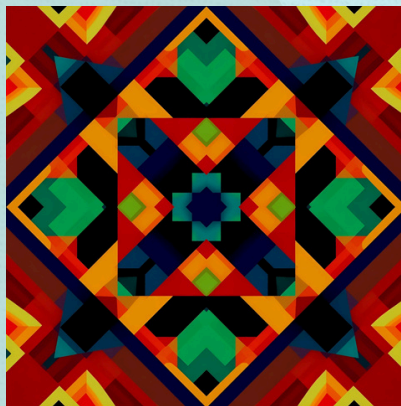
Nature

A conceptual design is the big idea or theme that guides the visual style, layout, and overall identity of your portfolio. It shows your thinking, creativity, and design direction before you create the final pages. Conceptual design is the process of coming up with innovative design concepts. This is a creative process, requiring designers to think out-of-the box when facing a specific design challenge. It involves imagining unique ways to solve it, and developing those ideas into tangible solutions.

Conceptual design can be used in many fields, including but not limited to product design, graphic design, web design and architecture. The process typically begins with research and brainstorming before design teams develop their ideas into physical design prototypes or digital mockups. Ultimately, conceptual design can result in creative and functional solutions that effectively satisfy intended users.



Retro



Geometric



Futuristic

1.5 CONCEPTUAL DESIGN FOR PORTFOLIO

Areas of Interest for Creating a Working Portfolio

This is the best areas of interest you can choose to create a strong and professional working portfolio, depending on your field, strengths, and goals. Use this as a guide to select what fits your talent and career path.



1. Visual Arts & Design

Suitable if you enjoy creating visuals, drawing, or crafting concepts.

- Illustration
- Digital painting
- Concept art
- Graphic design
- Branding & identity
- Typography
- Photography
- Mixed media art
- Fashion illustration or textile design



2. Multimedia & Digital Creative Work

For those interested in digital tools and interactive content:

- UI/UX design
- Web design
- Animation (2D/3D)
- Motion graphics
- Video editing & production
- Visual effects (VFX)
- Game design/art



3. Writing & Content Creation

Great if you enjoy words, storytelling, or communication:

- Creative writing (stories, poems)
- Copywriting
- Scriptwriting
- Journalism articles
- Blogs/content writing
- Technical writing
- Social media content

1.5 CONCEPTUAL DESIGN FOR PORTFOLIO



4. Business & Professional Skills

Common for job-seeking portfolios in corporate roles:

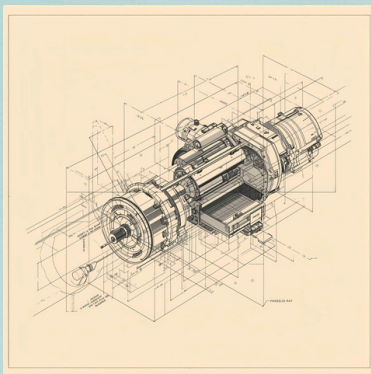
- Project management
- Marketing & branding
- Human resource documents
- Customer service case studies
- Business proposals or reports
- Data analysis samples
- Administrative skills showcase



5. Education & Training

For educators and facilitators:

- Lesson plans
- Classroom activities
- Teaching philosophy statement
- Student work samples
- Training modules/workshops



6. STEM & Technical Fields

Best for analytical or technical career paths:

- Coding projects
- Engineering designs
- Technical diagrams
- Research papers or reports
- Case studies
- Lab work or scientific experiments



7. Creative Crafts & Handmade Work

For hands-on and craft-based talents:

- Handmade products
- Craft design (batik, embroidery, jewelry)
- Sculpture
- Architecture or interior design moodboards
- Model-making

1.5 CONCEPTUAL DESIGN FOR PORTFOLIO

Color Scheme for Portfolio

This is the professional, modern, and visually safe color schemes you can use for a portfolio, especially for graphic design. Each scheme includes:

- Palette name
- Hex codes
- Mood/style
- Best use cases

🎨 1. Minimal Black & White (Timeless & Clean)

Hex Codes:

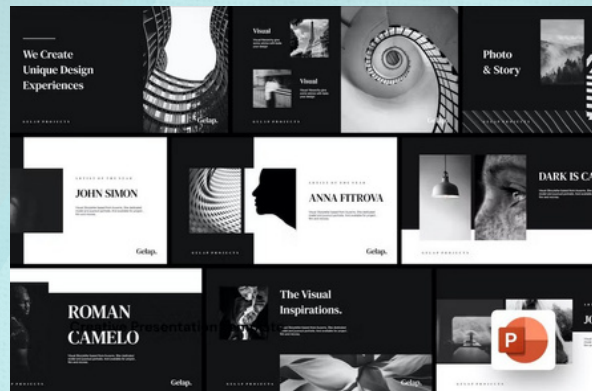
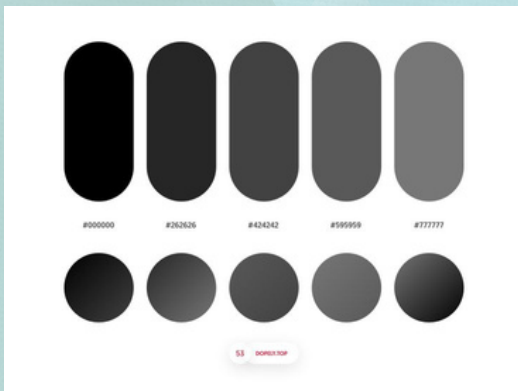
Black: #000000

White: #FFFFFF

Cool Gray: #E5E5E5

Mood: Clean, modern, elegant

Best For: Professional, corporate, editorial layouts



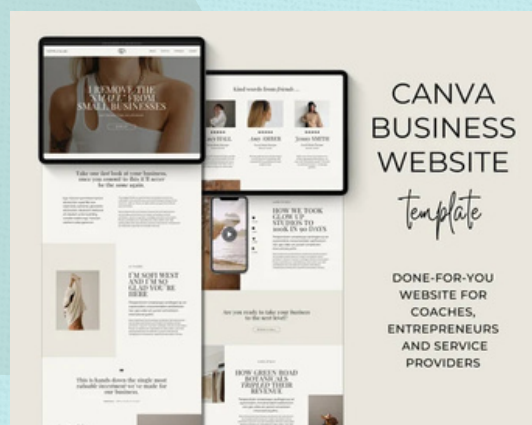
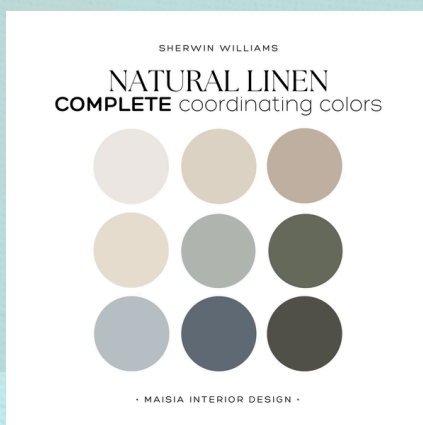
🎨 2. Soft Neutrals (Warm & Professional)

Hex Codes:

- Sand Beige: #E8DCC5
- Warm Gray: #C7C1B7
- Charcoal: #4A4A4A
- White: #FFFFFF

Mood: Calm, sophisticated, minimal

Best For: Branding portfolios, minimalistic design styles



1.5 CONCEPTUAL DESIGN FOR PORTFOLIO

🎨 3. Modern Pastel (Friendly & Creative)

Hex Codes:

- Soft Pink: #F4C7D9
- Pastel Blue: #A9D6E5
- Mint Green: #CDE8D7
- Warm Gray: #8A8A8A

Mood: Gentle, approachable, creative

Best For: Illustration, editorial, modern feminine styles



🎨 4. Bold & Vibrant (Energetic & Modern)

Hex Codes:

- Electric Blue: #3A86FF
- Coral Red: #FF595E
- Bright Yellow: #FFCA3A
- White: #FFFFFF

Mood: Energetic, youthful, dynamic

Best For: Motion graphics, digital media, modern branding



1.5 CONCEPTUAL DESIGN FOR PORTFOLIO

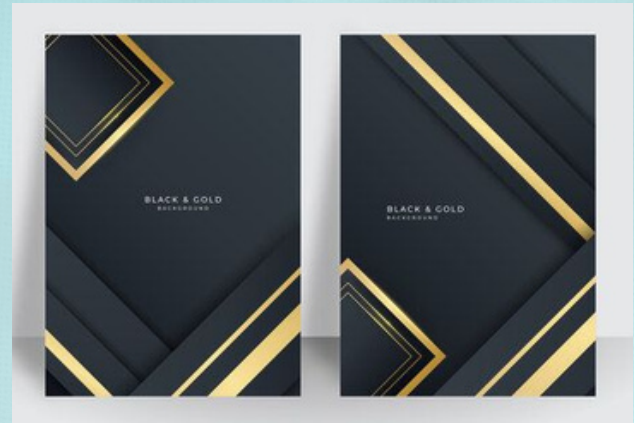
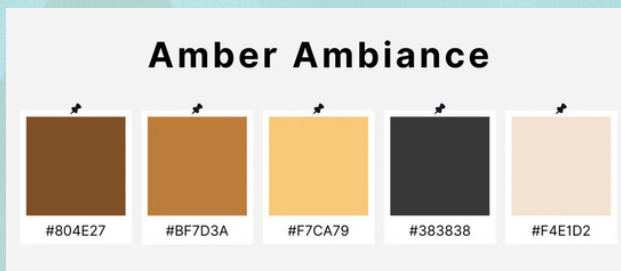
🎨 5. Luxury Gold & Black (Elegant & High-End)

Hex Codes:

- Matte Black: #0F0F0F
- Gold: #D4AF37
- Ivory: #F7F3E9

Mood: Premium, sophisticated, exclusive

Best For: High-end branding, luxury design portfolios



🎨 6. Earthy Tones (Natural & Warm)

Hex Codes:

- Terracotta: #C76D4A
- Olive Green: #8C9A59
- Cream: #FAF4E6
- Chestnut: #6B4F3F

Mood: Organic, grounded, artistic

Best For: Handmade crafts, eco design, photography portfolios



1.5 CONCEPTUAL DESIGN FOR PORTFOLIO

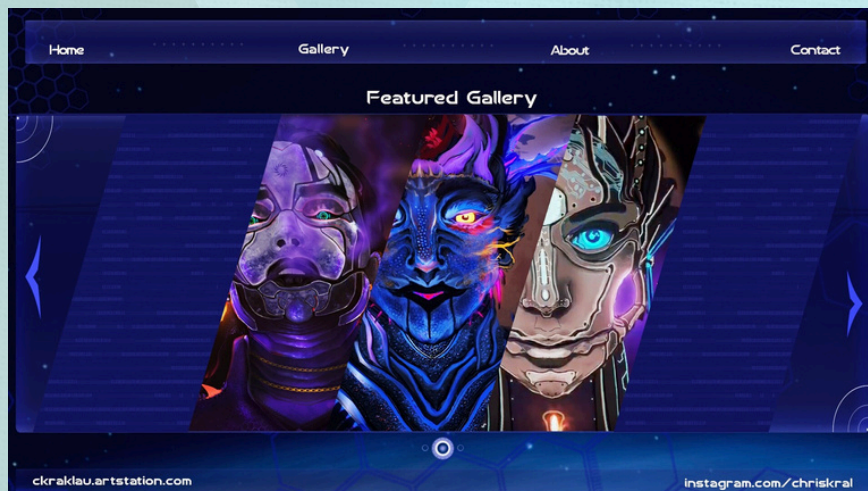
🎨 7. Futuristic Blue & Neon (Tech & Digital)

Hex Codes:

- Deep Navy: #0B1E36
- Neon Cyan: #39D2C0
- Soft Silver: #E3E8EE

Mood: High-tech, digital, futuristic

Best For: UI/UX, tech design, digital branding



Tips for Choosing the Right Color Scheme

Use a palette that matches:

- Your style (minimal? bold? playful?)
- Your target audience
- The type of design you want to showcase
- A color that makes your work pop, not distract

1.5 CONCEPTUAL DESIGN FOR PORTFOLIO

This is the foundation before start making layout, visuals, or production.

1. Identify Your Purpose

Ask yourself:

- What is this portfolio for? (Job? University? Client?)
- What type of work am I showcasing?
- Who will view it?

This helps you set a clear direction.

2. Choose a Central Theme / Concept

Your concept should reflect:

- Style
- Personality
- Type of work
- Message you want to send

Examples of conceptual themes:

- Minimalist clarity – clean, white space, modern
- Creative chaos – bold colors, expressive shapes
- Eco/nature-inspired – organic textures, greens, soft tones
- Tech-futuristic – neon accents, grids, dark mode
- Professional elegance – serif fonts, soft neutral colors

This theme becomes the heart of your design.

3. Create a Moodboard

Collect visual inspirations:

Colors, Typography, Images, Shapes, Layout examples,
Textures & Style references

Use Canva, Pinterest, or PowerPoint to gather items.

A moodboard helps you visualize the design direction.



1.5 CONCEPTUAL DESIGN FOR PORTFOLIO

4. Develop Color Palette + Typography

Choose:

Primary colors (brand colors)

Secondary colors

Font pairings (heading + body)

- Make sure they match your concept.

Example:

Minimalist → black, white, grey; sans-serif fonts

Elegant → cream, navy, gold; serif fonts

Futuristic → neon blue + black; digital/tech fonts

5. Sketch Page Layouts (Wireframes)

Plan how your pages will look:

- Cover page
- Table of contents
- Project pages
- About Me page
- Contact page

Sketch simple boxes for:

Images, Titles, Text, White space, Page flow.

- This becomes your design blueprint.

6. Define Your Visual Elements

Decide on consistent visual identity:

- Shape style (round, sharp, geometric)
- Image frames
- Icon style
- Header/footer style
- Grid system
- Consistency = professional look.



1.5 CONCEPTUAL DESIGN FOR PORTFOLIO

7. Apply the Concept to Sample Pages

Choose 1–2 projects and design sample pages:

- Title page
- Concept description
- Process work
- Final outcome

This demonstrates how the concept works in real content.

8. Review and Refine

Check:

- Is the concept clear?
- Is the layout easy to read?
- Does it match your personality and field?
- Is it visually consistent?

Adjust colors, fonts, spacing, and layout.

9. Build the Final Portfolio (PDF or Website)

Use tools like:

- Canva
- Adobe InDesign
- PowerPoint
- Figma
- Google Slides/Sites, wix.com., weebly.com, strikingly.com etc.





CHAPTER 2



PORTFOLIO DEVELOPMENT



2.1 BEST CRITERIA FOR CANDIDACY FOR EMPLOYMENT

The **best and most universal criteria for candidacy for employment**, written clearly and usable for any industry. These are the qualities employers consistently prioritize when choosing candidates:

▶ **1. Relevant Skills & Competency**

The strongest criterion. Employers look for:

- Technical skills required for the job
- Strong portfolio or work samples
- Experience solving similar tasks
- Ability to produce quality results

☞ Your skills must match the job description closely and clearly.

▶ **2. Work Experience & Achievements**

Employers value:

- Past roles that relate to the position
- Proven accomplishments (not just responsibilities)
- Measurable results
- Internships, freelance work, or academic projects if you're new

☞ Experience shows you can perform the job with minimal training.

▶ **3. Communication Skills**

High-performing candidates can:

- Communicate clearly
- Listen well
- Explain ideas visually or verbally
- Collaborate respectfully

☞ Good communication reduces mistakes and improves teamwork.

▶ **4. Professional Attitude & Work Ethic**

Managers want reliable people who:

- Are punctual
- Take initiative
- Accept feedback
- Show responsibility
- Put effort into continuous improvement

☞ Work ethic is often more important than pure talent.

2.1 BEST CRITERIA FOR CANDIDACY FOR EMPLOYMENT

▶ **5. Problem-Solving Ability**

Top candidates can:

- Think critically
- Evaluate solutions
- Handle challenges calmly
- Make decisions confidently
- Offer creative ideas

☞ Employers prefer someone who can solve problems without constant supervision.

▶ **6. Adaptability & Learning Speed**

Especially in modern workplaces, they look for:

- Ability to adapt to new tools/tech
- Comfort with change
- Quick learning ability
- Flexibility in tasks

☞ Companies want candidates who grow with them.

▶ **7. Cultural Fit & Soft Skills**

Employers select candidates who:

- Fit the team's personality
- Align with company values
- Show positivity and respect
- Balance confidence with humility

☞ Soft skills often decide who gets hired among equally skilled applicants.

▶ **8. Professional Presentation**

This includes:

- Clean resume and portfolio
- Proper formatting
- Correct spelling/grammar
- Clear personal branding
- Polished online presence / LinkedIn

☞ Presentation reflects your attention to detail and seriousness.

▶ **9. Motivation & Career Direction**

Hiring managers look for:

- Genuine interest in the role
- Long-term career alignment
- Clear goals
- Passion for the industry

☞ They want someone who wants this job, not just any job.

2.2 ASSEMBLE ALL THE PIECES OF ARTWORKS

Choose The Best Artwork

Choose the best artwork for your portfolio—clear, practical, and tailored for design-focused portfolios.

✓ 1. Choose Work That Shows Your Strengths

Select pieces that highlight what you're best at:

- Strongest visual quality
- Your most confident skills (composition, typography, color, etc.)
- Work that received good feedback or positive results

If it doesn't represent your current skill level, leave it out.

✓ 2. Show Range but Stay Consistent

Your portfolio must feel cohesive, not random.

Choose artworks that show:

- A clear personal style
- A repeating visual language
- Diverse project types, but with harmony in color, tone, or concept

Consistency makes your portfolio look professional.

✓ 3. Pick Work Aligned With Your Career Goal

Ask yourself:

"What type of job or client am I trying to attract?"

For example:

- Graphic design → logo design, posters, branding
- Illustration → character art, concepts, editorial illustrations
- Concept art → moodboards, environment design, color scripts

Choose only pieces that match where you want to go, not where you've been.

✓ 4. Include Work With a Clear Process

Employers love to see:

- Sketches
- Moodboards
- Color exploration
- Early drafts → final output

Choose artworks where you can show the development journey, not only the final result.

2.2 ASSEMBLE ALL THE PIECES OF ARTWORKS

✓ 5. Show Quality Over Quantity

The best portfolios typically have:

- 8–12 excellent pieces
- Not 30 average ones.

If you're unsure whether to include a piece, the rule is:

✎ If you hesitate, remove it.

✓ 6. Choose Work With Strong Visual Impact

Pick designs that are:

- Immediately eye-catching
- Clean and well-composed
- High resolution
- Professional-looking

First impressions matter – a lot.

✓ 7. Add One “Signature Piece”

This should be your:

- Most detailed artwork
- Most polished execution
- Best example of your style

The piece you're most proud of.

Convert Artwork to Digital Files

The simplest and best ways to convert artwork into a digital file, depending on what tools you have and the quality you need.

✓ 1. Use a Scanner (Best Quality for Flat Artwork)

Ideal for:

- Drawings
- Paintings on paper
- Sketches
- Graphic work

Steps:

1. Set scanner to 300–600 DPI (600 for portfolio quality).
2. Scan in color mode (RGB).
3. Save as PNG or TIFF for high quality.
4. Adjust brightness/contrast in software if needed.

This gives the cleanest, sharpest digital conversion.

2.2 ASSEMBLE ALL THE PIECES OF ARTWORKS



2. Use a Smartphone (Fast and Convenient)

If you don't have a scanner, your phone works well.

Steps:

1. Place artwork near a bright window or soft light.
2. Make sure there are no shadows on the paper.
3. Keep the phone parallel to the artwork to avoid distortion.
4. Use an app:
 - Adobe Scan
 - CamScanner
 - Google PhotoScan

These apps correct angles and enhance clarity.



3. Use a DSLR or Mirrorless Camera (Best for Paintings & 3D Work)

Good for:

- Canvas paintings
- Textured artwork
- Sculptures
- Mixed media

Tips:

- Use even lighting from both sides.
- Mount camera on a tripod.
- Shoot in RAW for maximum editing flexibility.



4. Digitize Using a Drawing Tablet

For artists who want to clean or refine the artwork digitally.

Options:

- iPad (Procreate)
- Wacom
- Huion

Method:

1. Import the scanned/photographed image.
2. Trace, refine, or recolor.
3. Export in PNG, JPEG, or PDF.



5. File Format Guide

Choose based on your portfolio use:

High-quality portfolio - PNG / TIFF

Online website - JPEG / PNG

Print portfolio book - TIFF / PDF

Social media - JPEG

2.2 ASSEMBLE ALL THE PIECES OF ARTWORKS

Insert Artwork to Portfolio Format

Practical steps to insert your artwork into a portfolio format, whether you're creating a PDF portfolio, printed book, or website portfolio.

1. Choose Your Portfolio Format First

Different formats require slightly different steps:

- A. Digital PDF Portfolio (Most common for job applications)
(Adobe InDesign, Canva, PowerPoint, Google Slides)
- B. Printed Book Portfolio
(InDesign, Canva, Affinity Publisher)
- C. Website Portfolio
(Behance, Adobe Portfolio, Wix, Squarespace)

2. Prepare Your Artwork Files

Before inserting, make sure each artwork is:

- High resolution (300 DPI)
- Clean edges / corrected lighting
- Saved as PNG (best) or JPEG
- Cropped with enough white space

3. Insert Artwork into Your Layout

Here is how to do it depending on your tool:

A. In Canva (Easiest method)

1. Open your portfolio template.
2. Click Uploads → Upload Files.
3. Drag-and-drop the artwork onto the page.
4. Use Position → Center / Middle for alignment.
5. Add:
 - Title
 - Medium (e.g., watercolor, digital)
 - Description / concept
 - Year

B. In Adobe InDesign (Professional method)

1. Create a new document (A4 or letter).
2. Go to File → Place (Ctrl+D).
3. Select your artwork file.
4. Click or drag to place.
5. Use Frame Fit > Fit Content Proportionally.
6. Add captions using Text Tool (T).

2.2 ASSEMBLE ALL THE PIECES OF ARTWORKS

C. In PowerPoint / Google Slides

1. Insert → Picture → From File
2. Place the artwork on a clean page layout
3. Add text boxes for title and details
4. Export as PDF for final portfolio

4. Use a Clean Layout Style

Each artwork page should include:

Option 1: Full-page artwork

- Large image centered
- Small text at bottom-left:
 - Artwork Title | Medium | Year | Project Purpose

Option 2: Artwork + Process

- Main artwork
- Smaller thumbnails showing sketches, color tests, variations
- Short description explaining your idea

5. Maintain Consistent Formatting

Consistency = professional.

Use:

- Same margin spacing
- Same title font
- Same text size
- Same color palette
- Same layout grid

Your portfolio must feel like one unified collection.

2.3 PRODUCE COVER LETTER, BASIC RESUME & GRAPHIC RESUME

What Is a Resume?

A resume is a concise document (usually 1–2 pages) that summarizes your:

- Personal information
- Work experience
- Skills
- Education
- Achievements

A resume is often the first document employers review to determine whether you are suitable for a position.

Purpose of a Resume

- Gives employers a quick overview of your qualifications
- Highlights your relevant experience
- Demonstrates your skills and achievements
- Helps employers shortlist candidates

What Is a Cover Letter?

A cover letter is a document sent along with your resume that explains:

- Why you are applying for the job
- Why you are a good fit
- What you can contribute
- Why the employer should consider you

It is written in full sentences, unlike the bullet-point format in a resume.

2.3 PRODUCE COVER LETTER, BASIC RESUME & GRAPHIC RESUME

Purpose of a Cover Letter

Purpose of a Cover Letter

- Introduces you to the employer
- Shows your personality and motivation
- Allows you to explain specific experience
- Helps you stand out from other applicants

How to write Cover Letter

Your Name
Your Address

Date

Hiring Manager's Name
Company Name and Address

Dear Hiring Manager,

[Title]

I am writing to apply for the [Job Title] position at [Company Name]. I recently graduated with a [Your Degree] from [University/College], and I am excited to begin my career in this field.

2. During my studies, I gained basic knowledge and hands-on experience in [relevant skills or projects]. I am a fast learner, hardworking, and eager to develop my skills further. I believe I can contribute positively to your team while continuing to grow...

3. Thank you for taking the time to review my application. I would be grateful for the opportunity to attend an interview and share how I can support your organization. [mention resume, email and phone number].

Sincerely,

.....
[YOUR NAME]

2.3 PRODUCE COVER LETTER, BASIC RESUME & GRAPHIC RESUME

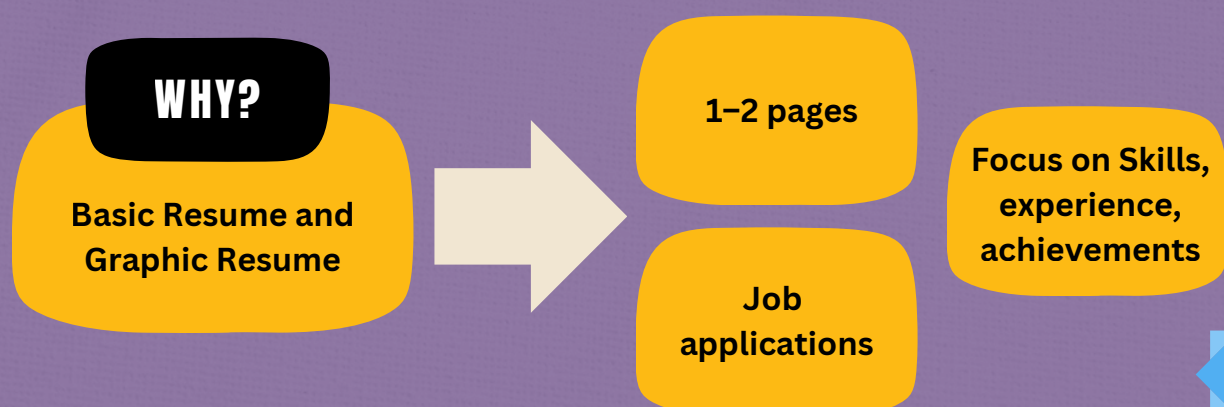
Difference Between Basic Resume / Graphic Resume, CV, and Portfolio

Basic Resume

- A Basic Resume is a simple, clean, and professional document that lists your personal details, skills, education, work experience and achievements.
- It uses a plain layout, black text, and standard formatting. No heavy colors, graphics, or designs.
- Use a Basic Resume for Online job portals, Corporate companies and Government or administrative jobs

Graphic Resume

- A Graphic Resume is a visually designed resume that includes Colors, Icons, Shapes, Creative layouts, Visual elements (charts, progress bars, etc.)
- It is often created using tools like Canva, Photoshop, Illustrator, or PowerPoint.
- Use a Graphic Resume for Creative fields, Design, multimedia, marketing, events, social media and when sending directly to a hiring manager (email or portfolio)



2.3 PRODUCE COVER LETTER, BASIC RESUME & GRAPHIC RESUME

RESUME

Difference Between Basic Resume / Graphic Resume, CV, and Portfolio (cont...)

CV - Curriculum Vitae

- A CV is a detailed document about your entire academic and professional background.
- It is usually longer than a resume (2–10 pages).
- What a CV includes a Education history, Work experience, Research, Publications, Certifications, Teaching experience, and Academic achievements.
- Use a CV for Academic jobs (lecturer, researcher), University applications, Medical fields and for Scholarships

Portfolio

- A Portfolio is a collection of your actual work samples. It shows what you can do, not just what you claim to do.
- Examples of what to include are: Designs (posters, logos, UI/UX), Writing samples, Coding projects, Photography/Videography, Marketing content, Lesson plans (for teachers), Reports or case studies.
- Formats file for portfolio: PDF, Website (Google Sites, Wix, WordPress), Behance / Dribbble, GitHub (for coding).
- Use a Portfolio for Creative careers, IT & programming, Marketing & social media, Education and Freelancers

2.4 CONTENT OF RESUME

What inside Resume?

1. **Personal Information**
 - o Full Name
 - o Phone Number
 - o Email Address
 - o City & Country
 - o LinkedIn (optional)
 - o Portfolio link (if relevant)
2. **Professional Summary / Objective**
3. **Skills Section**
4. **Education**
5. **Work Experience**
6. **Achievements (Optional but Recommended)**
7. **Projects (Useful for fresh graduates)**
8. **Certifications (Optional)**
9. **Languages**
10. **References**

Example of Resume

Personal Information

NAME: Hafizah Abdullah @ Ali

PHONE: 012-3456789

EMAIL: hafizah@example.com

LOCATION: Kuala Lumpur, Malaysia

PORTFOLIO: <https://sites.google.com/view/hafizahportfolio>

LINKEDIN: www.linkedin.com/in/hafizahabdullahali

Career Objective

Creative and detail-oriented Graphic & Videography graduate with strong skills in video editing, visual design, and content creation. Seeking an entry-level position to contribute fresh ideas and support multimedia projects through high-quality visuals.

2.4 CONTENT OF RESUME

Skills

Design & Creative Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe After Effects
- Canva
- CapCut

Creative Skills

- Logo design
- Social media content design
- Video editing
- Camera operation
- Storyboarding
- Motion graphics (basic)

Education

Diploma in Art and Design, Politeknik Tuanku Syed Sirajuddin
2022 – 2025

Internship Experience

Multimedia Intern, Creative Studio Pro Media (Feb 2025 – Jul 2025)

Responsibilities:

- Edited short promotional videos for social media
- Assisted in photo and video shoots
- Designed posters, social media graphics, and company brochures
- Prepared visual concepts for clients
- Managed digital assets and organized raw footage

Academic Projects

- Short Film Project – “Reflections”
- Shot and edited a 5-minute short film for final semester project.
- Branding Project – “Urban Brew Café”
- Produced brand logo, menu design, social media posts, and promotional video.
- Motion Graphic PSA
- Created a 30-second animated public service announcement using After Effects.

Achievements

- Best Final-Year Multimedia Project Award, 2024
- Winner, College-Level Poster Design Competition, 2023

References

- Your Lecturer / Academic Advisor / Manager

2.4 CONTENT OF RESUME

Example of Basic Resume

Hafizah Abdullah Ali

Graphic & Videography
Student

Contact

012-3456789

hafizah.abdullah@example.co

Kuala Lumpur

behance.net/hafizahabdullah

Skills

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

After Effects

Video Editing

Motion Graphics (Basic)

Hafizah Abdullah Ali

Graphic & Videography Student

Career Objective

Creative and detail-oriented Graphic & Videography graduate with strong skills in video editing, design, and multimedia content creation seeking an opportunity to contribute fresh ideas and high-quality visuals.

Education

Diploma in Graphic & Multimedia

Kolej Komuniti Bandar Darulaman (2022–2025)

Internship Experience

Multimedia Intern — Creative Studio Pro Media (Feb 2025 – Jul 2025)

- Edited promotional videos for social media
- Assisted in photo/video shoots
- Designed posters, brochures & social media content

Projects

- Short Film "Reflections" — videography & editing
- Branding Project "Urban Brew Café" — logo & promo video
- 30-sec motion graphic PSA video

Achievements

- Best Final-Year Multimedia Project (2024)
- Winner, Poster Design Competition (2023)

Languages

Bahasa Melayu — Native

English — Intermediate

2.4 CONTENT OF RESUME

Example of Graphic Resume

Resume

SAMIRA HAQEEEM

ABOUT ME

A Graphic Designer with six years of experience working as the lead designer of Studio Shodwe and overseeing the individual project for brand development. Expert in video and layout creation, which is proved to be a valuable addition to developing the company's design project.

CONTACT

+123-456-7890
hello@reallygreatsite.com
123 Anywhere St., Any City
complete address

EDUCATION

2020 - 2023
Bachelor of Arts in Communication Visual Design
Connor Hamilton University

2015 - 2019
SMK Telok Panglima Garang, Selangor

2009 - 2014
SK Taman Dato' Keramat KL

EXPERIENCE

2016 - 2017
Studio Shodwe | **Graphic Designer Intern**

- Partnered with other interns to create a new layout for the recipe book by Aaron Loeb. It receives a satisfactory response from the author of the book. He said it represents his cooking purpose and style perfectly.

2017 - Present
Studio Shodwe | **Professional Graphic Designer**

- Collaborated with the sales team to create the sales content for the promotion campaign of the Ingoude Company's 10th Anniversary.

SKILLS

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership

EXPERTISE

- Photography
- Typography
- Photo editing
- Eye of detail

LANGUAGE

- English
- Malay
- Japan

COMPETENCIES

- Ps: 85%
- Ai: 80%
- Pr: 85%
- Ae: 85%

HOBBIES

- Dancing
- Exercise
- Cooking
- Travelling
- Photography
- Music

REFERENCE

Kimberly Nguyen
Wardiere Inc. / CEO
Phone: 123-456-7890
Email: hello@reallygreatsite.com

2.5 PRODUCE A PORTFOLIO BOOK

What is Portfolio Book?

A Portfolio Book is a collection of your best work, showing your skills, creativity, and achievements in a visual and organized way. It is often used by students, designers, videographers, photographers, and other creative professionals to impress employers, clients, or instructors.

Purpose of a Portfolio Book

- Showcases your **skills and talent**
- Demonstrates **real work examples** instead of just describing them
- Helps you **stand out in job interviews or client pitches**
- Acts as a **reference for future opportunities**

Components of a Portfolio Book

- **Cover Page** – Your name, profession/field, contact info, and optionally a photo or logo.
- **Table of Contents** – Organizes the portfolio for easy navigation.
- **Introduction / Personal Statement** – A brief paragraph about yourself, your passion, skills, and career goals.
- **Projects / Work Samples** – Each project should include:
 - Title
 - Short description (objectives, tools, techniques)
 - Visuals (images, screenshots, thumbnails)
 - Role/contribution
- **Outcome/achievements**
- **Skills Section** – Highlight technical and creative skills (software, shooting, editing, animation).
- **Achievements / Awards** – Competitions won, certifications, recognitions.
- **Contact Information** – Email, phone, LinkedIn, portfolio website

2.6 PRODUCE AN ONLINE BROCHURE STYLE PIECE

What is Online Brochure?

An Online Brochure is a digital version of a traditional brochure designed to showcase information, products, or services in a visually appealing and interactive format. It can be used for personal branding, promoting projects, or marketing purposes.

Purpose of an Online Brochure

- Present your skills, portfolio, or projects in a professional, visually appealing way
- Easily shareable via email, social media, or website
- Acts as a digital resume or portfolio extension
- Engages viewers through graphics, visuals, and layout

Components of a Online Brochure

- a) Cover Page / First Slide
- b) Introduction / About You
- c) Services / Skills
- d) Work Samples / Projects
- e) Achievements / Certifications
- f) Contact / Call-to-Action

Tools to Create an Online Brochure

- **Canva** – Templates for digital brochures
- **Adobe InDesign / Illustrator** – Professional layout design
- **PowerPoint / Google Slides** – Convert slides to PDF or share link
- **Figma / Adobe XD** – Interactive digital brochure design



2.7 PRODUCE A WEBSITE PORTFOLIO

What is Website Portfolio?

A website portfolio is an online version of your professional portfolio, making your work easily accessible to employers, clients, or collaborators. It showcases your skills, projects, and experience interactively.

Steps to Produce a Website Portfolio

1. Choose a Platform:

Free website builders: Wix, WordPress.com, Weebly, Google Sites.

Professional platforms: Squarespace, Webflow, or GitHub Pages (for tech-savvy users).

2. Plan the Structure:

- Home / Landing Page: Short introduction, tagline, or featured work.
- About Me: Brief bio, skills, qualifications, career goals.
- Portfolio / Projects: Showcase examples with images, videos, or links. Include descriptions, objectives, and outcomes.
- Resume / CV: Upload or embed your resume.
- Blog / Insights (optional): Share thoughts, tutorials, or project reflections.
- Contact: Email, social media links, or a contact form.

3. Design & Layout: Keep a clean, professional, and consistent layout.

4. Content Preparation:

- Prepare high-quality images of your work.
- Write concise descriptions of projects.
- Ensure grammar and spelling are correct.

5. Develop / Customize:

- Use templates from your chosen platform or code your own if skilled in HTML/CSS/JS.
- Embed videos, slideshows, or interactive elements if relevant.
- Ensure accessibility (alt texts, clear contrast, keyboard navigation).

6. Test Before Launch

7. Publish and Maintain

- Purchase a custom domain for a professional look (optional).
- Regularly update projects, achievements, and contact information.
- Share the portfolio link on resumes, social media, or email signatures.

2.8 PRODUCE A SHOWREEL PORTFOLIO

What is Showreel Portfolio?

A showreel is a short video that highlights your skills, projects, and achievements in a visually engaging way. It's commonly used by designers, videographers, animators, and creative professionals.

Steps to Produce a Showreel Portfolio

- **Plan:** Define your goal, target audience, and select your best work.
- **Organize Content:** Gather clips, images, or animations, showcasing key skills.
- **Script / Storyboard:** Plan flow (Intro → Projects → Skills → Contact) and keep it 1–3 minutes.
- **Edit:** Use video software, ensure high-quality visuals, smooth transitions, and add music or text.
- **Branding:** Include your name, profession, contact info, and links.
- **Export & Optimize:** Save in HD/4K, compress if needed, use MP4 format.
- **Share:** Upload online, share links on resumes/social media, and update regularly.

Sample Showreel Storyboard (2–3 Minutes)

Time	Section	Content / Visuals
0:00–0:10	Intro	Your name, profession, and logo with a dynamic animation
0:10–0:30	Highlight Reel	Quick montage of top projects or clips
0:30–1:30	Project Showcase	2–3 key projects, with brief descriptions, captions, or voiceover
1:30–2:15	Skills & Techniques	Visual examples of skills (editing, design, coding, motion graphics)
2:15–2:45	Additional Work	Short clips of other relevant projects
2:45–3:00	Closing	Name, profession, email, portfolio link, social media



CHAPTER 3



PROCEDURES PRESENTATION (PITCHING)



3.1 PROCEDURES FOR PRESENTATION (PITCHING)



Select an Audience

Choosing your audience is the foundation of an effective pitch. When you know who you're talking to, your message becomes sharper and more persuasive. Your pitch is only effective if it speaks to the right audience.

The importance of choosing an audience

- Determines your tone, language, and presentation style
- Helps decide how much details or data to include
- Ensures your ideas are aligned with the audience's needs
- Avoids delivering a generic, unfocused pitch

Knowing your audience helps you shape:

1. Tone
2. Depth
3. Style
4. Visuals
5. Key message

Understand your audience

Before giving a presentation, identify who the audience is. Ask these questions:

- 1. Who are they?**
 - Lecturers, industry panels, investors, clients, students, general public?
- 2. What do they care about?**
 - Creative concept? Visual quality? Market potential? Technical accuracy?
- 3. What problems do they face?**
 - Your pitch must solve or address something real.
- 4. What is their knowledge level?**
 - Beginner? Intermediate? Advanced?
- 5. What is their expectation?**
 - Fast pitch? Deep explanation? Demonstration? Prototype?

3.1 PROCEDURES FOR PRESENTATION (PITCHING)

Types of Audiences



Creative Audience



Business / Investors



Academic Panel



General Public

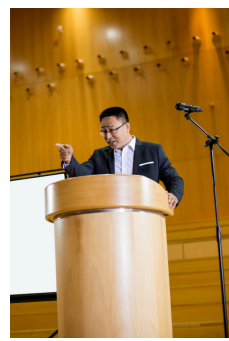
Creative Project



Business / investor Pitch



Academic Pitch



General Public



FOCUS ON

Visual Storytelling

Highlight value, ROI, feasibility

Align with rubric, CLO, PLO, assessment criteria

Simplicity & relevance

Creative Audience

A creative audience usually consists of designers, artists, creative directors, motion designers, or industry practitioners in visual and media fields. They appreciate originality, aesthetics, and conceptual thinking.

What they value:

- Strong visual storytelling
- Unique concepts and fresh ideas
- Styleframes, moodboards, and creative rationale
- How design choices support the message
- Craft, detail, and artistic execution

Pitching approach:

- Show your creative process
- Use compelling visuals
- Focus on idea originality
- Explain design decisions

3.1 PROCEDURES FOR PRESENTATION (PITCHING)

Business / Investors

This audience cares about the viability and potential value of your idea. They look beyond aesthetics and want to know whether the idea can work in the real world.

What they value:

- Market potential and problem relevance
- Feasibility and practicality
- Cost, sustainability, and scalability
- Competitive advantage
- Return on investment (ROI)

Pitching approach:

- Provide data and insights
- Highlight benefits and value proposition
- Explain feasibility, cost, and implementation
- Be concise and outcome-oriented

Academic Panel

Usually includes lecturers, examiners, and moderators who evaluate your work based on structured criteria such as learning outcomes, theory application, and assessment rubrics.

What they value:

- Clarity and structure in the pitch
- Alignment with CLO, PLO, and rubric criteria
- Evidence of research and conceptual development
- Reflection on process and learning
- Professional communication skills

Pitching approach:

- Follow the required assessment structure
- Explain theory, insights, and reasoning
- Show process work, prototype, and final output
- Highlight what you learned and improved

3.1 PROCEDURES FOR PRESENTATION (PITCHING)

General Public

This audience has diverse backgrounds and varying levels of knowledge. They prioritise simplicity and clarity over technical depth.

What they value:

- Easy-to-understand explanations
- Relatable examples and visuals
- Clear purpose and everyday relevance
- Simple storytelling
- A friendly, accessible delivery style

Pitching approach:

- Avoid jargon
- Use simple visuals and analogies
- Focus on benefits and real-life impact
- Keep the message light, engaging, and clear



3.2 CRITERIA OF AN EFFECTIVE PRESENTATION (PITCHING)

An effective pitch delivers your idea in a way that is clear, compelling, and memorable. It combines strong content, confident delivery, and clean visuals to ensure the audience understands the problem, believes in your solution, and recognises the value behind your proposal. A good pitch should not only inform but also persuade and inspire action.

To achieve that, several criteria must be met:



- The message must be structured logically.
- The delivery must feel confident and engaging.
- The visuals must support the story, not distract from it.
- The closing must leave a lasting impact.

When these elements align, your pitch becomes more than a presentation, it becomes a convincing narrative that captures attention, builds trust, and moves the audience toward your desired outcome.



Content Criteria

A good pitch must include:

Clear Problem Statement

- Clearly explain what issue you're addressing.

Insight & Evidence

- Research, user pain points, survey results, observations.

Proposed Solution

- What makes your idea valuable, unique, or meaningful?

Benefits to the Audience/User

- Why should they care?
- What will they gain?

Supporting Visuals

- Minimal text, powerful images, clean charts, diagrams.



Delivery Criteria

- Clear vocal projection
- Natural eye contact
- Confident body language
- Stay within time limit
- Answer questions concisely and confidently
- Minimal filler words ("umm...")

3.2 CRITERIA OF AN EFFECTIVE PRESENTATION (PITCHING)

03

Slide Design Criteria

- Minimalist design
- Consistent fonts
- Effective color contrast
- “One idea per slide” rule
- High-quality images, no pixelation
- Minimal text

04

Impact Criteria

Your pitch is effective when:

- Audience understands the problem
- Audience trusts your solution
- The message is memorable
- Clear call-to-action at the end



3.3 PREPARE FOR PITCHING SESSION

Effective pitching requires structured preparation. This phase ensures that the objective, message, content flow, and supporting visuals are aligned, allowing the presenter to deliver a clear and persuasive presentation.

Next, we move into Pre-pitch Preparation, which outlines the key steps you must take before you begin your pitch.

Pre-Pitch Preparation

01

Define the objective

- Inform?
- Persuade?
- Convince?
- Get approval?

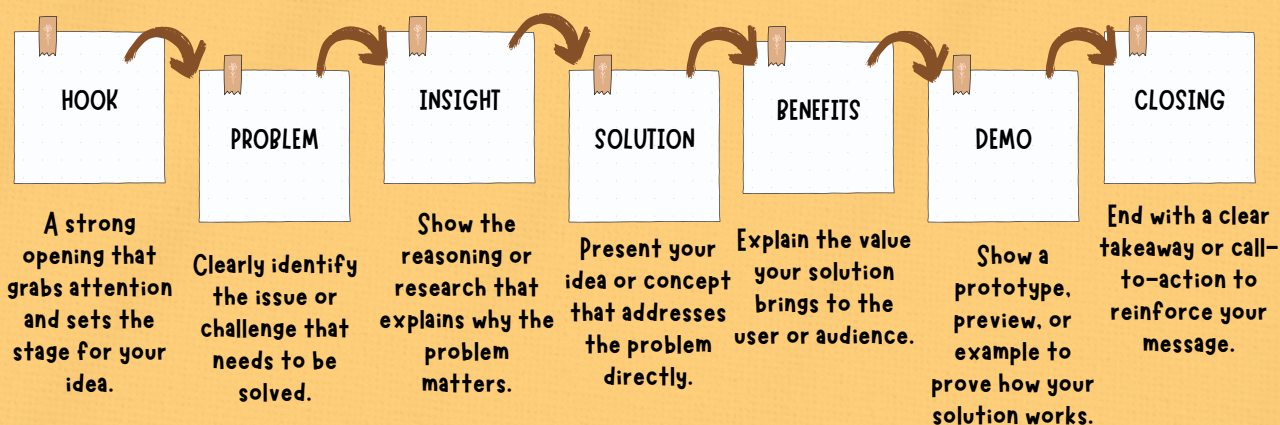
The objective tells you what you want to achieve through the pitch. Without a clear objective, your content will be scattered, and your message won't land effectively.

- ✓ Helps focus your message
- ✓ Determines the tone (informative / persuasive / approval-seeking)
- ✓ Ensures the audience understands your purpose from the beginning

02

Prepare your pitch flow

- Hook → Problem → Insight → Solution → Benefits → Demo → Closing



Pitch flow is the structure of your presentation, how one idea leads into the next. A good flow makes your pitch easy to follow and more convincing.

3.3 PREPARE FOR PITCHING SESSION

03

Prepare your narrative

Storytelling makes your pitch memorable. People remember stories more than slides full of text.



- Creates emotional connection with the audience
- Makes the content more engaging and less technical
- Helps explain complex ideas in a simple, relatable way

04

Prepare your visuals

- Use visual storytelling instead of text-heavy slides

Visuals are not decoration. They support and strengthen your message. Poor or cluttered visuals can distract, confuse, or weaken your pitch.



- Helps highlight key points
- Makes the message clearer and easier to digest
- Enhances professionalism and credibility
- Supports visual learners (majority audience)

05

Prepare prototypes

A prototype or sample is the proof of your idea. It shows you're not just imagining but you're building.



- Makes your pitch more convincing
- Allows the audience to see, not just hear
- Demonstrates feasibility and technical capability
- Helps during Q&A because you have real artefacts to refer to

For creative projects:

- Styleframes
- Storyboards
- Animatics
- Posters
- UI mockups



For design: poster, storyboard, animatic, UI mockups

For motion: styleframes, animation preview

3.3 PREPARE FOR PITCHING SESSION

06 Rehearsal Tips

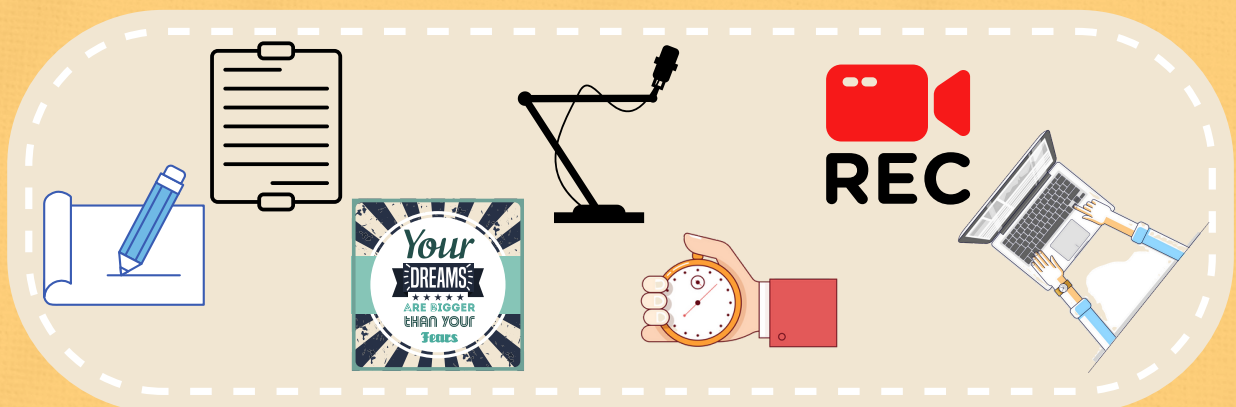
Rehearsal is the stage where you refine your delivery and ensure your pitch flows smoothly. Practising multiple times helps you gain confidence, reduce anxiety, and present with clarity. By rehearsing, you can identify weak points, adjust your timing, and strengthen your storytelling before facing the actual panel.

- Practice 3–5 times
- Record yourself to check tone, clarity, pace
- Time your pitch to avoid overrun
- Simplify if too long
- Prepare short note cards

07 Technical Checks

Technical checks ensure that your presentation runs smoothly without unexpected interruptions. By testing your devices, video format, internet connection, and backup files beforehand, you reduce the risk of technical issues that could distract the audience or weaken your pitch. Good technical preparation shows professionalism and helps you deliver your presentation with confidence.

- Ensure laptop, cable/adaptor ready
- Test your video (MP4, 1080p recommended)
- Prepare backup link (Google Drive, YouTube, QR code)
- Bring notes (bullet points only)



Pre-pitch Preparation

3.3 PREPARE FOR PITCHING SESSION

During the Pitch

During the pitch, your focus is on delivering your message with clarity, confidence, and engagement. This is the moment where preparation meets performance. How you speak, carry yourself, and connect with the audience will determine how well your idea is received. A strong delivery keeps the audience interested, reinforces your message, and increases the impact of your overall presentation.

- **Greet the panel confidently**
 - Start with a warm, confident greeting to set a positive tone and establish your presence.
- **Strong opening hook**
 - Capture attention immediately with a compelling fact, question, or statement that pulls the audience into your story.
- **Tell the story, not read the slides**
 - Use your voice to guide the narrative; let the slides support you, not replace you.
- **Keep visuals clean**
 - Use simple, uncluttered visuals so the audience can focus on your message without distraction.
- **Keep eye contact**
 - Maintain natural eye contact to build trust, show confidence, and keep the audience engaged.
- **Manage time well**
 - Stick to the allocated duration so your pitch stays sharp, focused, and respectful of the panel's schedule.
- **End confidently (a convincing Call To Action - CTA)**
 - Close with a clear, strong message, what you want the audience to think, do, or approve after hearing your pitch.

3.3 PREPARE FOR PITCHING SESSION

Closing the Pitch

Closing the pitch is your final opportunity to strengthen your message and leave a lasting impression. This is where you summarise the key idea, reinforce the value of your solution, and guide the audience toward the next step.

A strong closing should feel confident and intentional, whether it's inviting questions, requesting approval, or encouraging further discussion.

A clear and compelling Call to Action (CTA) helps the audience understand exactly what you want them to do after hearing your pitch.

- **Summarise the Key Message**
 - End with a clear recap of your main idea so the audience remembers the core takeaway.
- **Reinforce the Value**
 - Highlight why your solution matters and what makes it meaningful or beneficial.
- **Provide a Clear Call to Action (CTA)**
 - Tell the audience exactly what you want them to do next, approve, consider, test, support, or provide feedback.
- **End with Confidence**
 - Use a strong closing line that signals certainty and professionalism.
- **Thank the Audience**
 - A simple, sincere thank you helps close the pitch respectfully and positively.
- **Invite Questions**
 - Show openness to discussion and assure the panel that you're ready to clarify or expand your ideas.

CONCLUSION

A graphic design portfolio is a crucial, dynamic, and strategic visual essential for showcasing a designer's skills, creative process, and professional potential to potential employers or clients. Its conclusion is that a well-curated portfolio, prioritizing quality over quantity and demonstrating problem-solving abilities, is a decisive factor in career advancement.

The main purpose of a graphic design portfolio is to visually prove your capabilities and set you apart in a competitive market. It serves as a comprehensive showcase of your:

- **Technical skills** (software proficiency, color theory, typography, layout).
- **Creative process and problem-solving abilities** (demonstrating your thought process from brief to solution through case studies).
- **Versatility** across different media (branding, print, digital, web design, showreel/video).
- **Personal style and professionalism** (branding, communication, and attention to details).



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Zaitun, Hafizah & Zaida

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Politeknik Tuanku Syed Sirajuddin
Arau, Perlis

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