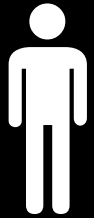


PORTFOLIO FOR PLANNERS

By David Valecillos
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The Challenges of **MAKING A PORTFOLIO**



You

.....

Your Portfolio!

A large orange arrow pointing downwards and to the left, indicating a flow or relationship from the portfolio to the person.

Who can Pay
you to do it?

.....



What you
want to do
for work

Past
Projects

Past
Projects

Real Estate
Development

Life
Experiences

Practice Areas

Community Planning

Skills

Employers

What you

You

.....

Clients

.....

**want to do
for work**

Languages

Grants

Transportation
Planning

Education

Mission + Values

Policy

Work
Experience

Future
Projects + Growth

Past
Projects

Life
Experiences

Skills

You

Languages

Education

Work
Experience

Past
Projects

Practice Areas

Employers

Clients

Grants

Mission + Values

Future
Projects + Growth

Real Estate
Development

Community Planning

**What you
want to do
for work**

Transportation
Planning

Policy

.....

.....



Your Portfolio

KEY ELEMENTS

Color and Text
Formatting
General Content
Portfolio Layout

Key Elements

Color and Text

Color Palette: is the range of colors to be use. *“The most successful color palettes are those that develop your brand’s identity (you) and clearly convey the right message to your audience (employers/clients).”*

Font Style/s: refers to the type, style, and size of the font to be used.

Hierarchy: “is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader’s eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text.”

Key Elements

Formating

Paper Size: Letter, Legal, Customized, etc.

Orientation + Flow: Landscape or Portrait. Right or Upper clip.

Type of Materials: Take into consideration the texture, color, brightness.

These are all important and should be selected based on the content you are displaying.

Key Elements

General Content

- **Cover** - Title - Name - Concentration - 1 Page
- **Contact Information** - Email - Twitter - Phone # - LinkedIn
- **Bio- “Resume”** - 1 Page
- **Index** - All Projects in the document - 1 page
- **Projects Summary** - 1 to 4 pages per project

Key Elements

Layout

- Cover
- Bio “ Resume”
- Index
- Projects

“Consistency in the placement and size of the different elements of your portfolio is key to deliver your message effectively”