6.20
Project: Yearbook e-portfolio
Location: Website
Practice: b:d landscape architects
This e-portfolio is presented as a digital yearbook that illustrates a year in the life of a landscape architect's practice. It uses a mixture of drawings and photographs to portray the range of work undertaken, which includes drawings and images of completed projects. This portfolio can be accessed via the company's website or from that of the online book publishers.
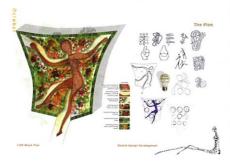
Content

The content of a portfolio depends on its purpose. Where a portfolio is required for a specific purpose, its content can be designed to meet these requirements. The content should be driven by research about the targeted audience and an understanding of their likely expectations.

Whilst on a landscape architecture course, it is important to keep a good record of projects to illustrate the depth and breadth of your abilities. This comprehensive record can be seen as your showcase for types of project, different contexts, range of scales, variety of processes and hand and digital techniques. The content should play to your personal strengths, interests and abilities. As well as showcasing work, a portfolio may also become an invaluable reflective tool.

Practitioners often make quick judgements about a portfolio, therefore it is important to order the content so that it begins and ends strongly, seeking a balance between quality and quantity. Your most recent projects are likely to be more complex and interesting, and therefore will present a strong start to a portfolio. A limited amount of text can also be used to introduce and support images.

As with all digital work, you should keep back-up files, keeping the TIFF or JPEG file size to 300dpi. For non-digital work, always keep a copy by scanning or photographing it. Originals should never be used just in case they are accidentally lost. Process work from notebooks can be scanned; whilst photographs can record models and large-format work.

E-portfolio

The Internet is a valuable showcase for a designer's portfolio. It is now an established creative platform to promote a designer's profile and to reach the public through an online community. Any method of showcasing or publishing work through the Internet is known as presenting an e-portfolio. The online visitor is unknown and can range from a casual browser looking for inspiration or a curious peer, through to a prospective employer. The layout and information content has to be designed to standalone. There are many photographic and video-hosting websites, for example Vimeo and Flickr, that allow the uploading and publishing of work.

Most sites enable visitors to add comments, therefore becoming potentially useful platforms for critique. Blogs are discussion sites that consist of discrete entries known as 'posts', which are listed in chronological order. They can include photographs, video and text. Functioning as a personal diary, they might include such things as updates on current work, thinking, reviews and sources of inspiration; or they might present a complete profile of a designer. Micro-blogging and social networking sites also enable discussion and debate but at a faster and more immediate pace.