

# **Job Hunting Tips: Art & Design Students**

**Careers & Employability Service**

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**[www.mmu.ac.uk/careers](http://www.mmu.ac.uk/careers)**



**Manchester  
Metropolitan  
University**

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## 1. WHAT DO ARTISTS AND DESIGNERS DO WHEN THEY COMPLETE THEIR DEGREE?

*Some facts about the Creative Industries courtesy of the Department for Culture, Media and Sport:*

- *It is the fastest growing sector in the UK growing at twice the rate of the overall economy*
- *It employs almost two million people*
- *Its proportion of GDP is higher than in any other country and accounts for 4.5% of UK exports.*

Art and design graduates are able to enter a diverse range of occupations...

<b>Art and design related jobs</b>	<b>Jobs with some relevance for creative graduates</b>	<b>Jobs open to all graduates</b>
Advertising Art Director	Museum/Art Gallery Curator	Public Relations Officer
Graphic Designer	Retail Buyer	Advertising Accounts Executive
Exhibition/display Designer	Arts Administrator	Retail Manager
Fashion Clothing Designer	Magazine Art Editor	Local Government Administrator
Visual Merchandiser	Art Therapist	Information Systems Manager
Illustrator	Film/video Editor	Human Resources Manager
Photographer	Programme Researcher	Social Worker
Community Arts Worker	Computer Games Developer	Website Designer

Detailed information on this selection of job opportunities and many additional career options are available at [www.prospects.ac.uk/links/occupations](http://www.prospects.ac.uk/links/occupations). There are also **Sector Skills Councils (SSCs)** set up by the Government with input from employers. The role of SSCs is to bridge any skills gaps, promote a skilled workforce and continued professional development. The SSCs for the Creative industries are broken down into the following:

**Skillset** – Audio visual, film, T.V, radio, computer games, animation etc  
[www.skillset.org](http://www.skillset.org)

**Creative and Cultural Skills** – advertising, crafts, cultural heritage, design, music, performing and visual and literary arts [www.ccskills.org.uk](http://www.ccskills.org.uk)

**Skillfast UK** – apparel, footwear, textiles and related trades [www.skillfast-uk.org](http://www.skillfast-uk.org)

## Self Employment

Many new graduates also establish themselves in self-employment, including freelancing, craftwork and consultancy. Well over one third of the graduates who become self employed in the first 6 months after graduation have studied Art and Design. The Career and Employability Service leaflet 'Becoming Self Employed' has links to organisations providing advice and support (including assistance with funding).

If you would like to work on a self – employed basis and chose to set up a website, or use a creative portal or social networking site to promote yourself then seek advice on copyright or intellectual property rights. You may need to check everything from the name of your company or web domain, copyright of your material, promotional items etc. See the Intellectual Property Office for more guidance on protecting your work [www.ipo.gov.uk](http://www.ipo.gov.uk)

Although it is still true that artists and designers can take longer to establish themselves, up to 80% of art and design graduates do find related employment between 2 and 5 years after graduation.

## 2. WHAT SKILLS DO ARTISTS AND DESIGNERS NEED TO SURVIVE AFTER UNIVERSITY?

Job-hunting requires an awareness of the skills that employers demand and the following is a sample of the skills required in the creative industries:

- Confidence in self and work
- Ability to work Independently
- Ability to Network
- Good Communication skills ( oral and written)
- Demonstrate creative ability
- Costing and pricing of work
- Presentation skills
- Negotiating with professionals and clients
- Problem-solving and Decision-making
- Technical skills including software knowledge and experience

Creative and Cultural Skills [www.ccskills.org.uk](http://www.ccskills.org.uk) provides information about the skills required by employers across the range of industry sub-sectors including design, crafts and visual arts.

The skill requirements of many specific occupations can be researched using [www.prospects.ac.uk/links/occupations](http://www.prospects.ac.uk/links/occupations) or by making contact with professionals in your chosen field. It may be possible to use established networks to provide these contacts. In the North West, the Design initiative [www.designinit.org.uk](http://www.designinit.org.uk) provides one-to-one advice sessions for creative professionals giving advice on portfolio development, presentation or where to look for business support.

A lack of key skills can hinder career entry and progression, particularly where competition is fierce. If you are concerned about your lack of specific skills or experience then your options include:

- Work experience. Useful organisations include Volunteering MMU [www.mmu.ac.uk/volunteering](http://www.mmu.ac.uk/volunteering) See the Careers and Employability Service leaflet "Getting Work Experience" for further suggestions

- Further education ranges from short skills based courses to postgraduate study. Careers Advice (formerly Learn Direct) [www.careersadvice.direct.gov.uk](http://www.careersadvice.direct.gov.uk) offers a course search facility
- Subscribe to [www.designinit.org.uk](http://www.designinit.org.uk) for details of free master classes and local internships

A job advertisement will usually refer to the skills that applicants require. If the requirements are unclear or you are not sure if you meet the requirements then contact the employer to clarify. Your initiative may impress.

### 3. SOURCES OF CAREERS INFORMATION

A number of sources provide careers information covering job descriptions, working conditions, entry requirements, vacancy sources, case studies and useful contacts:

a) The Careers and Employability Service Information Rooms hold a comprehensive range of reference material that includes:

- The Creative Handbook
- Artists Newsletter
- Arts Professional
- Artyfacts
- A range of titles on working for yourself
- Directories of postgraduate courses

b) The Careers and Employability Service Information Rooms and Careers and Employability Service website [www.mmu.ac.uk/careers](http://www.mmu.ac.uk/careers) contain an extensive range of leaflets that we have produced including:

- Art and Design Recruitment Agencies
- Fashion and Textiles Recruitment Agencies
- Art and Design careers websites (covering arts admin/museums, photography, craft, drama and visual arts)
- Becoming Self Employed
- CVs and Covering Letters
- How to Find Local Vacancies

c) There is extensive information available on the web. Intute: Arts & Humanities [www.intute.ac.uk/artsandhumanities](http://www.intute.ac.uk/artsandhumanities) is a good place to start.

d) Employers can be approached directly for advice or via the professional organisations listed at [www.prospects.ac.uk/links/occupations](http://www.prospects.ac.uk/links/occupations).

e) Make good use of planned work experience by talking to a variety of people.

f) Academic staff, past students, friends and family could all have useful information and contacts.

g) Make use of careers talks, fairs and employer presentations see [www.mmu.ac.uk/careers/events](http://www.mmu.ac.uk/careers/events). Read the latest careers news online at [www.mmu.ac.uk/careers/news](http://www.mmu.ac.uk/careers/news).

## 4. HOW TO FIND A JOB

Advertising in the press is expensive and so organisations will use a range of recruitment methods. You should be prepared to try out the following:

a) Networking to establish contacts. This is important since many jobs in the creative industries are secured in this way. If networking sounds like a daunting prospect then it is important to develop an approach that suits you. Networking opportunities are available via:

- Agencies and professional organisations, especially Regional Arts Boards. Look out for membership directories, workshops, conferences, and social events
- The Arts Council may be able to provide grants for creative projects linked to art, dance, poetry or music. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)
- Local networks may already be established for your career area of interest. These inform members about issues such as industry developments, training and job opportunities. In the North West these include:  
Creative Times [www.creativetimes.co.uk](http://www.creativetimes.co.uk)  
Design Initiative [www.designinit.org.uk](http://www.designinit.org.uk)  
NW Vision and Media [www.visionandmedia.co.uk](http://www.visionandmedia.co.uk)  
Manchester Digital [www.manchesterdigital.com](http://www.manchesterdigital.com)  
Early Arts [www.earlyarts.co.uk](http://www.earlyarts.co.uk)
- Work placements, part time work or summer jobs
- Degree shows, craft fairs, exhibitions, galleries and trade shows. Make use of these as networking opportunities during the quieter periods (usually early morning). Watch the way exhibitors do business
- Staff at university/former students/friends and family
- A growing number of web based art and design portals and on-line networks

Keep records of all your contacts, including business cards that you have received.

b) Targeting employers with speculative applications can be a productive way of finding a job although you may have to persevere. Your initial efforts should concentrate on identifying the organisations to contact:

- The business reference section of major libraries holds employer information
- The Careers and Employability Service has a selection of company directories such as the Creative Handbook
- Online directories include the general e.g. [www.bt.com](http://www.bt.com) and the specialist e.g. [www.designdirectory.co.uk](http://www.designdirectory.co.uk). **Details relevant to your area of practice are given in the 'Contacts and resources section' listed under individual job profiles at [www.prospects.ac.uk/links/occupations](http://www.prospects.ac.uk/links/occupations)**

Making contact with a potential employer can take several forms:

- Send a CV with a covering letter. It is advisable to send it to an appropriate, named person and follow up this initial contact with a telephone call after a couple of weeks
- Telephoning. Make sure that you are talking to the appropriate person and check that it is a convenient time to talk. If not, try to agree an alternative time
- Cold calling or 'door-stepping'. Care should be exercised when visiting certain locations. If it is an inconvenient time to talk then leave a CV and business card
- E-mail. Remember to take care over the security of personal data

When contacting potential employers show that you understand what they do, be clear about what you want and explain what you can offer. A good tactic can be to request an advisory interview, some work shadowing or a work placement rather than asking directly for a job. This gives you the opportunity to get yourself and your work known to key people in the organisation.

c) Advertised job vacancies *are* available but you are likely to have to look in a number of places. These include:

- Newspapers and specialist trade journals such as Artists Newsletter [www.theartistsweb.co.uk/Artists-Newsletter](http://www.theartistsweb.co.uk/Artists-Newsletter)
- The internet. There are online versions of publications such as Arts Professional. Some organisations have online vacancy services. Examples include [www.artscouncil.org.uk](http://www.artscouncil.org.uk) whilst openings can be posted on network sites such as [www.visionandmedia.co.uk](http://www.visionandmedia.co.uk) and [www.creativetimes.co.uk](http://www.creativetimes.co.uk)
- Recruitment agencies. There are specialist agencies serving the creative industries such as [www.artsjobsonline.com](http://www.artsjobsonline.com), [www.artsthread.com](http://www.artsthread.com) and [www.peopleperhour.com](http://www.peopleperhour.com)
- Vacancy information from the Careers and Employability Service covers a diverse range of occupations and includes [www.mmu.ac.uk/careers/coves](http://www.mmu.ac.uk/careers/coves)

d) Widening your choice of location will also increase job opportunities. It may be worthwhile considering applying for jobs nationally or internationally. Artists, musicians, dancers, actors, singers, writers and so on have been able to break into international markets and bridge cultural gaps.

Opportunities might be available in America, Europe, Asia, or parts of the Middle East.

Source: [www.prospects.ac.uk](http://www.prospects.ac.uk) – Jobs and Work – Industry Insights – creative arts

Further information is available on The British Council Website [www.britishcouncil.org/new/](http://www.britishcouncil.org/new/) the Creative Economy Programme [www.cep.culture.gov.uk](http://www.cep.culture.gov.uk) Arts Council England [www.artscouncil.org.uk](http://www.artscouncil.org.uk) or via the European Commission Culture Programme [http://ec.europa.eu/culture/index\\_en.htm](http://ec.europa.eu/culture/index_en.htm)

## 5. COMPILING A STANDARD CV

A CV is a professional marketing tool that is a clear and focussed overview of your education, professional experience and skills. It should be useful and relevant to a future employer and used when:

- An employer asks you to apply by CV in response to a job advertisement
- Making a speculative approach
- Presenting information about your background, for example at an exhibition

The main function of the CV is to get you an interview. The CV is therefore an advertisement selling you. It pays to spend time preparing and presenting it correctly.

There is no precise format for a CV but it should be designed to the highest standard and tailored to the job you are applying for. We have provided an example of a standard (chronological) CV. If your experience does not appear to directly relate to your career goals then it could be more appropriate to use a skills-based CV. Examples are provided at [www.prospects.ac.uk/links/appsinterviews](http://www.prospects.ac.uk/links/appsinterviews)

Not all of the suggestions below will be applicable to your needs and you can use alternative headings if appropriate. These are not necessarily in the order they should be included either, use your judgement to give impact to *your* selling points.

- a) PERSONAL DETAILS – name and contact details (address, phone & email)
- b) PROFILE – a short summary of your strengths and experiences. When targeting a specific career / employer can include your CAREER OBJECTIVE
- c) KEY ACHIEVEMENTS – details of competitions won, awards gained, exhibitions, work sold (with buyers permission), reviews and publications (quote sources that have mentioned your work) and bibliography (with publisher)
- d) KEY SKILLS – give a breakdown of relevant skills developed from academic, employment and extra-curricula experiences. Include evidence of how these skills were obtained
- e) EDUCATION – start with the most recent and include dates, institutions and qualifications gained. Stick to the positive and relevant – you do not have to include your grades - give a course description where appropriate
- f) EMPLOYMENT – in addition to dates, job titles and employer names of full time, temporary and part time work undertaken, indicate your responsibilities and skills developed. Where work experience had been extensive it may be necessary to concentrate on the most relevant. It could be helpful to subdivide this section e.g. 'Art and Design Related Employment' and 'Additional Employment'. Work placements and freelance work should be included. Even experience that appears unrelated could demonstrate useful skills and could be well worth describing
- g) VOLUNTARY WORK – whilst voluntary work is sometimes included within employment or positions of responsibility it might also be appropriate to have a distinctive section especially if your voluntary experience is relevant to the work you are applying for
- h) POSITIONS OF RESPONSIBILITY – voluntary work, student course rep, team captain and treasurer of club/society could all be highlighted
- i) OTHER SKILLS – that may interest an employer such as computer skills, coaching qualifications, language ability and driving license
- j) HOBBIES & INTERESTS – be brief (2-3 lines) but include membership of artists' or professional associations, societies or studio groups and roles performed. List genuine interests such as travel, charity activities and sport
- k) REFERENCES – usually two; one academic and one recent employer. Ask your referees for their permission before inclusion. If you are short of space, it is acceptable to say "References, including recent employers, are available on request"

An example has been included below as a guide.

## PAULA JOHNSON

12 Birch Road  
Didsbury  
Manchester  
M20 3JD

Tel: 0161 434 0790  
E-mail: [p.johnson@mmu.ac.uk](mailto:p.johnson@mmu.ac.uk)  
D.O.B: 10.06.88

### Profile

A highly motivated, enthusiastic and successful designer with excellent communication and organisational skills developed throughout university and within industry.

### Key Achievements

- Negotiated my own work experience placement at Next PLC
- Undertook a business project and formally presented results to company management team who implemented several of my recommendations
- Won a competition for “.....” during my second year
- Organised an advertising campaign for the student magazine

### Education

Sept 2007 – June 2010 BA Hons Textiles  
Manchester Metropolitan University

*add relevant detail here.....*

Sept 2006 – June 2007 Foundation Course in Art & Design  
Manchester Metropolitan University

Sept 2004 – June 2006 A 'levels' - Art (A); English (C)  
9 GCSE passes including English and Math's  
Barlow Moor High School, Manchester

### Work Experience

June – Sept 2009 Summer Vacation Placement  
Next Retail, Glasgow

I gained experience in several departments including design and buying. Increased my understanding of a commercial environment and developed my negotiation skills.

Feb – Sept 2008

P/T voluntary work  
Manchester Craft Centre

I contributed to the planning and delivery of workshops run by a group of Community Artists. Developed my team-working skills as part of a small unit and gained an insight into self-employment.

May 2008

Artist in Residence  
Wigan Arts Centre

This project ran in conjunction with a local primary school to create work for a display. I organised a feature in the local press. This enhanced my time management skills in terms of assessing work, delegating tasks and working to deadlines.

Nov 2007 – June 2008

P/T Restaurant & Bar Work  
Parrot & Fiddle, Manchester

This experience enabled me to develop a high level of customer service skills working as part of a team, under pressure in a busy environment.

### **Additional Information**

- I.T. proficient in the use of CAD and Microsoft Office
- Full, clean driving licence
- Competent in spoken French
- Represented Faculty in MMU's annual Innoflux competition
- Student member of Chartered Society of Designers

### **Interests**

I am a keen cyclist and have traveled extensively around Europe. I completed a charity cycle for "Sense" in Kenya. I enjoy playing the guitar and I regularly attend the theatre and exhibitions.

### **References**

Mr. R. Hollis  
Senior Lecturer  
Manchester Met. University  
Cavendish Building  
Manchester  
M15 6BH

Ms T. Scaul  
Store Manager  
Next PLC  
Queen St  
Glasgow  
GL2 85Q

## b) Presentation of your CV

As an artist / designer you will want to provide a visually attractive CV. The more attractive and readable the CV, the more an employer will be likely to persevere and consider you seriously. Principles of good presentation include:

- Ensure information is concise, relevant and positive. No more than two pages
- Consider fonts that are attractive but legible and ways to highlight key phrases
- Colour, artwork and designs should only be used where appropriate and be careful not to detract from the written content
- Be positive, start sentences with action words such as 'designed' and avoid passive phrases such as "I was part of a team"
- Check for accuracy – factual as well as grammatical!

Presenting clean, professional and well-designed work will make you more credible as an artist or designer who is well organised and capable of meeting deadlines.

A clearly presented CV can indicate that an artist is not going to be a problem to work with (however off the wall the person's work may be).

Many examples of approaches to creative CV's are provided in the '**Creative CV Guide**' by Jan Cole. It is available in hard copy at the Careers and Employability Office at All Saints; all course programmes in the Faculty of Art and Design also hold reference copies. You can view even more examples to help develop your own ideas on presentation on art and design web sites that have been set up to showcase the work of both new and established artists, makers and designers.

In addition to the notes below, detailed advice on making creative applications can be viewed at: -

<http://www.careers-creative-living.co.uk/>

<http://www.ucreative.ac.uk/index.cfm?articleid=8550>

<http://www.artquest.org.uk/>

<http://www.art-support.com/>

## 6. AN ARTIST'S CV

Fine artists (and at times other creative practitioners) can develop a concise CV to:

- Send to galleries and exhibitions for the purpose of showing your work
- Use as promotional material when you visit clients or attend craft fairs

It is a single sided version of the standard CV that focuses on artistic training and achievements and could include:

- a) Standard PERSONAL DETAILS
- b) ARTISTIC STATEMENT a short and clear statement about your creative work and objectives e.g. key themes, materials, influences, direction etc.
- c) ARTISTIC ACHIEVEMENTS – a list, most recent first, of awards, grants, competitions, exhibitions, reviews etc.
- d) ART EDUCATION details of Foundation, Degree, Postgraduate studies etc.

- e) RELEVANT EMPLOYMENT including paid/unpaid jobs, placements and freelance work – e.g. teaching, commissions, residencies, workshops etc.
- f) AGENT(S) if you have one

## 7. A DESIGNER'S CV

Designers need to demonstrate their particular skills when producing a CV and should give careful consideration to the presentation of the CV:

- Try a professional publishing package rather than a word processing application like Word
- Incorporating design into the CV or developing an unusual format can be risky; employers generally want easy access to relevant information about candidates and a conventional A4 style does provide this
- Images that are clear and appropriate can be helpful to an employer. Include several clear images on a separate sheet designed to complement the CV
- Materials used can have a big impact and so avoid sending photocopies and make sure the finished print is perfect

## 8. CVs FOR ONLINE, MULTIMEDIA & SOCIAL NETWORKING SITES

If sending your CV as an attachment to an email then experiment by sending to a friend in this way and make sure the format and tabulations do not break up when downloaded. Ensure that your CV looks as good as a printed hardcopy as it does when viewed on screen. A CV sent as a PDF file can overcome these issues.

Multimedia options include websites and showreels using DVD. It is important that the employer can navigate the material easily and that images are a reasonable size. Test thoroughly to make sure that your work will display on a variety of hardware.

If you advertise your website or use social networking sites, make sure that the link is secure to reduce the possibility of falling victim to I.D theft - see [www.getsafeonline.org.uk](http://www.getsafeonline.org.uk) , It is also important to check you have full intellectual property rights over your work look on the Intellectual Property Office's website [www.ipo.gov.uk](http://www.ipo.gov.uk)

**Social networking sites** such as Facebook, Bebo, MySpace and Twitter, are growing in popularity because you can share information, pictures and videos with other people via the web instantly. This is a great way to keep in touch with friends and family. LinkedIn [www.linkedin.com](http://www.linkedin.com) offers a particularly useful forum for professionals.

- Increasingly people are choosing to use their sites to look for jobs or promote their work, and in some cases employers have been known to use networking sites to look up potential employees as well as using it as a recruitment aid. **Be mindful of this**, is the information you upload suitable viewing for potential employers!

The Information Commissioner's Office provides guidelines on the safe use of networking sites. To find out more about the various sites, types of personal information you provide, the purpose of using social networking sites, the security and control you have over your words and images you upload on sites see [www.ico.gov.uk](http://www.ico.gov.uk) or [http://www.ico.gov.uk/upload/documents/library/data\\_protection/practical\\_application/social\\_networking\\_v04\\_final.pdf](http://www.ico.gov.uk/upload/documents/library/data_protection/practical_application/social_networking_v04_final.pdf)

## 9. COVERING LETTERS

Spend time producing an effective covering letter that utilises one side of A4. Organize the letter into separate paragraphs covering the following:

- a) The post / type of work applied for and, if relevant, where you saw the advert
- b) Why and how much the work appeals to you
- c) A description of your key skills, qualifications and achievements relevant to the post. Describe your most significant experiences as evidence of your skills
- d) What attracts you to the organisation
- e) A thank you to the employer (for considering your application) and your availability to discuss the application further

The letter should make the reader want to read your CV by being a professionally presented document that shows your motivations, skills and achievements as they relate to the advertised vacancy. An oversimplified covering letter is not likely to be adequate. Useful tips include:

- Personalise the letter by addressing someone by their name
- Make key statements about what you have to offer by relating your experience and qualities to the job on offer
- Use the letter to emphasise your enthusiasm for the job
- Ensure the letter is legible and free from spelling and grammatical errors
- Handwrite only if you can do this well, otherwise word-process
- Ensure the letter is well laid out and include your name and address and the employers

Cover letter examples are available at [www.prospects.ac.uk/links/appsinterviews](http://www.prospects.ac.uk/links/appsinterviews)

## 10. APPLICATION FORMS – DO'S & DON'T'S

DO:

- Prepare well – match your abilities to the vacancy
- Make sure the website is secure when providing personal details. Encrypted sites have “https” in the URL, security certificates or a padlock image.
- [www.getsafeonline.org.uk](http://www.getsafeonline.org.uk)
- Read through the whole form first, check space, practice on a photocopy
- Follow instructions, e.g. complete in black ink
- Complete all sections – if something is not applicable, then say so
- Describe specific examples to support what you say about skills
- Check grammar and spelling
- Be clear and concise
- Demonstrate a positive attitude
- Get someone to check it
- Keep a photocopy of the first version

DON'T:

- Write too much or too little
- Enclose a CV unless asked for
- Give vague answers

- Leave chronological gaps with no explanations
- Use jargon
- Be careless or untidy
- Give false information

## 11. INTERVIEWS

### a) How to prepare for an Interview

Research the company's activities and design material. Catalogues and annual reports are freely available, as is information on the internet.

Spend time thinking about the skills that the employer is looking for and the evidence that shows that you have these skills. Feel confident that you can describe your evidence.

The types of questions you will be asked will be linked to your motivation and the skills required to do the work. For example:

- Why do you want this particular job?
- Describe a project which went well / not so well and explain why (constructive criticism is appreciated)
- Describe your part in any exhibition – what skills did you use?
- What do you think will be the main differences between working in an academic environment and a commercial one?
- How would you cope with meeting deadlines, commercial pressures, working in a team?
- Tell us about your key achievements in the last year

First impressions are important too – comment from an art graduate:

"...many feel as a design student that it is not necessary to dress in the normal way (i.e. suit and tie) for a job interview, but I have found dress is important – especially if you are meeting with a company's clients".

What you decide to wear is your own personal choice but cleanliness, punctuality and enthusiasm help to make a good impression.

At the end of the interview you should leave with a clear understanding of what happens next. Will they contact you? Will a second interview be required?

You can write and thank them for their time and if you don't hear anything, telephone to discover the outcome. If you don't get the job, ask for feedback on how you can improve.

### b) Your Portfolio

Employers views may differ on how your portfolio should be presented so seek advice from tutors and professionals. Some general tips:

- Ensure it is clean and neatly presented; place your work inside protective plastic sleeves. Laminating could help to protect your work. Employers look at details and the amount of effort put into the portfolio
- Larger than A2 will make your work difficult to transport and present.
- Opinions vary on quantity – approximately 12 to 14 pieces of work is average
- Use a strong consistent style that reflects the range of your talents and the type of work you are applying for

- Focus on your strengths – include pieces that you like and can talk about. Best piece first
- Keep it recent: avoid including work older than 3 years
- You can show examples of your work at the different stages of development
- Get the work replicated online e.g. via a dedicated website – but ensure contents easy to navigate and images are easy to access
- Practice presenting your portfolio
- It is Ok to speak to the employer to clarify their requirements or do some research on what is best for the sub-sector you are targeting (e.g. is it commercial enough for the sector?)

Most designers / art directors would prefer you to supply samples or a broadsheet to retain a meaningful record of what you can do. It is very useful to have business cards or postcards with a sample of work to leave. Never leave your own original work behind.