



MICHAEL  
GRAVES  
COLLEGE

STRATEGIES FOR PORTFOLIO

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# STAND OUT PRESENTATIONS

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**STAND OUT**

PRESENTATION TIPS

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# TOUCHPOINTS

**Most relevant first**

**Enough to tell your story**

**Scalability**

**Show details**

PRESENTATION TIPS

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# LAYOUT

**Grid**

**Margins**

**Composition**

**Hierarchy**

**Color flow**

**Less is more**

**PRESENTATION TIPS**

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**IDENTITY**

**Consistency**

**Cohesiveness**

**Follow standards**

**Personal vs project identity**

**STAND OUT**

PRESENTATION TIPS

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# IMAGES

**Quality**

**Styling (+props)**

**Cropping**

**Scalability**

**Lighting**

**Photography**

**Mock-ups (buy them)**

**Shadowing**

**PRESENTATION TIPS**

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**EXPERIENCE**

**Best project: first or last?**

**Make a human connection**

**Make them laugh**

**Teach them something**

**Frighten them**

**Make them remember you**

PRESENTATION TIPS

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# PRESENTING

**Memorize project stories**

**Be authentic!**

**Show your passion**

**Have a conversation**

**Celebrate**



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