Portfolio Style Sheet

My project sought to set up rules for a portfolio showcasing creative efforts in a variety of categories. To achieve this, the design needs to be versatile. General design guidelines that govern the appearance and construction of the portfolio have been developed. Ranging from broad to specific, each guideline is detailed in this description.

The portfolio should evoke a comfortable feeling, pulling its audience in. Clean lines and a warm color scheme achieve this. The background is entirely warm-grayscale with a CMYK color code of 0,5,5,0-100. The book is comprised of spreads, where each spread is of a single project. The background of each spread has an element that overlaps the two pages to give readers a visual cue about how to read the portfolio. Also located in the background is a signal letter giving the reader a hint as to the type of project that is being displayed. These signal letters are defined subtly on the opening page. Certain spreads have another background feature comprised of a grayscale image in the background that gives the project some added context. All background components follow the color rules defined earlier in this paragraph.

Images are placed within a white boarder as a reference to the traditional photography methods of printing. The final portfolio will be professionally printed on heavy-weight paper with a cardboard front and back cover and bound with a black spiral. Through a warm color scheme, and strait-forward, easy to read layouts, the portfolio design is versatile and dynamic. With interchangeable parts, it will grow with the work it displays.