Week 6: Steps to a Creative Career

Class 1	Class 2
→ Planning a Portfolio → Creating an Online Presence	→ Assessment of Completed Portfolios → Ending the course

Class 1:

→ Planning a Portfolio

Portfolios are essential supplements to the standard CV when seeking employment in the creative industries, be this freelance, as a paid art worker or when commissioning an agent. These can take the form of 'hard' copy folders and mounted page layouts when visiting for interviews in person, or they may be digital themselves, either web based or presented on a CD.

A good portfolio should:

- Demonstrate a wide range of skills
- Start and end with the applicants strongest pieces
- Be focussed to the job role or career aims

Conduct a group discussion that covers this content and then ask students to **make a list** of three pieces of work they have created over the course they think best represents their strengths. They should then compile these in to a folder titled 'portfolio' and make sure the files are of good quality with logical file names and appropriate formats.

→ Creating an Online Presence

In the current climate of the creative industries, an online presence is really important. There are lots of simple tools for creating portfolio sites (Wordpress, Blogspot, Weebly to name but a few.) There are also sites set up to provide artist's portfolio profiles that operate a bit like general social media. If you have time, it may be useful to get students to do a little research into what works for them, otherwise, find one that works for *you* and demonstrate how to build a simple free webpage.

For the purposes of this teacher training course, we will use www.weebly.com

Class 2:

→ Assessment of Completed Portfolios

There are two ways you could run the assessment based upon your group dynamics, the resources and equipment you have available and what is easiest for you to schedule:

Group Presentation Session

Students present their portfolios to the group using their websites and a projector or a large display screen. Get them to talk about the work they have selected, as if they were in a job interview and then move on to discuss the decisions they made about designing their webpage. Open the discussion up into questions and feedback from the rest of the group.

Individual Tutorials

If it is not practical for the group to meet together or you feel it would be easier to manage, you could make individual appointments with each member of your class and ask them to present their portfolio pages to you. You could run the sessions as mock interviews to help them develop these skills. Ask them to explain their decisions in terms of selecting work and designing their pages. Ask them if they think there is anything they might improve.

Ending the Course:

Before you end the course, make sure that students have a clear plan for how they can take their studies, or their job search forward. It is good practice to ensure they have had a discussion with you about next steps and that they know how they can contact you for further advice in the future, should they need it.