

## Nine Essential Questions for Successful Portfolio Design

1. Who are your potential viewers?
2. What should your portfolio include?
3. What are the page sizes and orientation options?
4. What folio or binding system correlates best with your work?
5. What is the best sequence for your work to be viewed?
6. What is your compositional strategy?
7. What is the relationship between text and images?
8. How do the images make the biggest impact on the viewers?
9. How will you display your final portfolio?

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