

# The Creative Finishing School

BY RUCHIKA NAMBIAR

This document is a **sample**  
**template** of what your portfolio  
review will look like

## Portfolio Review

Your Name

DD MMM YYYY

✓ Payment Completed  
Reference ID  
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(Payment Method)

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## Overview

This section will provide a brief nutshell summary of your portfolio, cover any overarching feedback and give you a broad overview of your strengths, weaknesses and next steps. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eget fermentum lacus, eget placerat nisl. Nulla ac pretium dui. Fusce vestibulum vulputate fringilla. Donec auctor libero quis turpis feugiat feugiat. Integer malesuada molestie ante at tempor. Duis sed gravida massa.

Portfolio Type **PDF Portfolio**

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## Criteria-Based Assessment

Criteria	1 <i>Subpar</i>	2 <i>Average</i>	3 <i>Fair</i>	4 <i>Good</i>	5 <i>Very Good</i>
<b>First Impression</b> What impression does this portfolio give to someone who's viewing it with fresh eyes?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Flow &amp; Structure</b> How well is this portfolio structured and organized in terms of its content and narrative? How well is information organized and how logically does it flow from one section to the next?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Presentation of Individual Projects / Items</b> How persuasive, attractive and informative are the individual projects or case studies presented in this portfolio?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<b>Articulation</b> How well are you able to articulate yourself, your thoughts and your processes in writing?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Visual Quality</b> How engaging and attractive are the visuals, photographs, mockups, renders etc that are presented in this portfolio?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Depth of Process</b> How well have you demonstrated your processes and techniques through explanations, moodboards, sketches, wireframes, photographs, etc?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<b>Finesse of Final Output</b> How well have you demonstrated the final output/culmination of each project through renders, mockups, photographs, hi-fidelity wireframes, etc?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Usability &amp; Ease of Access</b> How easy is it for someone to go through your portfolio? Is the file very heavy to download? Are the links broken? Is it hard to find essential information? Do the pages take too long to load?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

## Expectation Matching

The following considerations are to help you gauge whether or not your portfolio meets certain basic expectations one would have of a practitioner with your skill and experience.

Consideration	Y/N	Remarks
Does your portfolio provide the information that your desired clients / employers / recruiters might be looking for?	Yes ▾	<i>Detailed remarks and comments</i>
Does your portfolio demonstrate the level of competence expected of someone with your experience / background?	Transitional ▾	<i>Detailed remarks and comments</i>
Is your portfolio correctly positioned towards the specific industry you wish to work for?	No ▾	<i>Detailed remarks and comments</i>

## Strengths

This section will map out the specific strengths in your portfolio that you can capitalize on.

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## Areas of Improvement

This section will map out the specific areas of your portfolio that you can improve upon. It will also provide guidance and feedback on how to improve on these aspects.

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## References

This section will give you a list of references and links to other portfolios / websites / Behance profiles that you'll find helpful in improving your own portfolio. It will also point out specific takeaways to pay attention to in each reference.

Reference	Pay attention to...
<a href="#">Reference Link</a>	<i>Notice how this person has used storytelling to structure the flow of their case studies...</i>
<a href="#">Reference Link</a>	<i>Notice the consistent visual quality across all of their mockups...</i>
<a href="#">Reference Link</a>	<i>Notice how they've zoomed into specific features of each product and highlighted their USPs...</i>
<a href="#">Reference Link</a>	<i>Notice how they've maintained an even ratio of text vs. image...</i>

## Immediate Next Steps

This section will give you specific actionable steps that you can take in the short term.

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## Long Term Considerations

This section will give you things to keep in mind as your portfolio evolves over time.

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**END OF REVIEW**

*Thank you for sending me your portfolio and letting me get to know you through your work. Do remember that my comments and opinions are based on my personal understanding, knowledge and experience of the creative industry – nothing is set in stone, and there may be other professionals / mentors who provide you with different feedback and advice. Nevertheless I hope you've found my review helpful in getting closer to your career goals. If you did, I'd love to hear your thoughts – please email me at [ruchika.vn@gmail.com](mailto:ruchika.vn@gmail.com) with your feedback and comments. If you'd like to discuss your portfolio further, feel free to [book an hour-long call with me here](#).*

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*(Signature)*

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