portfolio *Noun*

pl -os

port·fo·li·o (pôrt-fl-, prt-)

1. a flat case for carrying maps, drawings, or papers

2. selected examples, such as drawings or photographs, that show an artist's recent work

3. the area of responsibility of the head of a government department: the defence portfolio

4. Minister without portfolio a cabinet minister without responsibility for a government department

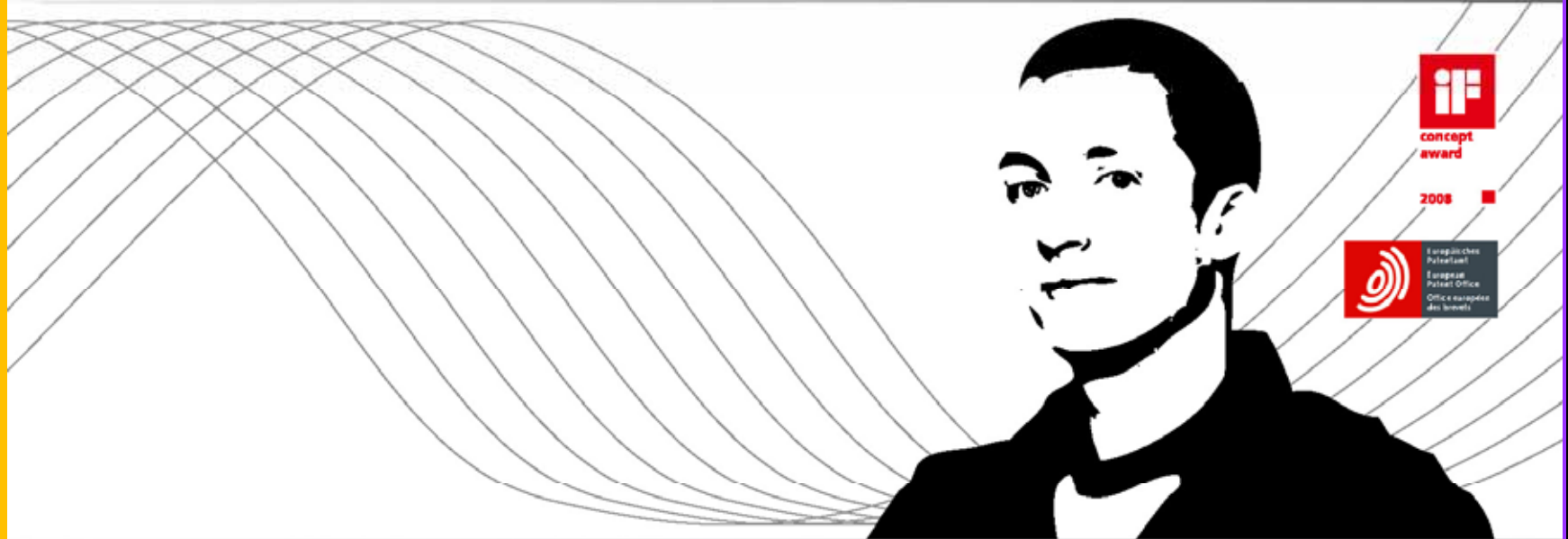5. a list of investments held by an investor

PORTFOLIO
A Quick Start Guide

Anas K A

The first look

Industrial Design Portfolio
Mario Weiss

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iF
concept
award

2008

Europäisches
Patentamt
European
Patent Office
Office européen
des brevets

Curriculum Vitae

Mario Weiss
Im Weingarten 10, 8259 Kaltenbach, Switzerland
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Education

Oct 2005 - 2008
BA in Industrial Design
University of Applied Sciences Northwestern
Academy of Art & Design, Aarau, Switzerland
www.createyourstudy.ch

Aug 2000 - Jul 2004
Apprenticeship as Technical Designer
with college entrance requirements
azw Ausbildungszentrum Winterthur
Higher Vocational School

Aug 1999 - Jul 2000
Arts Prerequisite Course
preparation for art schools
SBW School, Romanshorn

1989- 1999
Secondary School, Eschenz
Primary School, Kaltenbach
TAS Taipei American School, Taiwan

Work Experience

Dec 2007
Mammut Sports Group AG
Graphic concept for rope bag
www.mammut.ch

Aug 2006 - Feb 2008
Tutor of Photography
University of Applied Sciences Northwestern
Academy of Art & Design, Aarau, Switzerland
www.createyourstudy.ch

Feb - Jul 2006
Kuhn Rikon AG
Freelance product design
www.kuhnrikon.ch

Aug 2002 - Jul 2004
Zimmer GmbH
Technical designer apprenticeship

Computer Skills & Languages

3D applications
Unigraphix (V17, V18, NX)
Cobalt
Cinema 4D

2D applications
Adobe Photoshop CS3
Adobe Illustrator CS3
Adobe In-Design CS3
Adobe GoLive CS3

Languages
German, English fluent speech / writing
French knowledge

Awards and Acknowledgement
IF Concept Award 2008 (*Nebo*)
listed as Inventor in
European Patent by Collano AG
(*Dreamdive*)

My Life

Mario Weiss
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I was born in Chur, Switzerland, on June 3, 1983. Our family moved to Singapore due to my father's professional assignments, in April 1984, then to Taiwan in 1987, and returned to Switzerland in August 1992. Hence, I grew up bilingually in English and German until I was nine. I got schooling in Taiwan, first nursery school, and then Taipei American School from kindergarten up to 3rd grade.

These years in Asia opened my mind to other cultures, widened my horizons, and were an invaluable experience that I am still thankful for today.

Back in Switzerland, I attended public school and graduated from secondary school in 1999. In accordance with my passion for drawing and my interest in art, I then did the one-year prerequisite course for art schools at SBW School in Romanshorn. Its curriculum furthers the arts skills and aims at assisting the students to focus their interest. At that time, I realized that my goal was to become an industrial designer. My parents told me that I had already wanted to be an „inventor" when I was a toddler.

To get a well-rounded knowledge for industrial products and technology, my next step was a 4-year apprenticeship as a technical designer at AZW Winterthur, sponsored by the company Sulzer. The first 2 semesters were full-time schooling, followed by a 12-months mechanical workshop internship and then 2 years with Zimmer Orthopedics, with 3 days work and 2 days high school per week. I graduated both as certified technical designer and with college entrance requirements (Berufsmatura). This technical education was indeed a great basis for studying industrial design.

I have just finished my Bachelor Thesis in Industrial Design at the University of Applied Sciences Northwestern Switzerland in Aarau and am looking forward to gain experience in future job opportunities.

The first look

Industrial Design Bachelor Thesis
Kahuna Adventure Equipment

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Kahuna is a new touring boat, inspired by old Polynesian outrigger canoes. It was developed for recreational use in various environments around the globe, created mainly for rental agencies and for outdoor enthusiasts. The combination of sports equipment and camping gear allows efficient mobility and a comfortable overnight stay.

The main drive of *Kahuna* is the *Mirage Drive*®, a pedal/crank mechanism of *Hobie Kayaks*. This is a very efficient drive system that is easy to master. An ordinary paddle assists in manoeuvring the boat. Even inexperienced users adapt very quickly. For camping, a screen cloth is mounted between the outriggers to serve as base for the tent and as camp bed. This ensures a comfortable sleep even on rough ground that would usually be unsuitable for camping.

The boat is made of natural fibre composite materials, which are lighter and cheaper than fibreglass and with the right resin can even be biodegradable, when reduced to small pieces.

Industrial Design Project
Freehand electric planer

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This re-design of an electric planer brings the charm and the elegance of traditional woodworking hand tools together with a new ergonomic handling concept, that reduces wrist tension.

The new handlbar concept of *Freehand* allows more flexibility in use and therefore a more comfortable working experience. The tools versitile holding options reduces tensions and tiring during work, especially holding the tool body under the handlbar. My goal was to develop a planer as easy and flexoble in use as a sanding pad, what also lead to a reduction of the product's complexity. The handlebar is coverd with CPC, a biodegradable corc polymere composite material, with a high level of water vapor permability and exelent noise and vibrationabsorbing properties.

The battery driven electric planer is started by pressing the pressure sensitive safety bar under the handle together with the start button. As soon as the pressure is released from the safety bar, the planer stops.

Due to the symmetrical construction of the top, the *Freehand* planer is as easy to use for right-handed as for left-handed people. This was indeed one of the tricky parts of the design, combining an asymmetrical technical construction with a symmetrical handle.
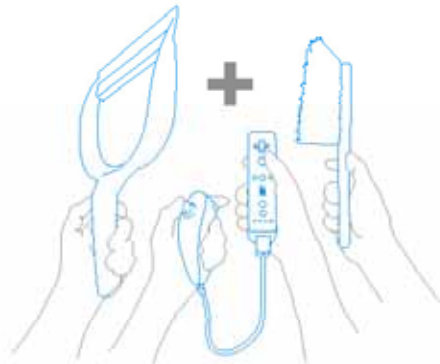
Industrial Design Workshop

Wii Sauberman Controller, keeps your gaming environement clean

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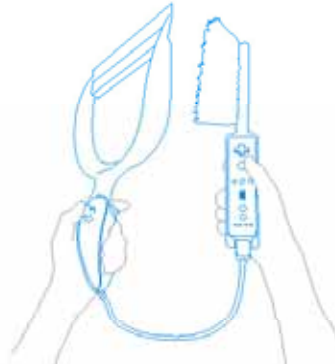mario@marioweiss.ch, www.marioweiss.ch

The *Wii Sauberman Controller* was the result of a 4-day workshop held by Britta Pukall of Milani Design & Consulting, Zurich. Each participant got a random brand and a random object. The task was to develop a new product for this brand and legitimise it. I drew Nintendo Wii and a scoop/brush set, which I thought had quite a lot in common. Wii's clean, childlike and social friendly image, in fact, tries to clean up with all kinds of negative aspects associated with the gaming community. Wii users are no longer inactive and lazy thanks to the motion sensitive controller. Child friendly multiplayer party games even bring the entire family together, or help to make new social contacts at any teenager party, if you believe the pictures on the advertisements. Nintendo Wii cleand up the cliché of the lazy socially isolated teenage kid playing ego shooter games. I wanted to go a step further and developed a controller clip-on brush set for a new game, Sauberman. The aim of the game is to work through different levels with different game genres, having to clean up messy situations created with usual gaming actions. Who knows, it might even positively affect one or the other gamer.

Wii. Sauberman Controller

The first look

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The first look

Self Initiation Project
Lynx Automotive Concept

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LYNX
concept

Photoshop

anaska@antzFx.com |March 2009 | www.twitter.com/antzfx

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Self Initiation Project
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The *Lynx* concept car was developed as a result of a thorough future analysis, in which we looked at technological, social and climatic developments and trends.

The *Lynx* concept was part of a self-initiated project to the topic of future transportation that I did together with Manuel Schneider. We developed a timeline, in which we integrated visions, predictions and demographic changes over the next 100 years. From this investigation we gathered valuable information on technological, climatic and social changes. In a next step we utilized this knowledge to develop a car for the future.

Lynx has electrical axle motors and a spacious interior; where a combustion engine is now, there is space for luggage or a free view. The car is equipped with supportive steering electronics such as automatic steering, an automatic distance controller, and an anti-collision and evasion system. On the way from A to B you can spend time working, relaxing or enjoying the entertainment system.

Photoshop

Sketching
geometrical constructions and quick shading techniques

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Hand Rendering
using Copic markers and ballpen

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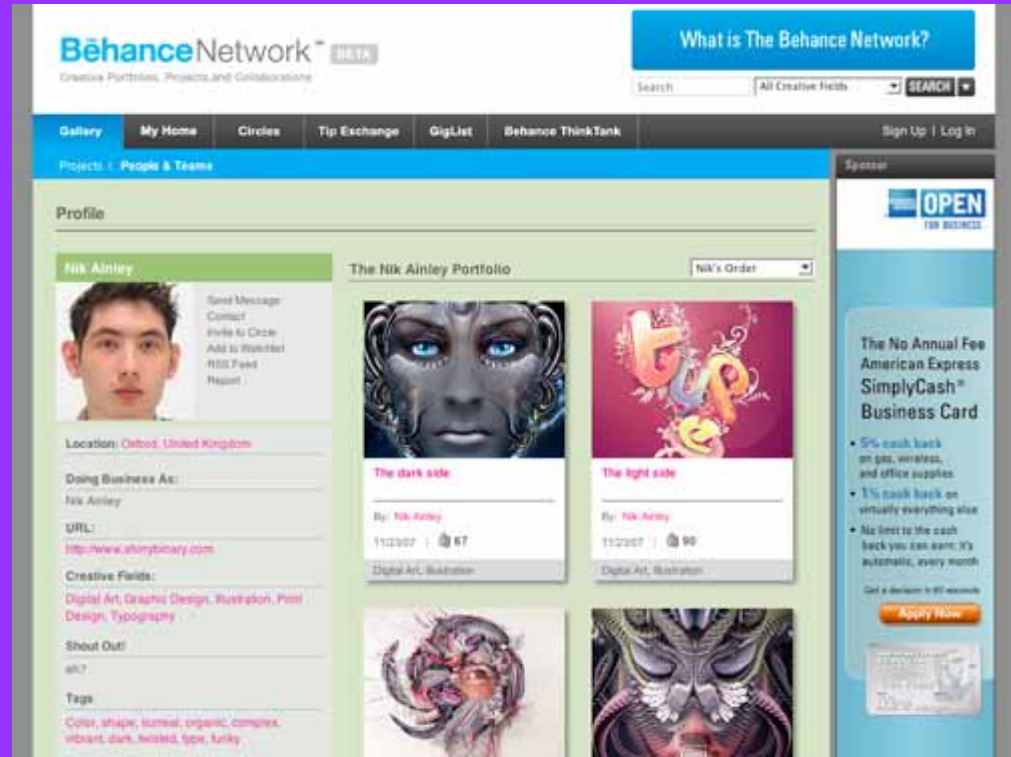
Why I need a portfolio?

Are you one among these?

- If you're a freelancer, then you'd need one to showcase your work and allow people to contact you.
- If you're a student (or unemployed), then you'd need one to show prospective employers how good you are and what you can do, so that they might hire you.
- If you're part of a studio, then you might use one to blog about your design life, show people what you're doing and build your online presence.

http://www.smashingmagazine.com/2009/02/26/10-steps-to-the-perfect-portfolio-website/

Types of Portfolio: We need all of them!

- ONLINE
  - Behance Network
    www.behance.net
  - Coroflot Portfolios
    www.coroflot.com
  - Deviant Art
    www.deviantart.com
  - CPULuv
    www.cpluv.com
  - Or upload in your own web server
    - Photos
    - Photoshop images
    - 3D Rendered images

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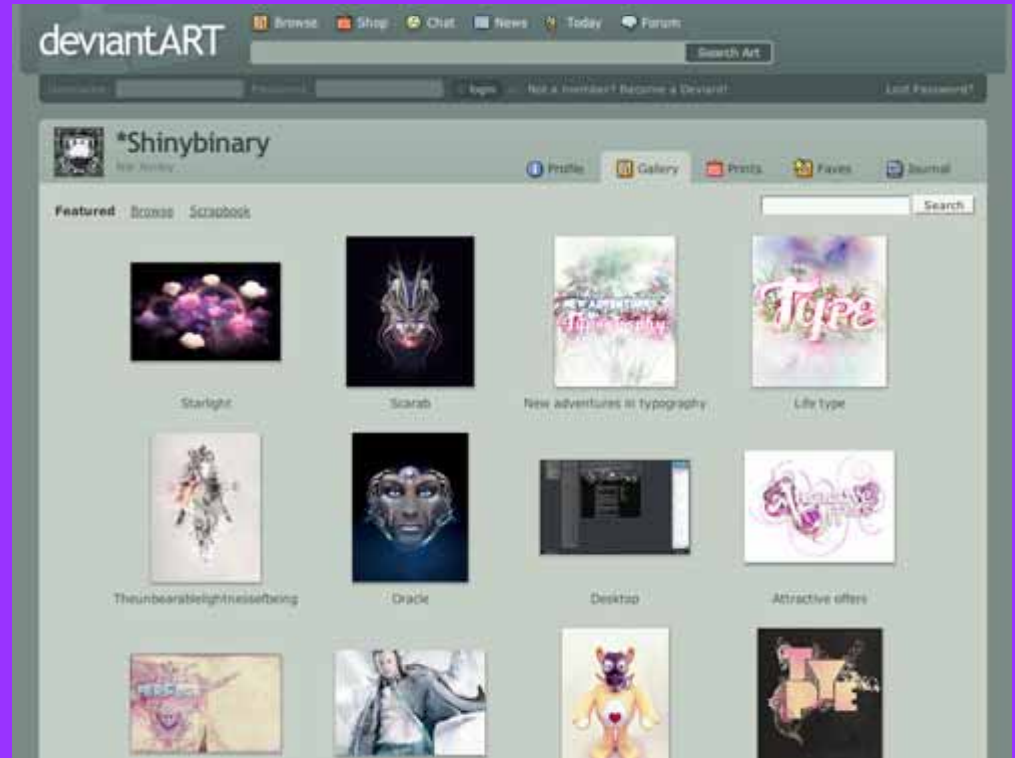
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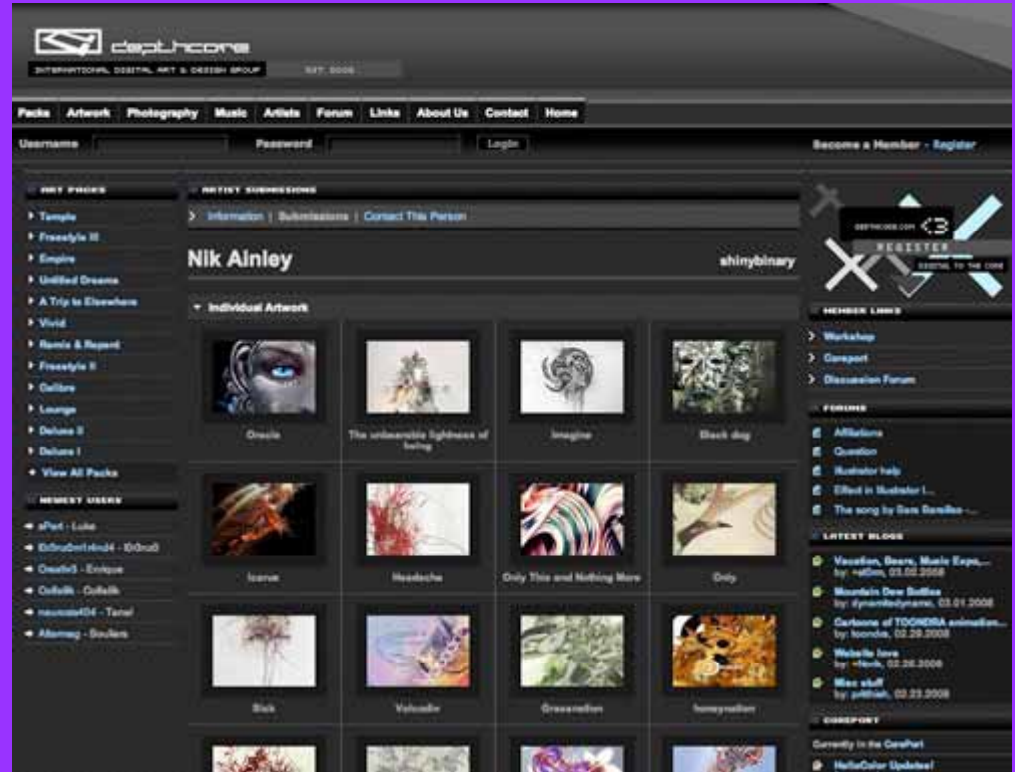
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Types of Portfolio: We need all of them!

- OFFLINE
  – Hard copy (Print)
  – Soft copy (*.PDF)

    - Softwares that may help
      – Microsoft PowerPoint
      – Adobe Photoshop
      – Adobe Illustrator
      – Adobe InDesign

How do I start?

- One of the key ingredients to creating a successful portfolio is to approach it like you would a client project.
  - Set aside the time needed to achieve the goals you've outlined for the portfolio.
  - Make sure you set up deadlines so that you have key targets to hit.

http://www.smashingmagazine.com/2008/03/04/creating-a-successful-online-portfolio/

How do I start?

- Collect the following!
  - Scanned copies of:
    - Doodles, Thumb nail sketches
    - Illustrations
    - Renderings, Paintings
    - News articles
  - Photos of:
    - Soft Models
    - Prototypes
    - Display of them in pavilions
  - Softcopies of:
    - Photoshop files:- Renderings, T-shirt designs, posters…
    - 3D images:- 3DSMax, Maya, SolidWorks, CATIA
    - Competition entries

What? You have Nothing?

"I often hear from young designers just getting into the business who are concerned that their portfolios only contain school work. Is that good enough? In a word: no.

These days, there's no excuse for not creating your own real-world work, with or without clients. Design a WordPress theme or skin an open source app. Better yet, find a community organization and volunteer your skills by offering to redesign their site. This has the added benefit of building your client relationship skills and your ability to work within constraints of audience, technology, budget, and schedule.

Just get out there, do good work, and show it off to the world."
– Jeffrey Veen, Google Analytics

- There's a big difference between having one project to show in your portfolio and having none.

`http://www.veen.com/jeff/archives/000935.html`

Building it, step by step...

- Use your favorite software (software you are comfortable with) to arrange your work
  - Softwares that may help
    - Microsoft PowerPoint
    - Adobe Photoshop
    - Adobe Illustrator
    - Adobe InDesign
- Start with either your recent work or with a much appreciated work.
- The idea is to create an impact!

This is another quote coming your way...

" *You should remember that a potential employer will probably make up their mind within the first half-dozen pieces you show—if you've got the goods, get them to the front of the portfolio so they act as a hook. Certainly when I would look through portfolios, if I didn't see what I liked early on I wouldn't bother going much further. And if I did go further and unearthed better work buried deep, I'd inevitably wonder why it wasn't shown early on, leaving questions about the candidate's understanding of their own work.*

The main rule here is get to your portfolio quickly and show your best hand. Only once you've made the cut as a potential candidate can you afford to show extra work, talk about yourself, or go off topic. "

— **Collis Ta'eed, FreelanceSwitch.com**

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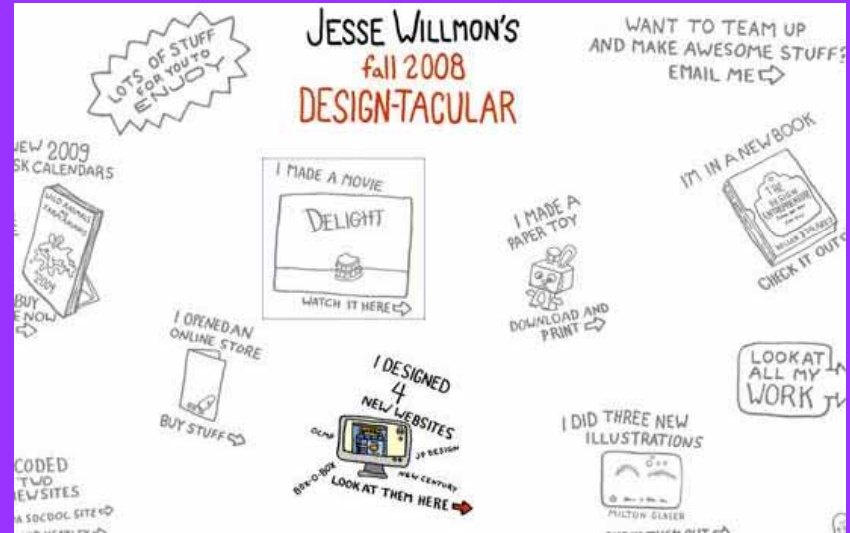
Never forget this!

- The three essential things for an effective portfolio are:
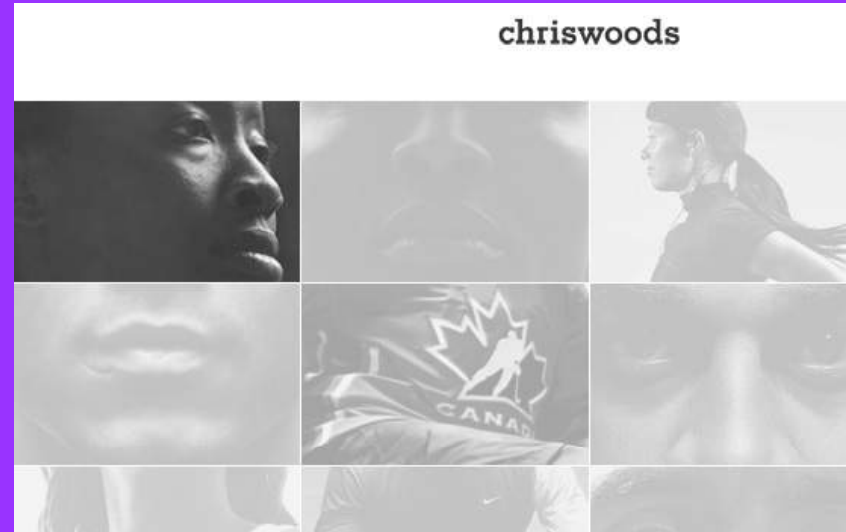
Never forget this!

- The three essential things for an effective portfolio are:

• SIMPLICITY

Never forget this!

- The three essential things for an effective portfolio are:

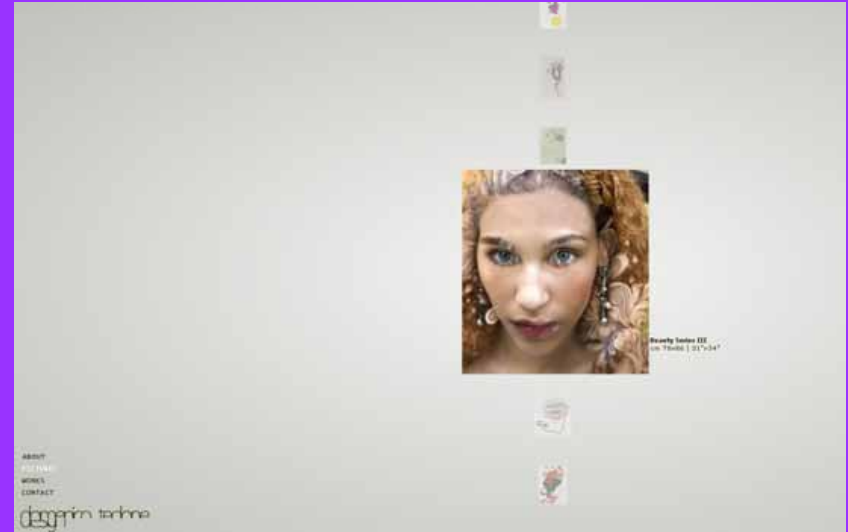# •SIMPLICITY

•SIMPLICITY

Never forget this!

- The three essential things for an effective portfolio are:

•SIMPLICITY

•SIMPLICITY

AND

•SIMPLICITY

What else to include?

- big high-quality images wherever possible
- a short description for each project
- Include the different skills that you needed to complete the project
- stages of development for your projects
- how you arrived at the final outcome
- what software was used during development

Straight to the point

- Language
  - Be friendly and personal.
  - Be clear and precise
  - Don't ramble.
  - Once you write all the text, read it again and see if you can cut it in half.

- Ernest Hemingway's writing tips
  - Use short sentences.
  - Use short first paragraphs.
  - Use vigorous English.
  - Be positive, not negative.

http://www.smashingmagazine.com/2009/02/26/10-steps-to-the-perfect-portfolio-website/

Ha! You…

- It's all about you.
- Share your background, where you came from, how many years you've been in the business, etc.
- The more details you give, the better your users can form a bond and build trust with you.
- Show a picture of yourself.
- Don't be afraid to show off your awards and recognition here

Where's the contact?

- Your contact information should be obvious and easy to access.
- Don't hide it in the footer.
  - Name
  - Mobile number
  - E-mail address
  - Snail mail address
    - Also,
      - Website
      - Blog
      - Twitter account

Toppings!

- Blog
  - Blog about your area of expertise
  - Show that you know what you're talking about.
  - Let people follow you by subscribing to an RSS feed.
  - Be sure to enable comments for feedback.

Toppings!

- Social Networking Websites
  - Make it clear that they can follow you on
    - Twitter.com
    - Facebook.com
    - Flickr.com
    - LinkedIn.com
    - Orkut.com
  - Make the most of social networks and have a group of friends to call on if needed.

Thank you!

- **Suggested Links:**
- http://www.astheria.com/design/my-last-portfolio-sucked-yours-might-too
- http://www.copyblogger.com/ernest-hemingway-top-5-tips-for-writing-well/
- http://www.davidairey.com/miskeeto-logo-design/
- http://www.digital-web.com/articles/the_perfect_portfolio/
- http://www.marioweiss.ch
- http://www.pranavmistry.com
- http://rohitbhargava.typepad.com/weblog/2008/12/9-ways-to-make.html
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- http://www.smashingmagazine.com/2008/11/26/50-beautiful-and-creative-portfolio-designs/
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