

**DESIGN**  
*a personal  
brand*

# STAND

**BUILD**  
*a killer  
portfolio*

**FIND**  
*a great  
design job*

# OUT

**DENISE ANDERSON**

STAND OUT

**11 THINGS TO KNOW  
BEFORE YOU CREATE YOUR  
BOOK OF WORK**

STAND OUT

**Organize yourself-  
RIGHT NOW!**

STAND OUT

**1**  
**Find a space.**

STAND OUT

1

**Find a space.**  
**Organize your files.**

STAND OUT

1

**Find a space.**  
**Organize your files.**  
**Back up your work.**

STAND OUT

**Save some money.**

2

STAND OUT

**Your portfolio is only strongest  
as your weakest piece.**



STAND OUT

**3**  
**Consistency.**

STAND OUT

**3**  
**Consistency.**  
**Believability.**

STAND OUT

**3**

**Consistency.**  
**Believability.**  
**Process and prototypes.**

STAND OUT

**4**  
**Include four integrated  
campaigns. Eliminate one.**

STAND OUT

**Showcase some  
personal projects.**

STAND OUT

**Let your work  
speak for itself.**

STAND OUT

7

**Focus on the work,  
not how's it presented.**

STAND OUT

**Focus on how your  
work is presented**



STAND OUT

**Ask for advice.  
Take the advice.**

STAND OUT

10

**Let a professional  
photograph your work.**

STAND OUT

11

**Design every touchpoint.**

STAND OUT

**To brand yourself.**

STAND OUT

**To brand yourself.**  
**To pass the test.**