



The Power of Online Portfolios

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We believe that online portfolios are now an essential tool for presenting creative work to prospective clients and industry peers. Gone are the times where portfolios were carefully packed up into protective packaging and given to a clumsy courier only to arrive bent more than a taxi's fender. The creative industry has a strong association with the Internet which has developed as a forum and incubator for creative culture. Much creative notoriety can be gained via the Internet due to the provision of uninhibited peer review. With a creative presence on the Internet your portfolio's can achieve immense visibility.

We'd have to throw it out there that the growing popularity of online portfolios can be attributed to creative individuals seeking work over larger geographical distances but requiring a cost effective method for delivery of their presentations. Yes, times have changed.

Engaging the audience of your portfolio is extremely important today as your portfolio competes for attention amongst other vibrant interactive media. But do not fret. With an online portfolio you can mutate your audience from viewers to users with online's ability to present truly interactive content. As most of you will know, Adobe's Flash allows for the online portfolios of today to showcase various forms of work including video, audio and interactive. The development of technology like this creates a flexible platform for the presentation of a modern and truly experiential portfolio of work. At Resn <http://www.resn.co.nz> we designed our main website with a portfolio style structure that focuses on presenting our work in a clean and dynamic fashion. It is better to let your work speak for itself!

Online portfolios are infinitely updateable in comparison to standard physical portfolios that provide little functionality for revision of your ever developing creative arsenal. Think about how many outdated portfolios are lying around offices gathering dust! These obsolete portfolios could actually damage your creative profile if someone was to pick one up and believe that your work from five years ago is what you are doing today.



Measurability is one of the most definable benefits of an online portfolio that we see at Resn. Incorporating standard website statistical software into your online portfolio will easily illustrate what content is of interest to the general audience and how the dynamics of your portfolio are functioning. This statistical feedback allows the portfolio to have its structure revised and updated effectively to optimise its functionality. Portfolio stats are also great for ego inflation or the pure indulgence of voyeurism.

The scalability of portfolios presented online provides functionality not found in a physical format. Online portfolio content is not restricted by the physical limitations associated with traditional paperweight portfolios. A portfolio book for example may have thirty pages of content where as an online portfolio may have an unlimited amount of work. That doesn't mean to go and bore the poor person with everything you have worked on for the last 10 years! Be selective in your choice of work for your online portfolio and treat the experience of your portfolio as you would a hard copy portfolio.

Now it has to be said that online portfolios benefit the environment. Its true! They help reduce energy wasted during the transport of physical portfolios to the recipients and materials used in the production of portfolios. This may seem like a little thing to some of you but even if you don't care about protecting the environment, your prospective client or employer may do.

With the use of the Internet you can easily achieve efficient distribution of your online portfolio. Physical portfolio distribution is hindered by the constraints of its physical form. Getting your portfolio to your audience in a prompt and cost effective manner is essential in a modern world where the international audience is just as important as the local one. You may just get that job because your portfolio arrived that day via email compared to others which is still sitting in the courier's van while he eats his lunch. It is a face paced world and sometimes speed will get you results over tradition.

We find at Resn that a lot of designers, artists or developers that we have working with us we have found via word of mouth. Either through the Internet from our trawling of portfolio sites or from industry peers passing us web links. Never underestimate the power of viral promotion or word-of-mouth marketing. Traditional hardcopy portfolios are difficult for third parties to pass onto other interested parties therefore this prohibits the portfolio's ability to market itself by word-of-mouth.

It is never too late. Get your portfolio online today or if you're busy, tomorrow.