



# Getting to WOW!!!

## How to Build a Portfolio with Maximum Impact

Presented by Denise Laurin-Donatelle, Living Creatively

### Business Research Resources

**Forbes Magazine:** [forbes.com](http://forbes.com)

**Dun & Bradstreet:** [www.hoovers.com](http://www.hoovers.com)

**Small Business Administration:** [www.sba.gov/](http://www.sba.gov/)

**Library of Congress:** [www.loc.gov.rr/business/company/directories.html](http://www.loc.gov.rr/business/company/directories.html)

**Crain's Chicago Business:** [www.chicagobusiness.com/data-lists](http://www.chicagobusiness.com/data-lists)

**Stanford University Graduate School of Business**

**Company Research Website Listing:** [www.gsb.stanford.edu/library/conduct-research/business-websites/company-research](http://www.gsb.stanford.edu/library/conduct-research/business-websites/company-research)

**Womens' Business Development Center:** [www.wbdc.org/established-programs/womens-business-center-chicago/](http://www.wbdc.org/established-programs/womens-business-center-chicago/)

**The Manifest's Listing of the Top 100 Advertising and Marketing Agencies:**  
<https://themanifest.com/advertising/agencies>

## Portfolio Resources

### Online Platforms:

Artwork Archive  
Primer  
Dribbble  
Behance  
Deviant Art  
Format

### Personal Website Builders:

Wix  
ArtStation  
Squarespace  
Adobe Portfolio  
Site 123  
Network Solutions  
Zenfolio

### Slidesharing Sites:

Powerpoint Online  
Slideshare  
Canva  
iCloud for Keynote  
Google Slides

### Physical Custom Portfolios:

- \* Pina Zangaro Company:  
pinazangaro.com
- \* House of Portfolios:  
houseofportfolios.com
- \* Klo Portfolios:  
kloportfolios.com

### Materials to include depending on your area of concentration:

- \* Artist Statement
- \* Cover Letter
- \* Biography/CV or Résumé
- \* Case Studies
- \* Client List
- \* List of Exhibitions
- \* Descriptions of Creative Process
- \* Press Coverage
- \* Published Work

## Works Cited

This information was prepared to help artists create a winning portfolio and achieve the highest possible level of success in the creative world. I used the sources below in organizing my presentation.

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DeFelice, Karen. "Create an Awesome Design Portfolio with these 20 Pro Tips." *Canva*. [www.canva.com/learn/portfolio/](http://www.canva.com/learn/portfolio/)

"How to Create a Professional Portfolio." *Agora Gallery*. 20 July 2017.  
[www.agora-gallery.com/advice/blog/2017/07/20/how-to-create-a-professional-portfolio/](http://www.agora-gallery.com/advice/blog/2017/07/20/how-to-create-a-professional-portfolio/)

Janda, Michael. *Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should*. Peachpit Press/Pearson. 2013.

Myers, Debbie Rose. *The Graphic Designer's Guide to Portfolio Design*. 3<sup>rd</sup> ed. John Wiley & Sons, Inc. 2014.

Timberg, Scott. *Culture Crash: The Killing of the Creative Class*. Yale University Press. 2015.