

# Design Portfolio & Presentation — Workbook

This workbook turns the course into action. Work through each section as you complete the matching module, and by the end you will have a positioning statement, scored project list, drafted case studies, a launched site checklist, a pitch deck outline, and a maintenance plan. Use the templates to track projects, write case studies, and plan your launch.

## Curating Work That Wins the Right Clients

Define what your portfolio is for and select the 3-5 projects that best support that goal.

### Worksheet: Positioning Statement Builder

Fill in each field, then combine them into one sentence using the pattern: 'I help [audience] achieve [outcome] through [discipline].' Rewrite until it sounds natural and specific.

Target audience (exact role or client type)

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Desired outcome (the result you help them get)

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Discipline focus (1-2 specialties you want to be known for)

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Proof type (the evidence that best shows that focus)

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Final positioning statement (one sentence)

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### Exercise: Score and Rank Your Projects

List every project you could include. Rate each from 1 to 5 on relevance, outcome, craft, and story, then total the scores. Keep the top 3-5 (scores of 18-20 are hero pieces; cut anything under 12). Use the Project Selection Tracker template to record this.

- Which project scored highest, and why does it match the work you want to win?

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- Which project are you emotionally attached to but scored under 12, and can you cut it?

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- Do you have at least 3 projects scoring 12 or above? If not, what concept project will you create?

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- Which project should lead, and which should close the portfolio?

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### Checklist: Curation Readiness Checklist

- I have written one clear positioning statement
- I have scored every candidate project on all four criteria
- I have selected exactly 3-5 projects and cut the rest
- I have decided the lead and closing project
- I have identified any gaps and planned a concept project if needed

## Writing Case Studies That Prove Impact

Turn each selected project into a problem-process-outcome story with real evidence.

### Worksheet: Case Study Skeleton

Complete this once per selected project. Keep answers tight and specific; you will expand them into the Case Study Builder template.

One-line headline (problem plus result)

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Context (client, project, constraints)

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Problem (specific challenge or business need)

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Process (what you explored, tested, and decided)

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Solution (what you delivered)

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Outcome (a number or honest qualitative result)

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Your exact role on the project

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### Exercise: Hunt for Your Results

For each project, dig for evidence of impact. Check analytics, ask the client, or describe the change honestly in words. Never invent statistics.

- What business metric did this work influence (sales, signups, retention, time saved)?
- What engagement or reach numbers can you cite (followers, attendance, units, impressions)?
- If you have no hard numbers, what client quote or qualitative result can you use instead?
- Which 2-3 process images (sketch, rejected direction, final solution) will you show?

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### Checklist: Case Study Quality Checklist

- Each case study opens with a problem-and-result headline
- Each one follows the context, problem, process, solution, outcome arc
- Each includes at least one result, even if qualitative
- Each shows 2-3 process artifacts, including one rejected direction
- My specific role is stated honestly on every project
- Every case study is proofread with no typos

## Building and Launching Your Portfolio Site

Pick a platform, structure the site for fast scanning, and publish a live URL.

### Worksheet: Platform Decision Worksheet

Answer the three decision questions, then commit to a platform. Record your domain plan. How soon do you need it live (this week, this month)?

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How much visual control do you need (template-fine, pixel-control)?

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Budget (free tier or paid monthly)?

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Chosen platform (Squarespace, Cargo, Webflow, Behance, Notion, other)

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Custom domain to buy (yourname.com) and registrar

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### Exercise: Draft Your About Page

Write your About page in first person, the way you would talk in a first meeting. Include a real photo plan and a clear next step.

- What is your one-line human introduction?

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- Which tools and skills will you list?

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- What personal detail or point of view makes you memorable?

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- What is your call to action and availability status line?

### Checklist: Pre-Launch Checklist

All five core pages exist: home, work, case studies, about, contact

Every image is compressed and exported at 2x

The site is tested on a real phone and loads in a few seconds

A plain-text email and LinkedIn link are easy to find

Custom domain resolves over HTTPS with title and favicon set

One peer has navigated it cold and given feedback

The site is published at a real, shareable URL

## Pitching and Presenting Your Work With Confidence

Build a tailored pitch deck, rehearse your walkthrough, and plan ongoing upkeep.

### Worksheet: Pitch Deck Outline

Plan a reusable master deck you can customize per client. Note which 2-3 projects you would show for your most likely target client.

Title slide (name, discipline, who it is for)

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About-you slide (positioning plus credibility markers)

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Relevant projects (2-3 matched to the client's need)

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Process slide (how you work)

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Results and testimonial slide

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Next-steps slide (proposed action and timeline)

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### Exercise: Rehearse the Walkthrough

Practice narrating each case study out loud as a 2-3 minute story, then record or present to a peer. Prepare a 30-second and a 3-minute version.

- How do you state the problem and stakes before showing visuals?

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- Which single key decision will you explain, and why did you make it?

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- What constraint or trade-off did you navigate?

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- How will you answer 'What was your exact role?' and 'What would you do differently?'

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### Checklist: Presentation and Maintenance Checklist

- I have a reusable master deck with one idea per slide
- I have rehearsed each walkthrough out loud at least three times
- I have a 30-second and a 3-minute version of each story
- I have a quarterly reminder to refresh work and cut the weakest piece
- I have a plan to capture process shots after every new project
- I have asked at least one mentor or community for specific feedback

### Your Action Plan

1. Write your positioning statement and confirm the exact work you want to win
2. Score every candidate project and lock a final list of 3-5, ordered lead to close
3. Create one concept project if you have fewer than three qualifying pieces
4. Draft all case studies using the problem-process-outcome skeleton and gather results
5. Collect process images and a testimonial or metric for each project
6. Choose a platform, buy a custom domain, and build the five core pages
7. Compress images, test on mobile, proofread, and publish the live site
8. Build a reusable pitch deck and customize it for your top target client
9. Rehearse each walkthrough out loud and prepare answers to common questions
10. Set a quarterly reminder to refresh work, gather feedback, and update positioning







