

Portfolio Project

Know Your Audience

In order to craft an effective portfolio, you should have a target audience in mind. Examples of audiences include your professors and classmates, employers, or graduate and professional schools.

Answer the questions below to start customising your portfolio for your intended audience.

Keep in mind that how you are using and to whom you are orienting your portfolio will continue to evolve during your studies and after graduation. Given the reconfigurability of a digital portfolio, we recommend returning to these questions on a regular basis.

1. Briefly describe your educational, professional and/or personal goals. What do you hope to accomplish over the next year? The next five years?
2. Using your previous response as a guide, who is your target audience?
If you have been invited to start developing your portfolio within the context of a specific course or program, this may further influence how you begin to answer this question.
3. What skills, experiences, and knowledge/content are important to your audience? Are there any specific concepts, themes, or words/phrases you should include in portfolio to appeal to your audience?