



DAY /

DATE /

MY CHECKLIST

# Artwork Portfolio Planning Checklist

Your 10-Step Guide to a Professional & Compelling Art Portfolio

01

## Step 1. Clarify Your Artistic Focus

- ☐ Have you clearly defined your artistic themes, style, and medium?
- ☐ Does your work reflect your artistic perspective or values?

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## Step 2. Set Your Portfolio Goal

- ☐ What is the purpose of this portfolio? (Exhibition / School / Client / Freelance)
- ☐ Have you chosen works based on your intended audience?

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## Step 3. Curate Your Best Work

- ☐ Have you selected 8–15 strong, representative pieces?
- ☐ Have you avoided redundant or similar works?

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## Step 4. Sequence Strategically

- ☐ Does your first piece grab attention?
- ☐ Is there a rhythm or flow in your arrangement?

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## Step 5. Write Descriptive Labels

- ☐ Are all works labeled with title, year, medium, and dimensions?
- ☐ Have you briefly described your inspiration, concept, or challenges?

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## Step 6. Prepare High-Quality Images

- ☐ Are all images clear, in focus, and distraction-free?
- ☐ Do you have both 300DPI (print) and 72DPI (web) versions?

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## Step 7. Choose the Right Format

- ☐ Have you prepared a digital PDF or web version of your portfolio?
- ☐ Have you created different versions for different uses?

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## Step 8. Integrate Personal Branding

- ☐ Does your portfolio include your bio and contact information?
- ☐ Is your layout consistent in style (fonts, colors, design)?

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## Step 9. Practice Your Presentation

- ☐ Have you practiced introducing each piece verbally?
- ☐ Can you adapt your presentation to different audiences?

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## Step 10. Review & Update Regularly

- ☐ Has your portfolio been updated within the last 3–6 months?
- ☐ Have you replaced outdated or less representative pieces?