

PORTFOLIO — EXECUTIVE BRIEFING

Portfolio Briefing

What the portfolio has to demonstrate, against what it shows

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
PFB-27-011	March 2027	Studio	6	Illustrative sample

The read

The portfolio shows outcomes and studios hire on process. Twelve finished looks with no development work reads as either very fast or borrowed, and neither is the impression intended.

I2 Finished looks shown	O Pages of development work	3 Projects	2 Studios that asked for process
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STRONG

- 01 Final imagery, well shot.
- 02 Range of technique across three projects.
- 03 Presentation quality.

MISSING

- 01 Development from concept to resolution.
- 02 Any evidence of iteration.
- 03 Technical drawings or specification.



Where the marks are, and where the work is thinnest.

THE RESEARCH · MCLEUKER HOUSE SET

SO WHAT

Both studios that responded asked to see process. A portfolio of outcomes answers a question nobody in hiring is asking.

What is assessed

AGAINST WHAT STUDIOS LOOK FOR

WHAT THEY LOOK FOR	WHAT THE PORTFOLIO SHOWS	GAP
How you think	Finished looks	LARGE
How you resolve a problem	The resolution only	LARGE
Technical ability	No drawings or specification	LARGE
Range	Three distinct projects	NONE
Taste	Consistent and specific	NONE



The part usually left unphotographed.

THE DEVELOPMENT · MCLEUKER HOUSE SET

SO WHAT

Range and taste are already there and are the parts most portfolios get wrong. The gap is entirely in the evidence of thinking, which is the part that exists and is not being shown.



Assessed on process, presented as outcome. The gap between those two is what most of this document is about.

MCLEUKER HOUSE SET

The rebuild

PER PROJECT

OPEN	The question the project asked One page. Not the concept board — the question.
MIDDLE	Development, including what did not work The discarded route is evidence of judgement.
TECHNICAL	Flats, specification, construction The part that separates a designer from a stylist.
CLOSE	The resolution Where the portfolio currently starts.

WHAT TO ADD

From the studio	Toiles, iterations, rejected directions — photograph them
From the sketchbook	Two or three spreads per project, not the whole book
Newly made	Technical flats for each final look
Not needed	More finished looks — twelve is already plenty

SO WHAT	Nothing here requires new design work. The development already happened and was not photographed, which is the only thing that needs correcting.
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Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Add development pages to each of the three projects	Student	31 Mar	The portfolio keeps answering the wrong question
Draw technical flats for every final look	Student	15 Apr	Technical ability is unevidenced
Include one rejected direction per project	Student	31 Mar	Judgement is invisible
Stop adding finished looks	Student	Now	Effort goes into the part already strong

SOURCES AND BASIS

Portfolio contents — as currently assembled.
Studio feedback — two studios, as given.
Assessment criteria — the published course brief where applicable.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Portfolio Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.