

Sequencing Work

Art & Design

The order pieces are seen in, and the shape a viewer actually needs.

Assume two minutes of attention, not twenty.

Structure

Open with the strongest piece

Close with the second strongest

Vary scale, medium and colour between pieces

Group by project, not by medium

One idea per spread

Each project

Outcome first, then the process

One line: the brief, in plain words

Your role, if it was a group project

The constraints, and what you did about them

Practicalities

Same margins and type on every page

Captions in a consistent position

Number the pages

A PDF under 10 MB for email

Reviewers rarely reach the end. Assume the first two pages are all that will be seen, and build the rest for those who go on.