DIGITAL PORTFOLIO OR THE PRINTEDONE?

As the world is gradually shifting to everything digital, then how important is the print portfolio for any young designer. Pranita Ranade, Assistant Professor at Symbiosis Institute of Design, who teaches Portfolio Making along with Digital Design and User Interface Graphics and more, tries to bring more clarity to this dilemma.

Pranita Ranade with 25 years of experience in the field of print and digital media, works as an Assistant Professor at Department of Communication Design at Symbiosis Institute of Design, Pune. She teaches subjects related to Research in Design, Digital Design, Publication Design, User Interface Graphics, New Media Design, and Portfolio Making. Her area of interest is 'History of Publication Design in India'.

Today the horizons of Graphic Design applications are broadened from print media to online interactive media. This includes responsive design, multimedia, e-learning, web advertising, etc. with interactive elements embedded in it. It's required for Graphic Designer to showcase these personalised collections of visual designs in the form of a portfolio which is a virtual showcase of designers' work. Primarily portfolios can be designed in two formats; Print and Digital. Print portfolios are mainly hard copies, which are static and hence generate lesser publicity. Also, only the best projects in a booklet format, which can only be perceived and appreciated physically. Additional, convenience in handling hard copies and affordability in distribution sometimes become major concerns. On top of it, updating portfolio is most of the time equivalent to reprinting entire portfolio.

How does an ambitious designer know the latest requirement of the Industry? It's primarily the specific that educate an individual to contemplate upon the information posted digitally by design professionals evolved from past till date, which can be most recent, appreciated, most viewed, brainstormed and discussed.

Digital portfolios can be self-explanatory and very interactive compared to the printed ones, can be linear, non-linear with URLs and hyperlinks offers wide range of possibilities. Distribution of such digital portfolios anywhere in the world is an inexpensive and easy task. With the advanced techniques and recent developments in communication technology, for online exchanges portfolios have high portability and are easy to be reviewed. Also, downloading and uploading design projects on network sites provide an opportunity to create and update the portfolio more regularly ←
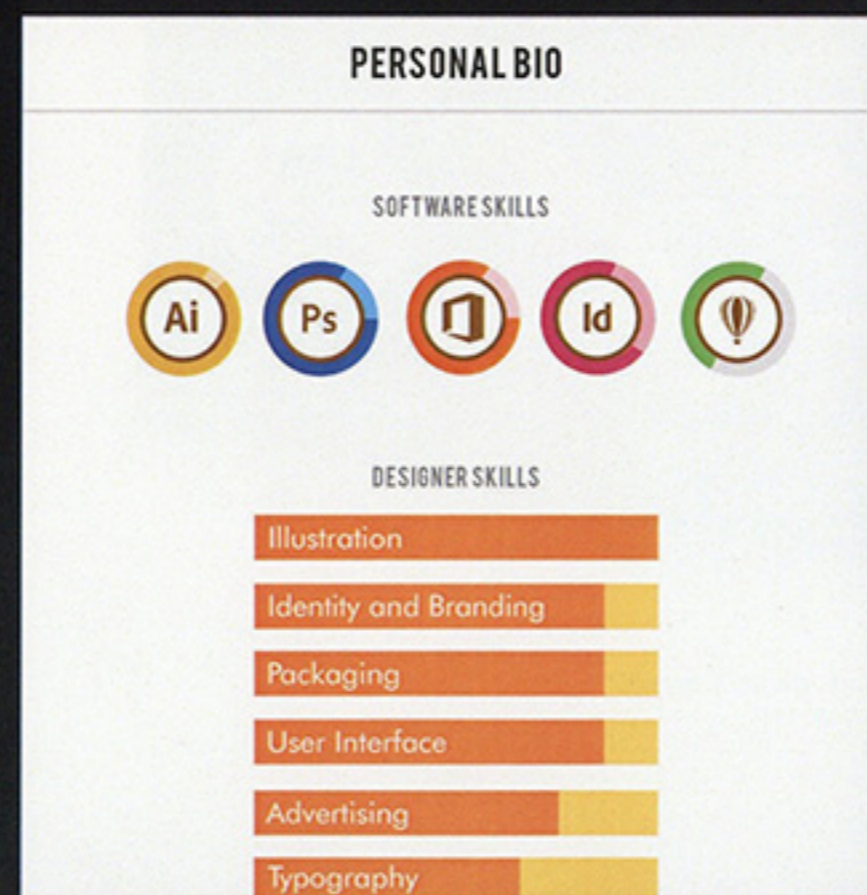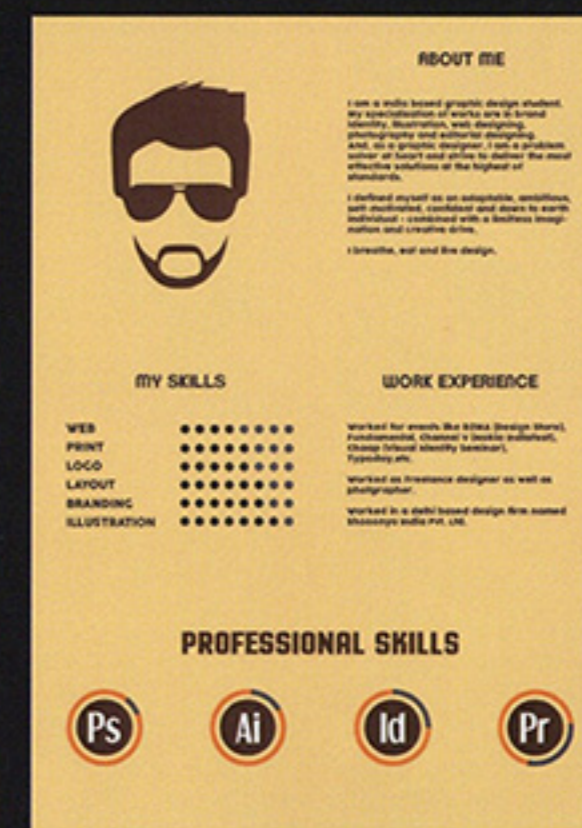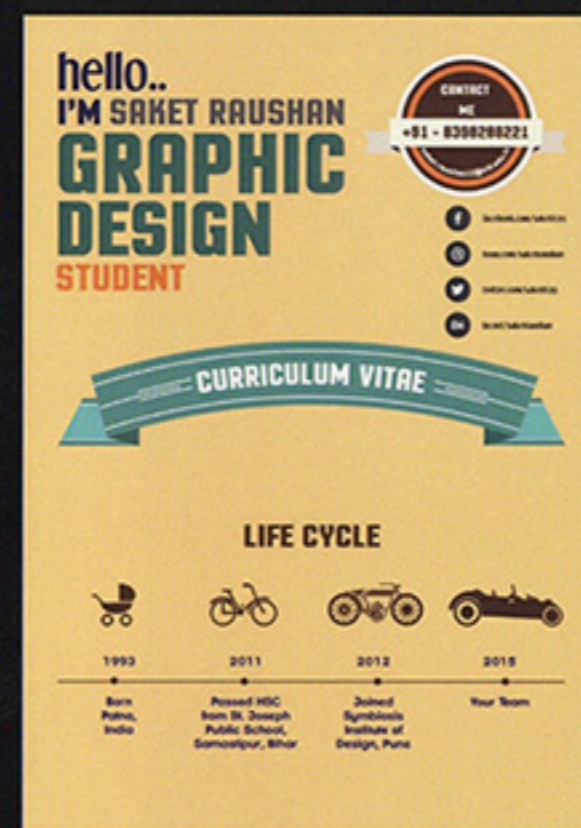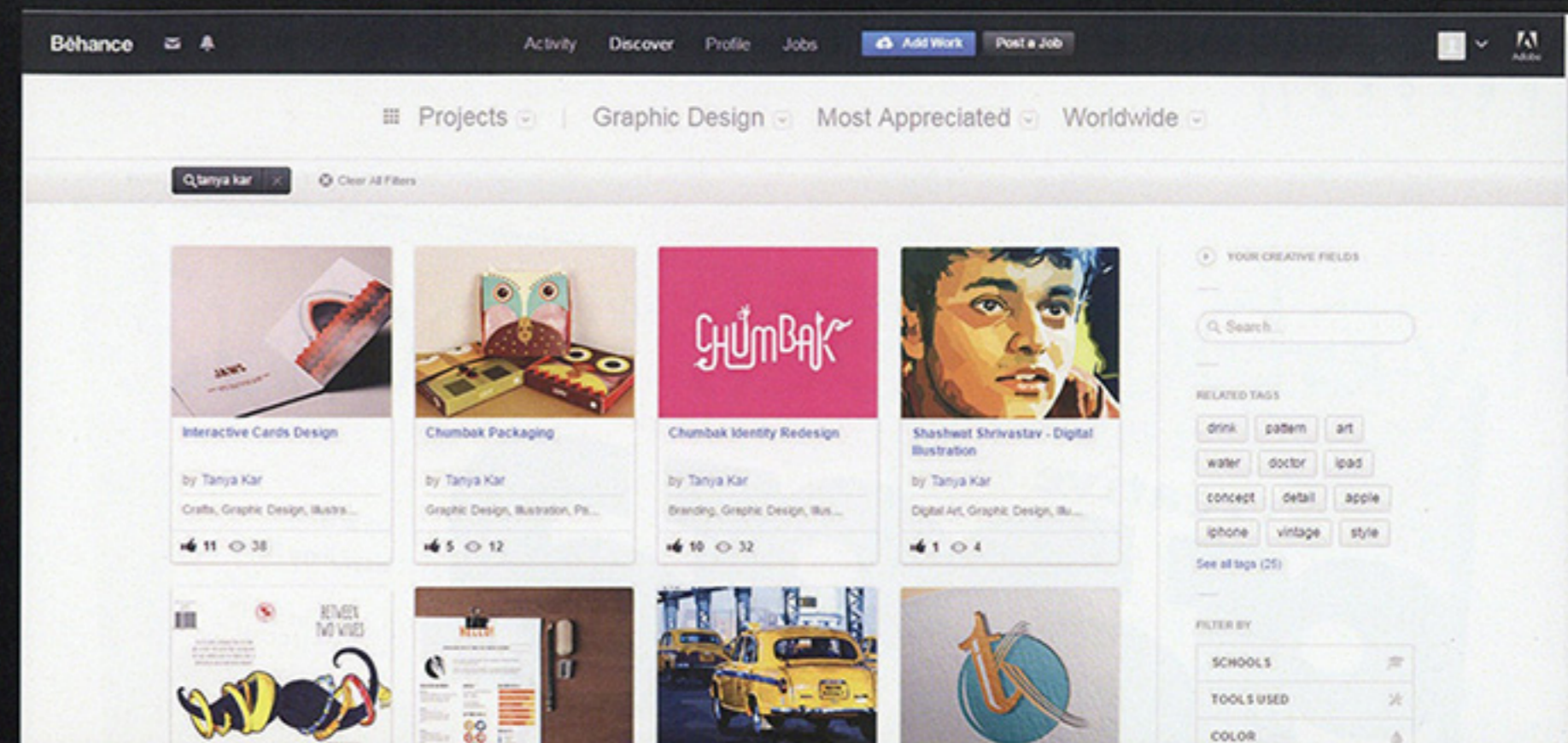
01 **PORTFOLIO** – Tanya Kar on Behance.

02 03 04 **ONLINE CURRICULUM VITAE** - Saket Raushan.

05 **ONLINE PORTFOLIO, DISPLAY OF SKILLS** – Tanya Kar.

06 **DIGITAL PORTFOLIO** - Devansh Parikh on Pintrest.