## PORTFOLIO DESIGN

FOURTH EDITION

## HAROLD LINTON

Photography consultant: STEVEN ROST Technology consultant: LAURA CLARY

W.W. NORTON & COMPANY

**NEWYORK • LONDON** 

## Contents

Foreword by Cesar Pelli /6 Acknowledgments /7 Preface /9 Introduction /11

- 1 What is the Design Portfolio? / 16
- 2 Purpose and Format / 42
- 3 Documentation and Planning / 68
- 4 Page Layout and Design /104
- 5 Vision and Voice / 128
- 6 Digital Directions: Images and Text / 146
- 7 The Interactive Environment and Portfolio Package / 172
- 8 A Portfolio of Portfolios / 195

Appendix / 214 Selected Bibliography / 218 Index / 219