HOW TO PORTFOLIO

JULIUS KLATTE

BAU TU DELFT
08.03.2021

P D R PAUL DE RUITER ARCHITECTS

INTRODUCTIONS FIRST

name Julius Klatte

role architect

office Paul de Ruiter Architects

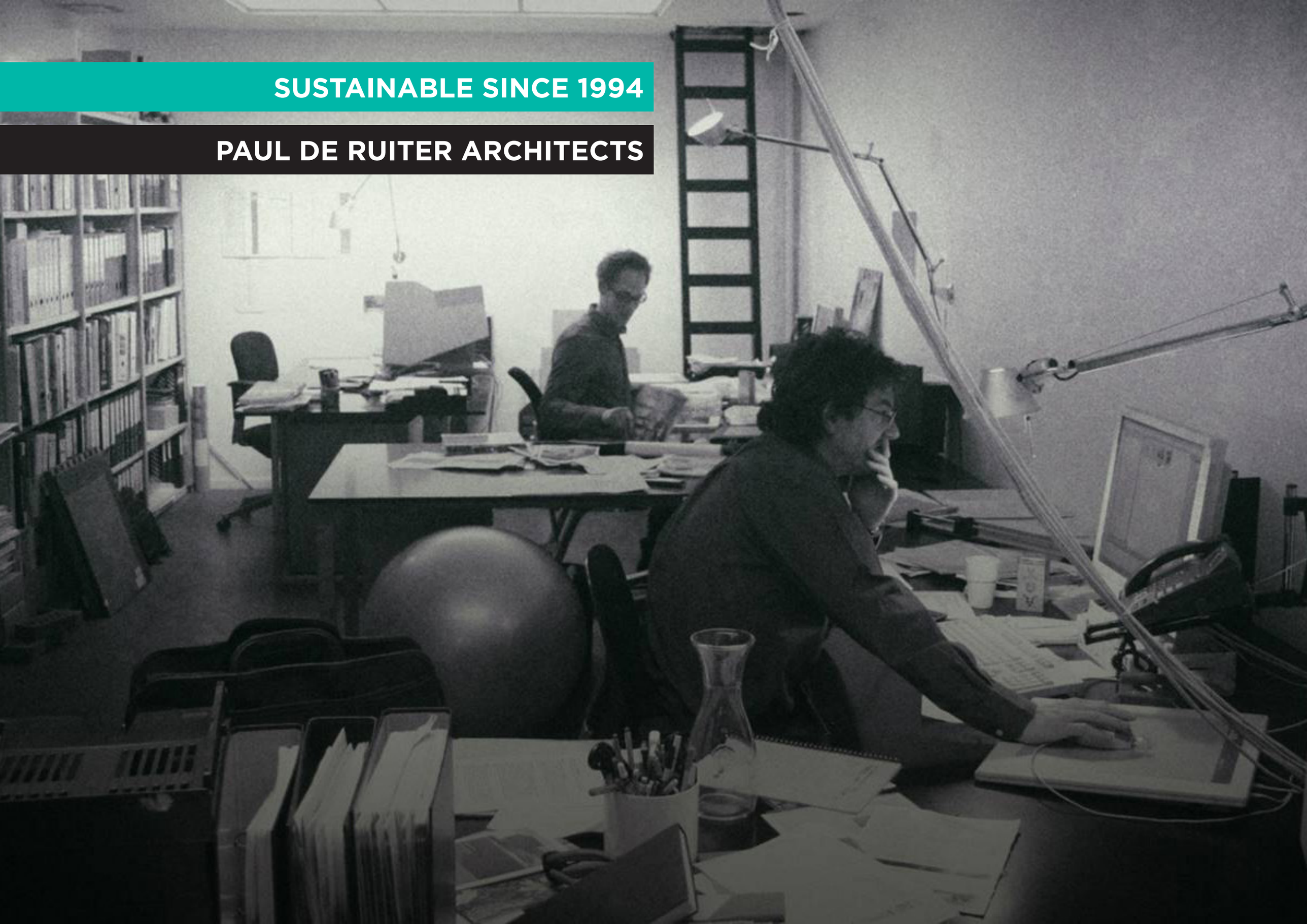
degree TU Delft, 2000-2007
Architecture + Building Technology

ARCHITECTURE AS A SOURCE OF ENERGY

PAUL DE RUITER ARCHITECTS

SUSTAINABLE SINCE 1994

PAUL DE RUITER ARCHITECTS



TEAM

PAUL DE RUITER ARCHITECTS

Paul de Ruiter
Directeur / Architect

Annemiek Bleumink
Zakelijk directeur

Martijn van Gameren
Architect

Raymond van Sabben
Architect

Tim Bakker
Bouwtechnisch ontwerper

Richard Buijs
Bouwkundige

Ronald Hageman
Bouwkundige

Alex Pieterse
Bouwkundig ontwerper

Milda Kulviciute
Architect

Julius Klatte
Architect

Marieke Sijm
Architect

Sylvia Hendriks
Architect

Samuel Belderink
Assistent Ontwerper

Steven Otten
Architect

Luuc Sonke
Architect

Lynn Ewalts
Architect

Joris Korbee
Architect

Sander Bakker
Architect

Jolien Bruin
Architect

Sander Monteiro
Architect

Mark Spijkerman
Architect

Georgia Taylor-Berry
Architect

Nico de Waard
Bouwkundige

Myrna Eussen
Architect

Matthijs Engele
Architect

Barbara de Groot
Architect

Vera Leitão
Architect

Mark Homminga
BIM Manager

Cederick Ingen-Housz
Architect

Nicolle Flagiello
Office Manager

Eva Brocades Zaalberg
PR & Communicatie

OFFICE IN RENOVATED STEEL WORKSHOP

PAUL DE RUITER ARCHITECTS

PRACTICE WHAT YOU PREACH

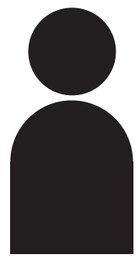
PAUL DE RUITER ARCHITECTS

TELL ME SOMETHING ABOUT YOURSELF

letter

CV

John
business student



letter

CV

PORTFOLIO

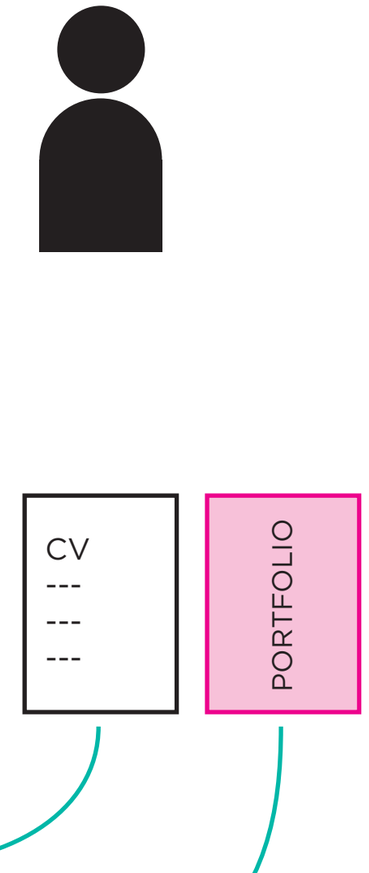
Rem
the creative one

WHAT'S WHAT

letter why are you applying?
why should you be hired?

CV what kind of skills, education
and experience do you have?

portfolio what have you got to **show** for it?
give **proof** of your abilities



MAKE IT PERSONAL

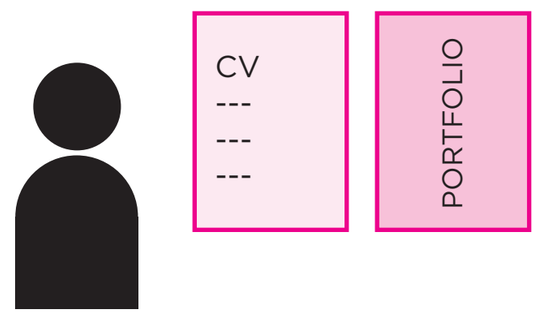
letter

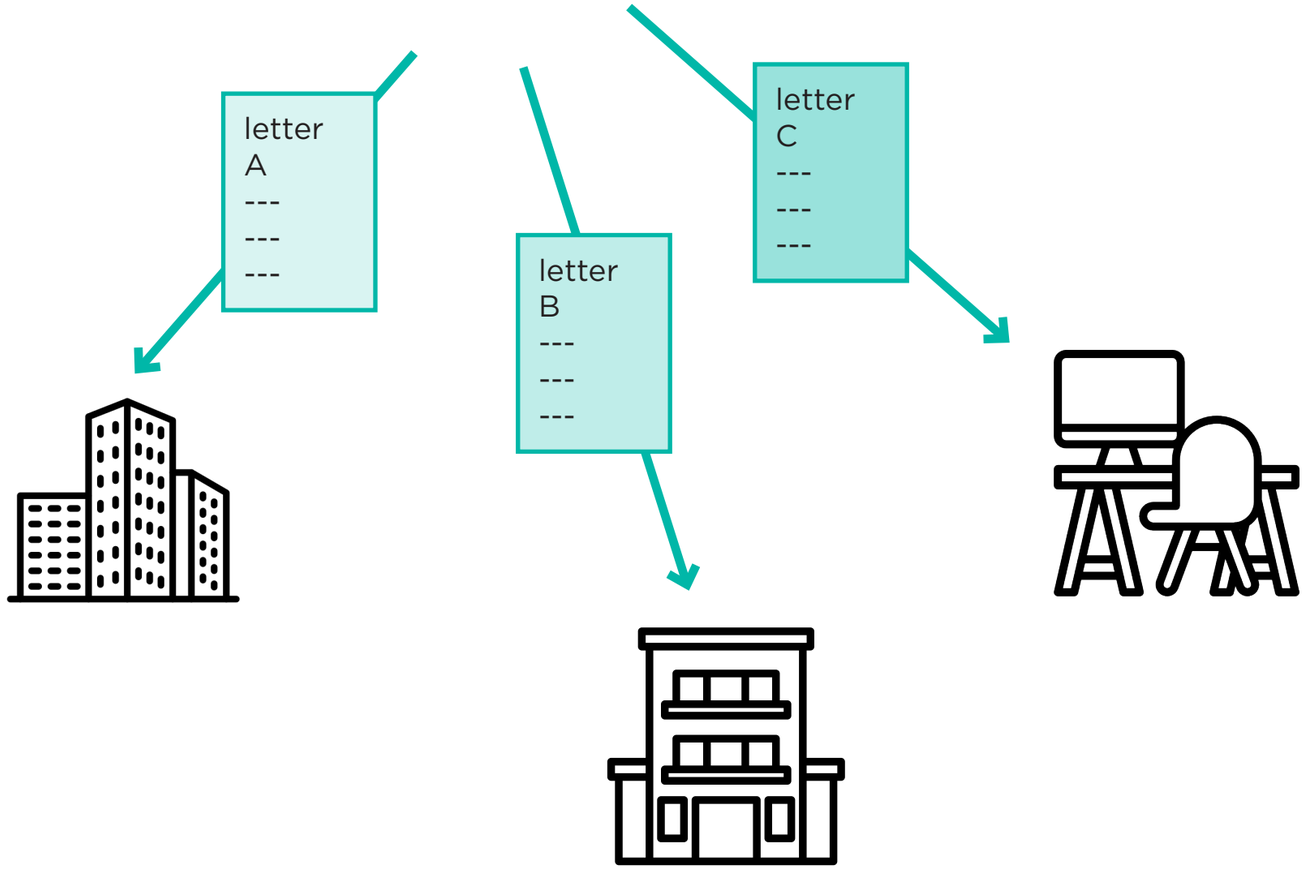
- is about the **connection** you're making with the office
- personalized for the receiver

CV

portfolio

are personal about **you**





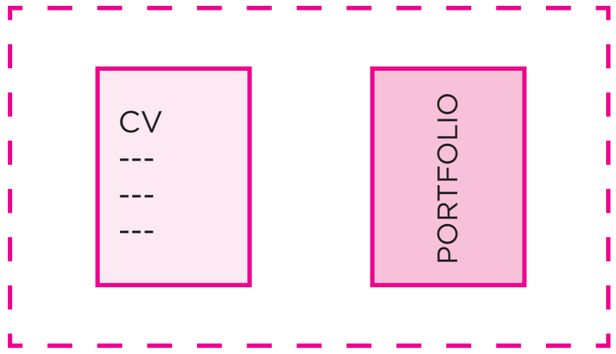
WHAT'S THE DIFFERENCE?

CV

PORTFOLIO

CV	portfolio
factual	personal
known format (list)	freedom in presentation
focus on accomplishments	focus on creative skills
usually **descriptive**	**persuasive** at its best
quality assesment relies mainly on proof by others (degree, past employers)	quality can be assessed directly through your work

WHAT'S THE DIFFERENCE?



can be combined in
one booklet or PDF

CV	**portfolio**
factual	personal
known format (list)	freedom in presentation
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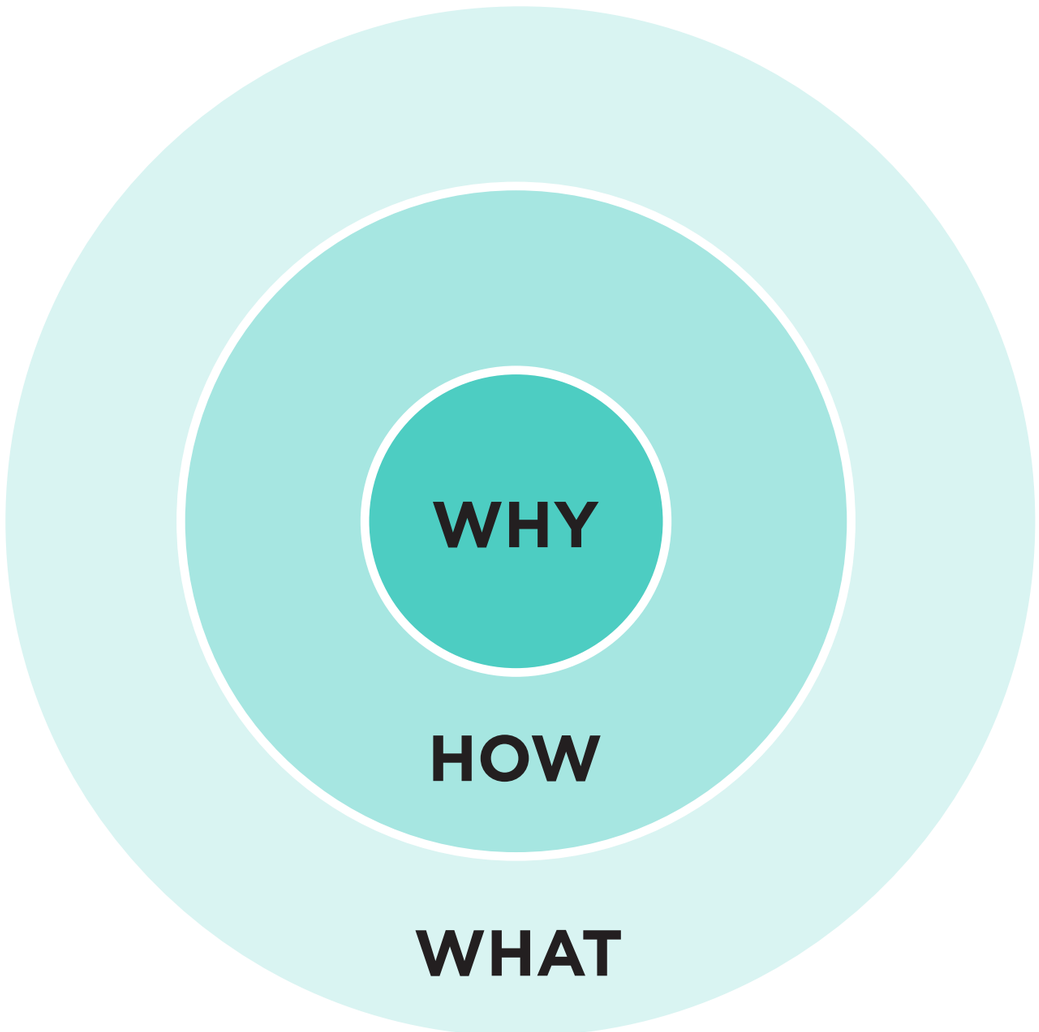
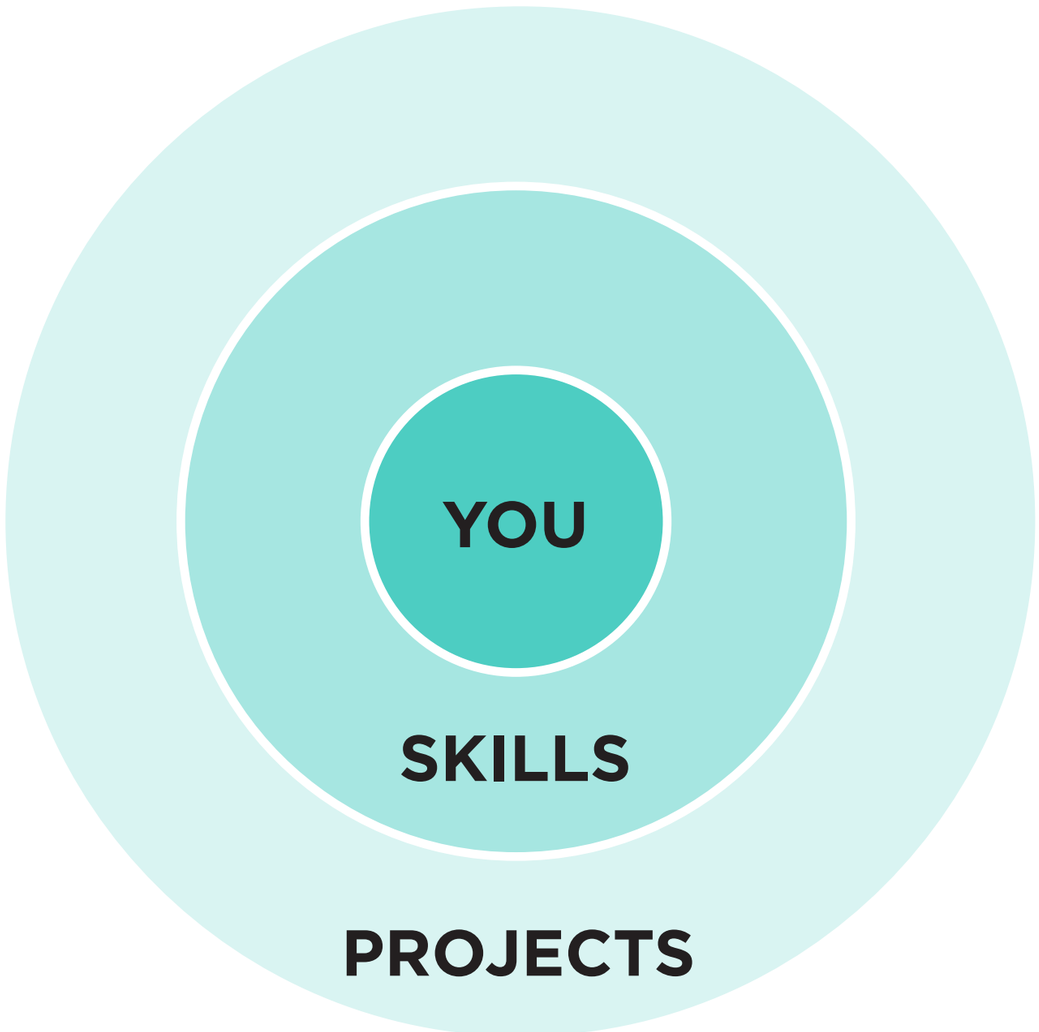
quality assesment relies mainly on proof by others (degree, past employers)	quality can be assessed directly through your work

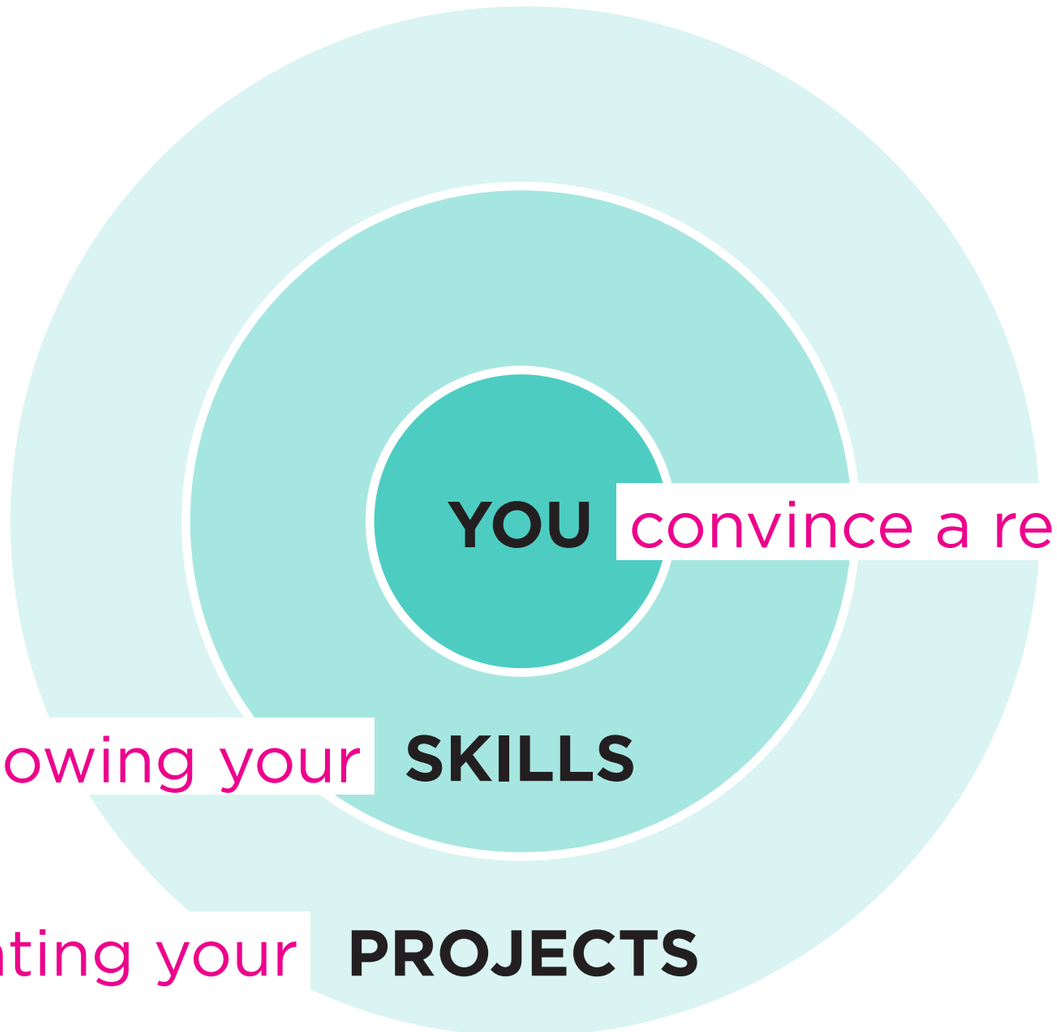
START WITH WHY



WHY A PORTFOLIO

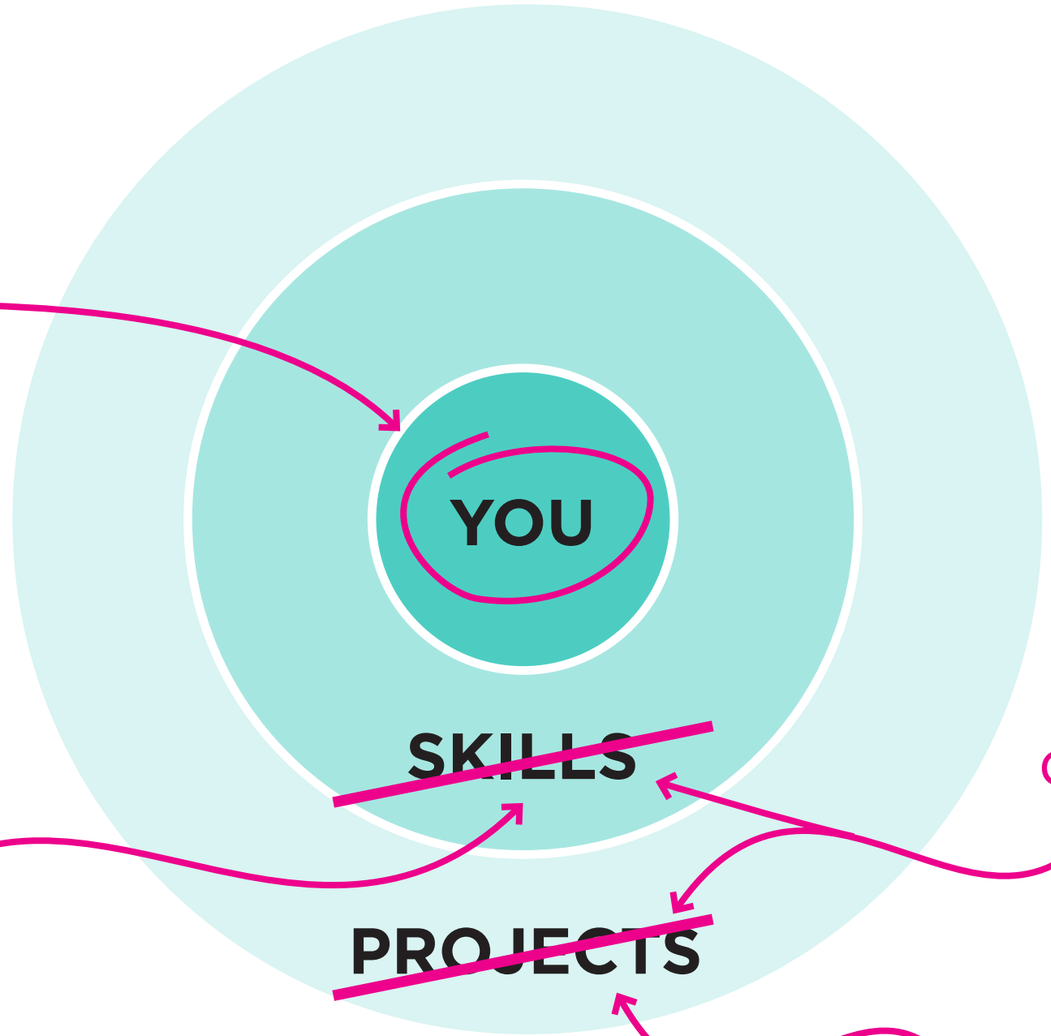


WHAT IS A PORTFOLIO ABOUT?



WHAT IS A PORTFOLIO ABOUT?

it's a personal narrative



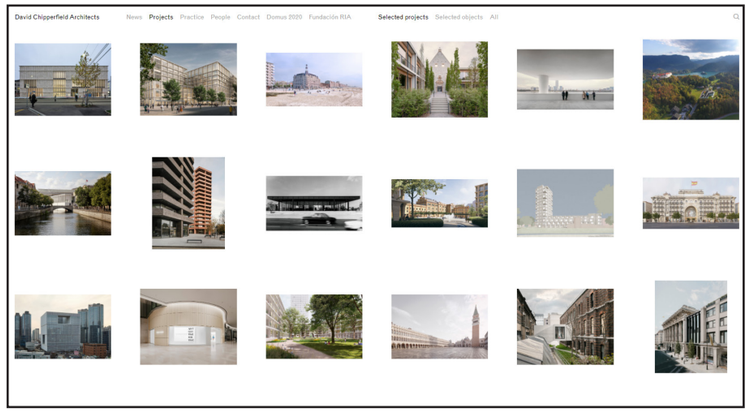
quality, not quantity

demonstrate depth over width

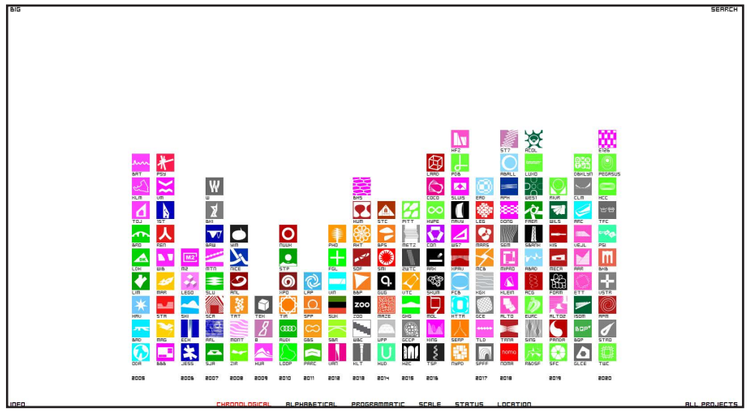
not a complete catalog!
3-4 projects is fine

VISUAL COMMUNICATION

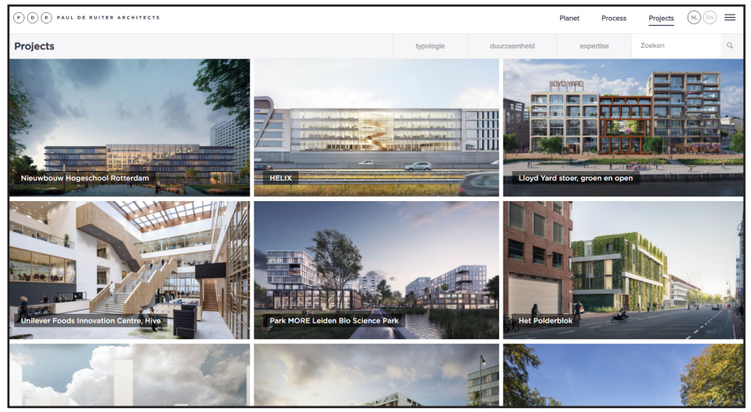
THREE EXAMPLES IN EMPHASIS



David Chipperfield Architects

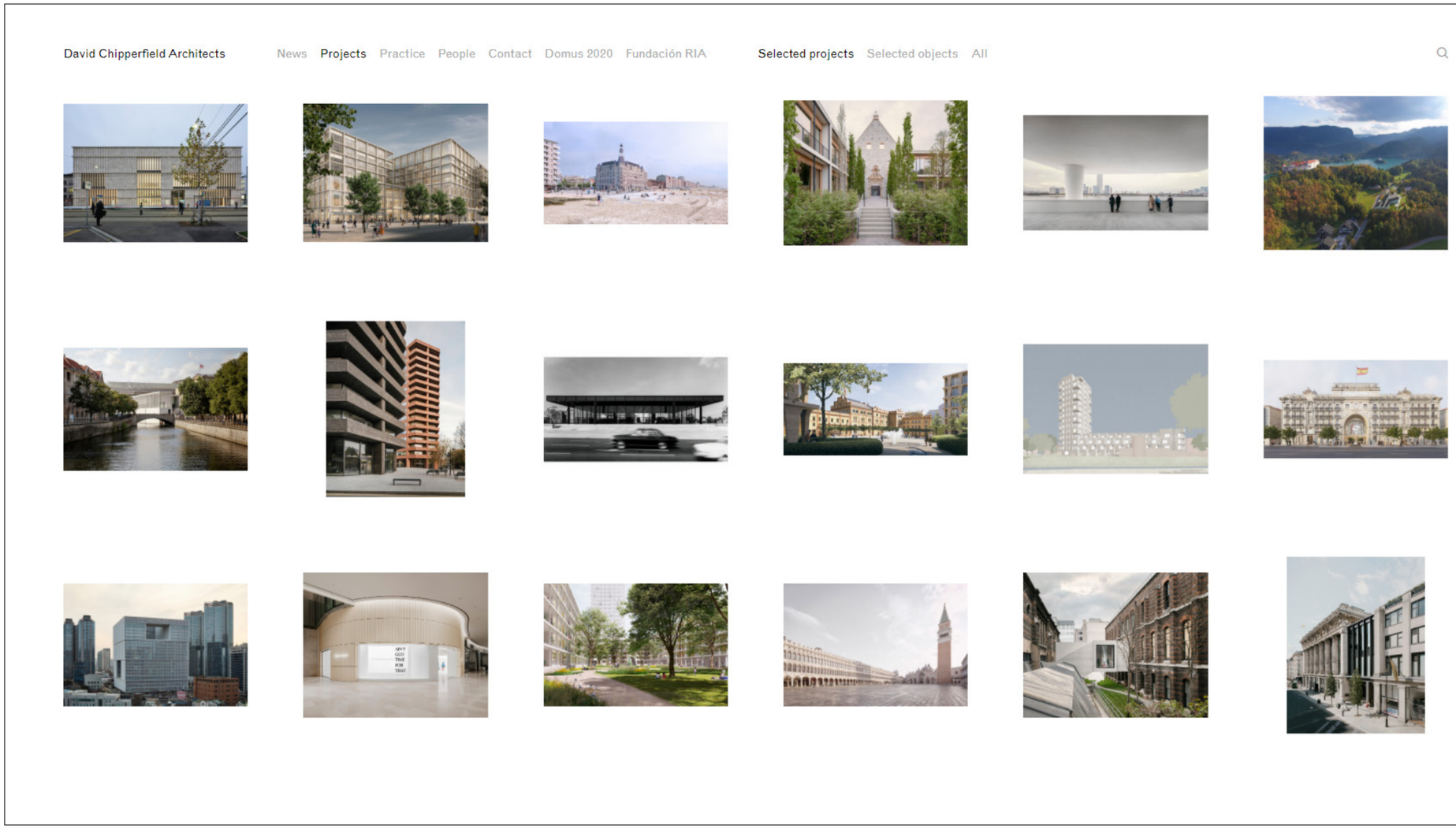


Bjarke Ingels Group (BIG)



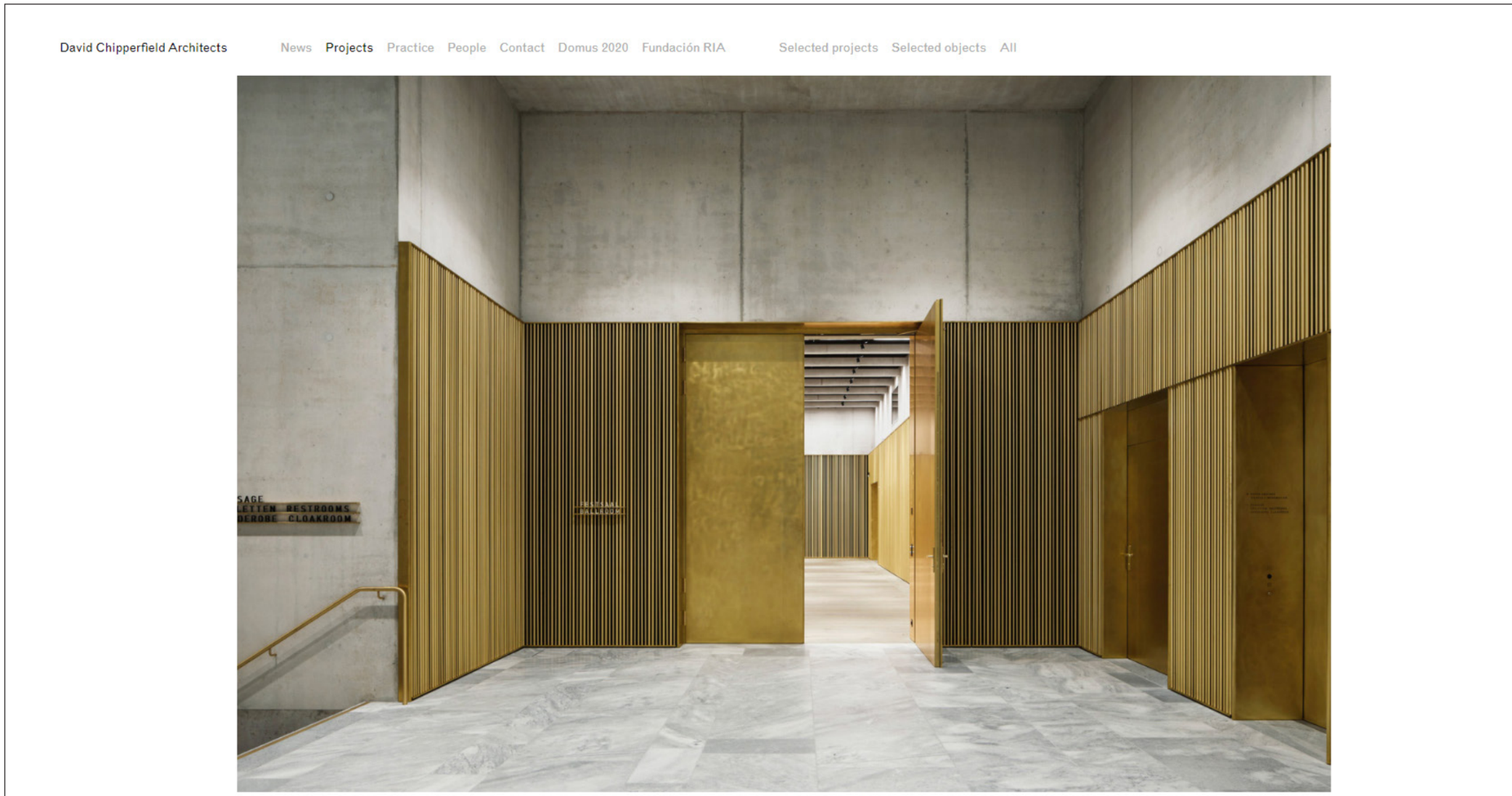
Paul de Ruiter Architects

DAVID CHIPPERFIELD ARCHITECTS



simplicity, restraint, clean visual information, catalog

DAVID CHIPPERFIELD ARCHITECTS



focus on material quality, detailing, proportion, architecture as an object

DAVID CHIPPERFIELD ARCHITECTS

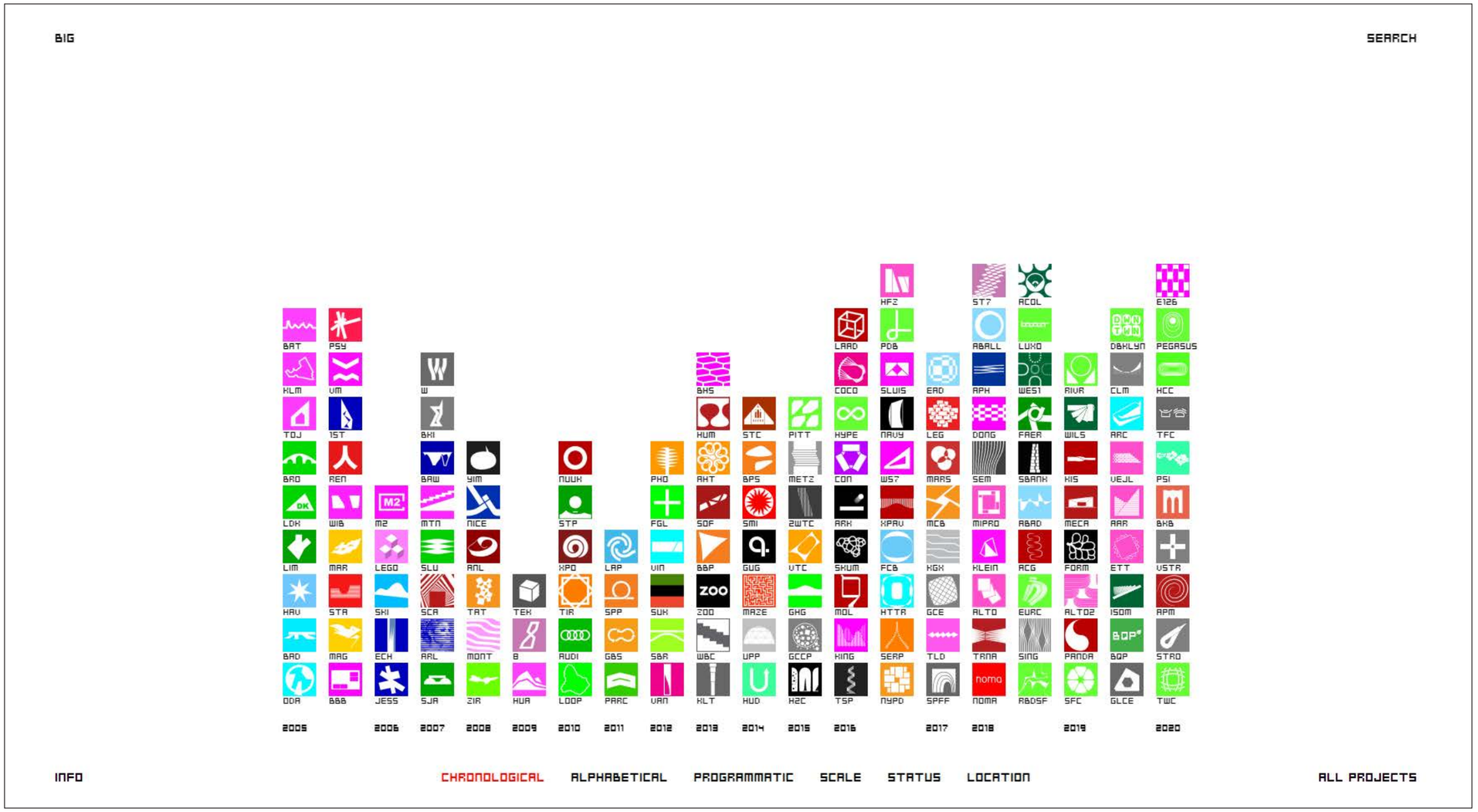
David Chipperfield Architects News Projects Practice People Contact Domus 2020 Fundación RIA

All London Berlin Milan Shanghai Design

Name	Role	Location
David Chipperfield	Principal	London, Berlin, Milan, Shanghai, Design
Libin Chen	Partner	Shanghai
Christoph Felger	Partner	Berlin
Harald Müller	Partner	Berlin
Martin Reichert	Partner	Berlin
Eva Schad	Partner	Berlin
Alexander Schwarz	Partner	Berlin
Giuseppe Zampieri	Partner	Milan
Benito Blanco	Director	London
Alasdair Graham	Director	London
Harriet Miller	Director	London
Billy Prendergast	Director	London
Dirk Gschwind	Director	Design
Matt Ball	Associate Director	London
Cristiano Billia	Associate Director	Milan
Jochen Glemser	Associate Director	London
Peter Jurschitzka	Associate Director	London
Mattias Kunz	Associate Director	London
Graeme Laughlan	Associate Director	London
Julia Loughnane	Associate Director	London
Alasdair Macdonald	Associate Director	London
Richard Marks	Associate Director	London

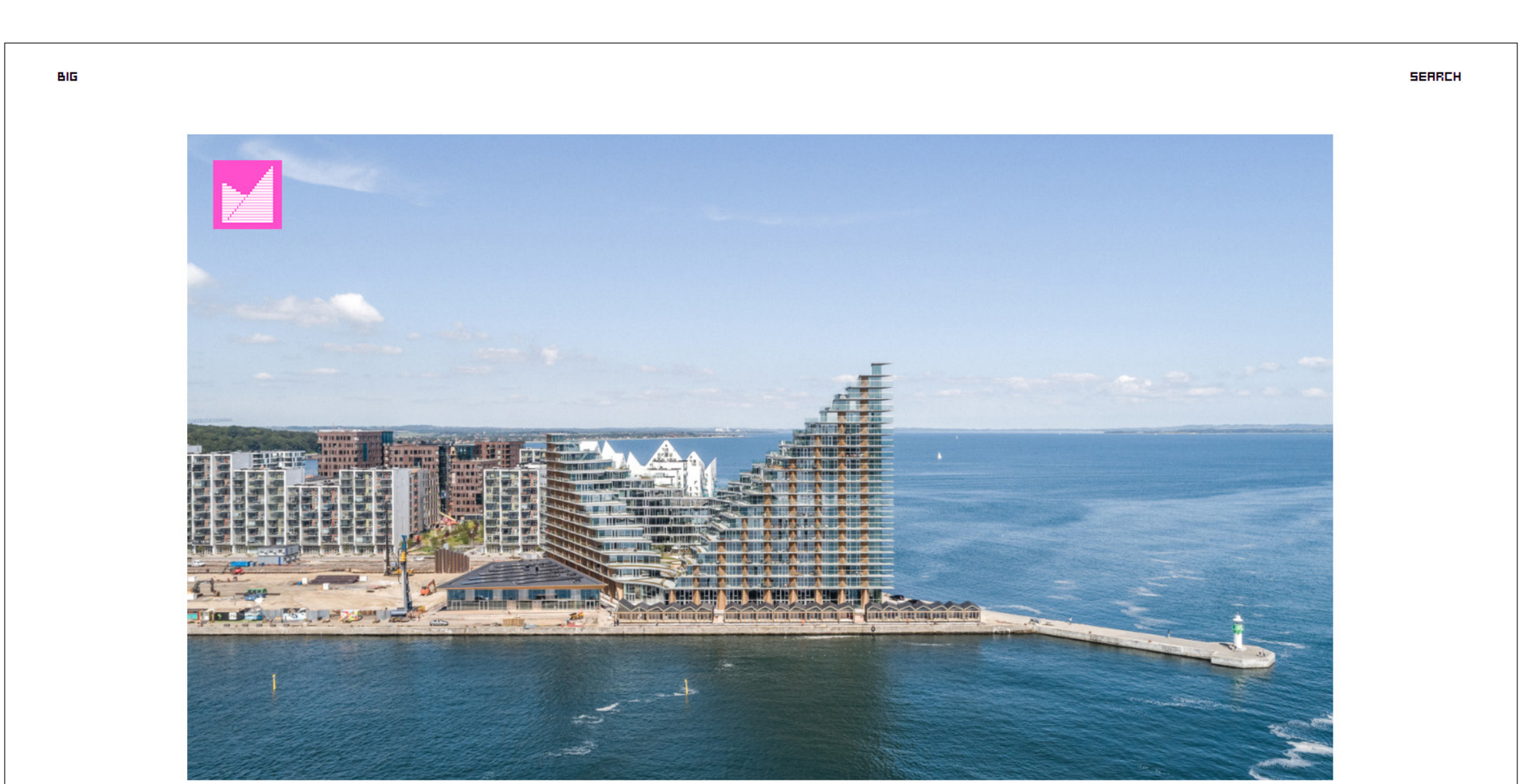
staff list: order, hierarchy, precision

BIG



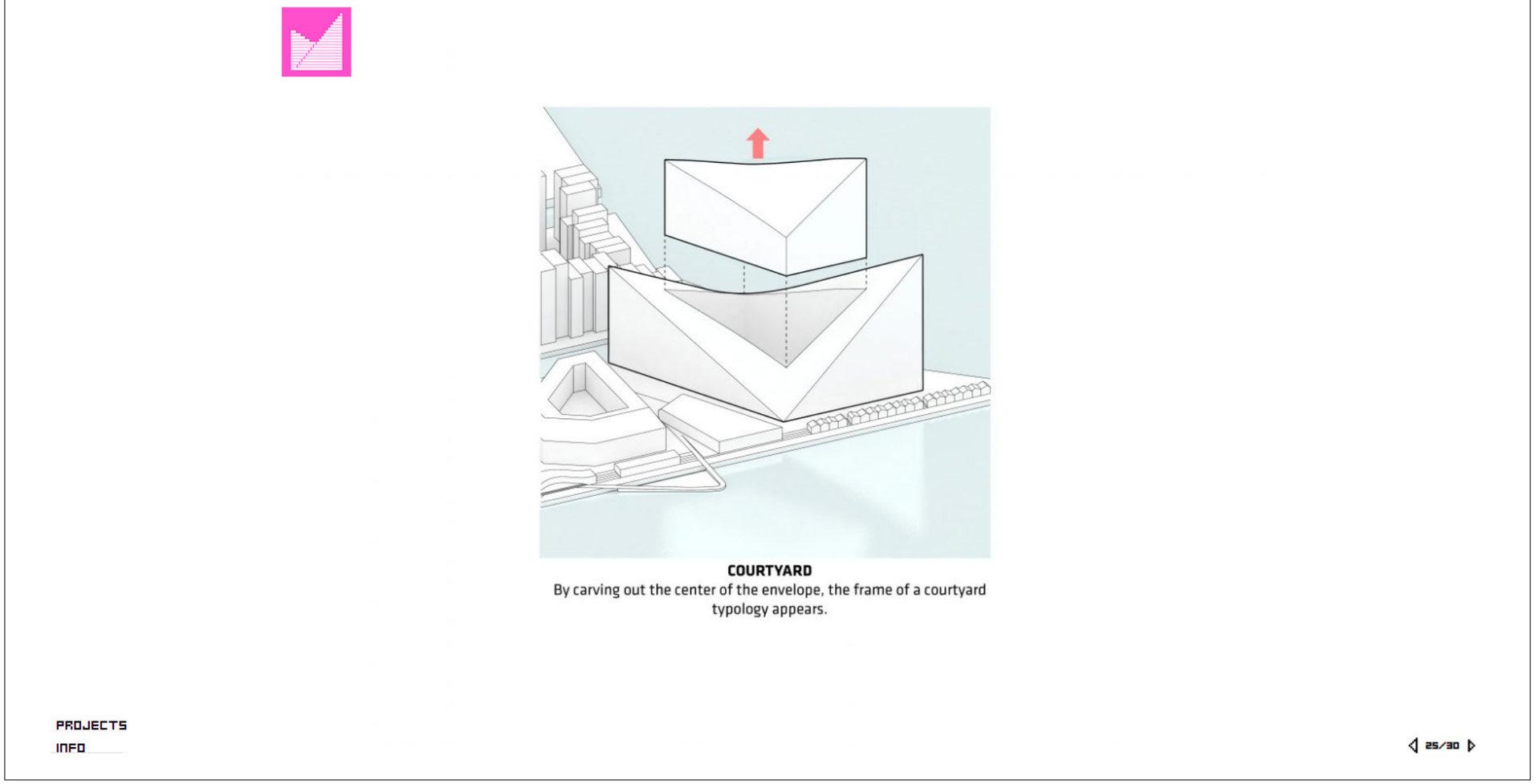
projects are color-coded graphic icons, pixel font, focus on the unique

BIG



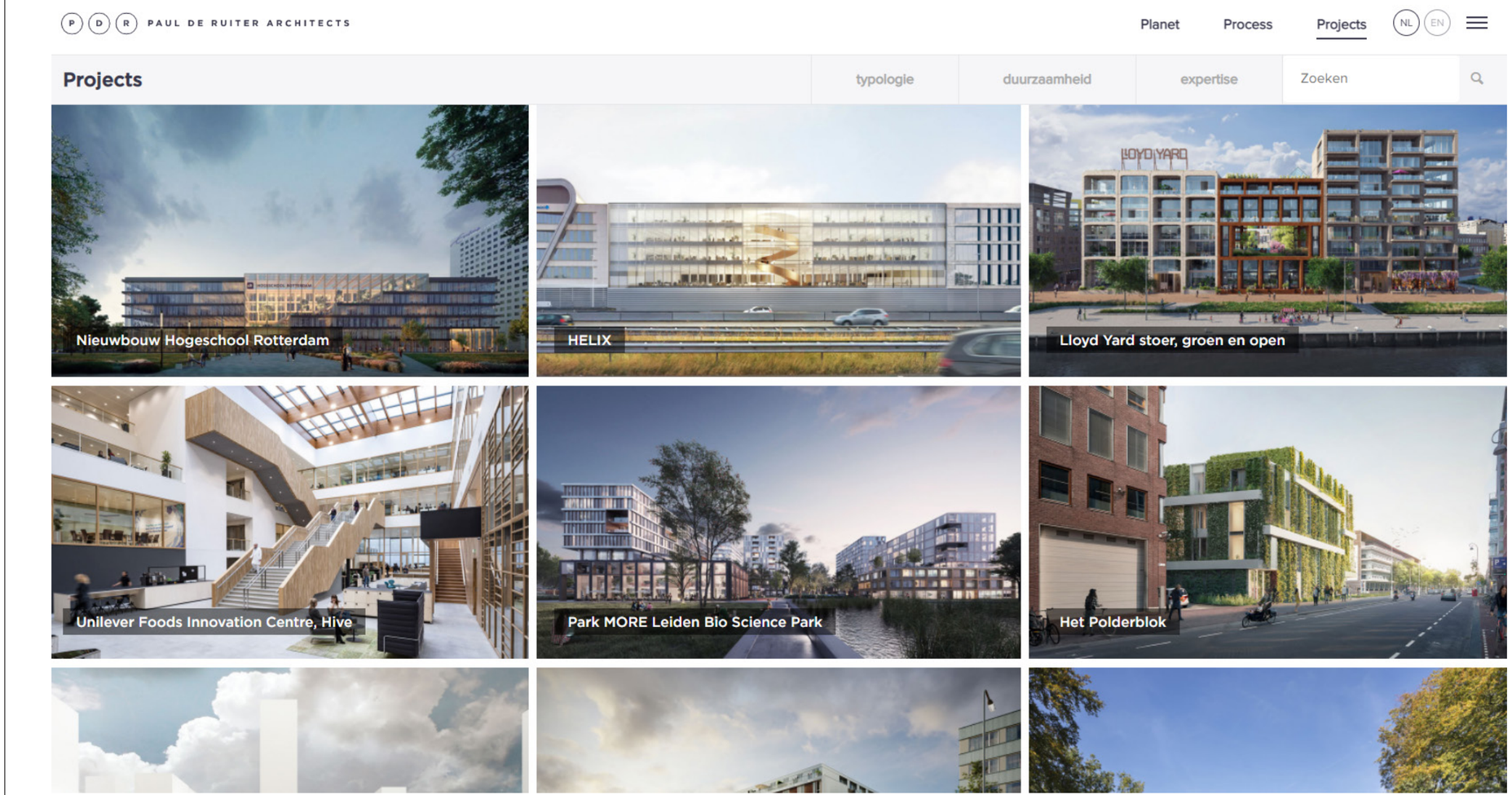
emphasis on the whole project, context, siting, programme

BIG



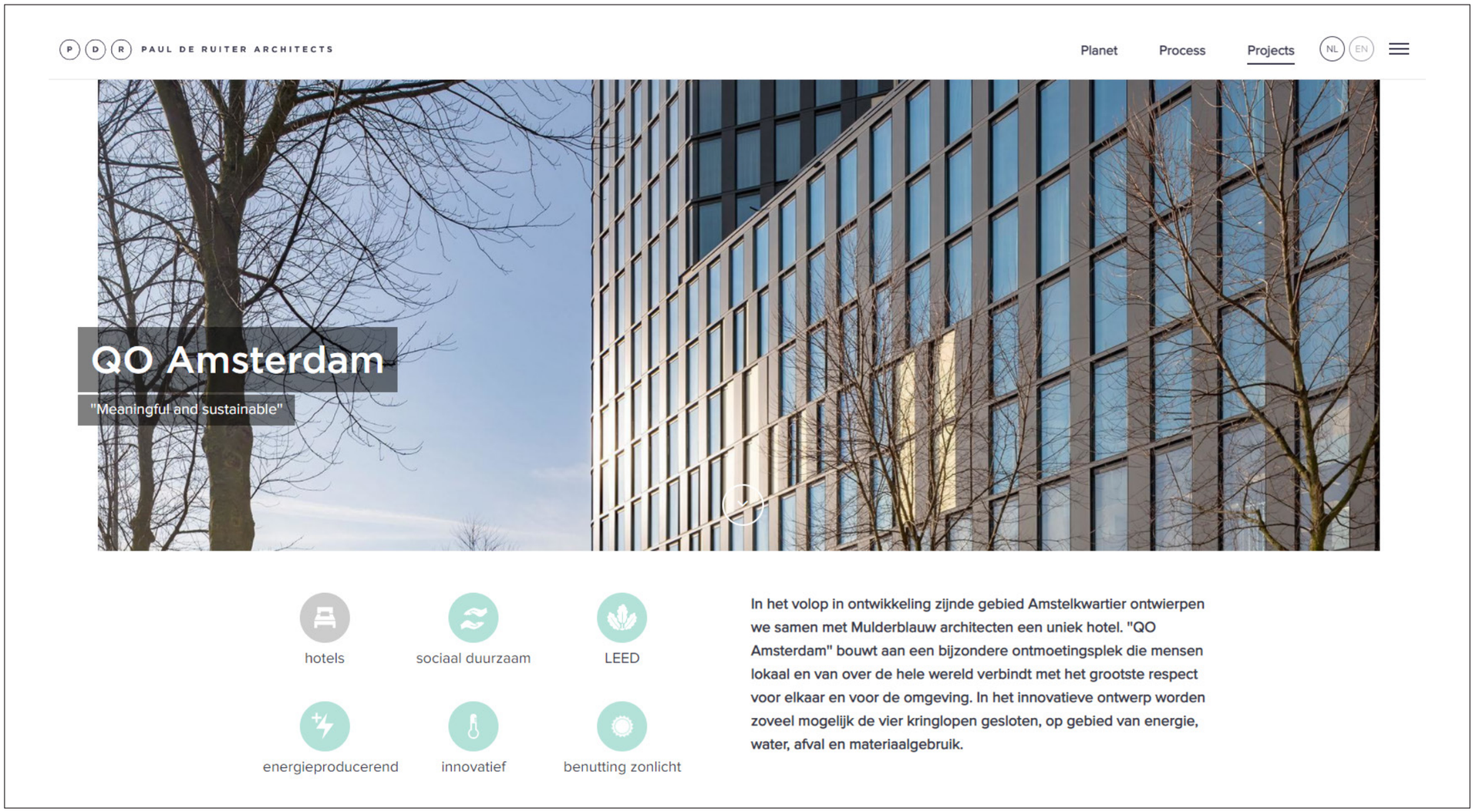
step-by-step diagrams present projects like logical interventions, manipulations

PAUL DE RUITER ARCHITECTS



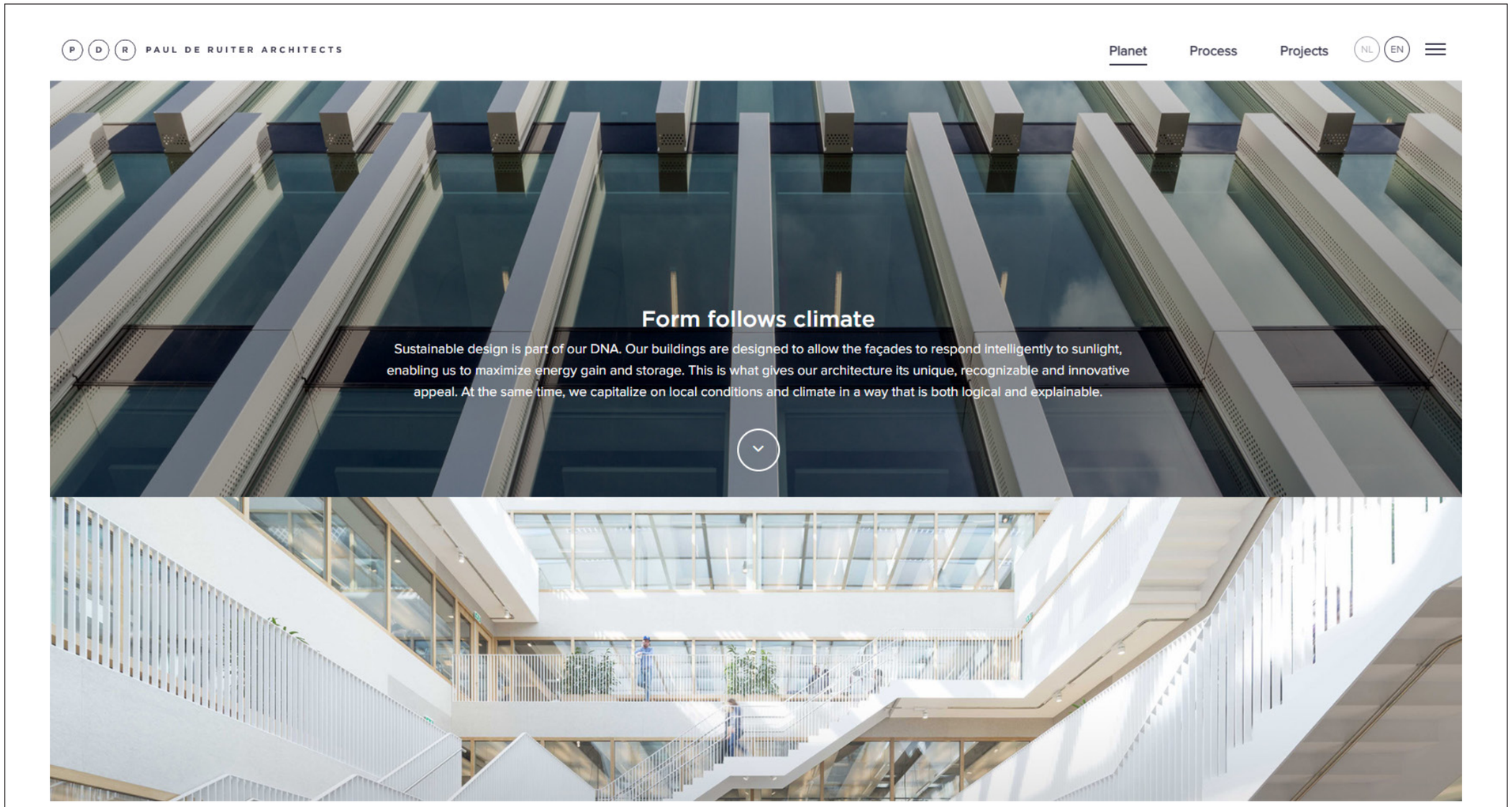
‘planet’ and ‘process’ first, then projects; large images, sometimes interior rather than exterior as hero image

PAUL DE RUITER ARCHITECTS



performance icons and narrative - mix of text and images, diagrams

PAUL DE RUITER ARCHITECTS



values and design principles openly stated, objects as a result of process

YOU: WHO YOU ARE AND HOW YOU FIT IN

Personality

- character
- confidence
- honesty

Motivation

- ambition, goals
- drive
- growth mindset

Work ethic

- reliability
- accountability
- self-discipline
- follow the rules

self-knowledge is the starting point

SKILLS: YOUR VALUE FOR THE EMPLOYER

Analytical skills

- critical thinking
- analysis (context, problem statement, programme)
- concept development

Communication skills

- talking, presentation
- writing
- collaboration, leadership
- interpersonal skills

Organizational skills

- project management
- business or managerial skills

Design skills

- ideation, conceptual design
- technical design
- CAD / BIM modeling
- presentation drawings (rendering, freehand drawing, diagrams)
- modelmaking

Other relevant skills

- general software skills
- construction, carpentry
- entrepreneurship

consider what you know and do,
and also what you want to learn

PROJECTS: PROVING SKILLS & CHARACTER

THREE ASPECTS OF A GOOD PORTFOLIO

CLARITY

FOCUS

DEPTH

THREE ASPECTS OF A GOOD PORTFOLIO

CLARITY

... of thought

... in presentation

FOCUS

... in project selection

... on relevance

DEPTH

... of character

... of intelligence

... in skillset

CLARITY

TIP	DO	DON'T
use simple graphic design	maintain visual coherence	mix styles, fonts, colors, backgrounds
design a clean layout	use white space	clutter pages with many images and text
emphasize content	point out what's important	let graphic design become a distraction
ensure legibility	check what it looks like on screen (PDF!) and in print	use heavy line drawings, use websites or download links
talk to someone	ask for feedback on what others see and read	consider the portfolio a personal work of art, to be nurtured until complete

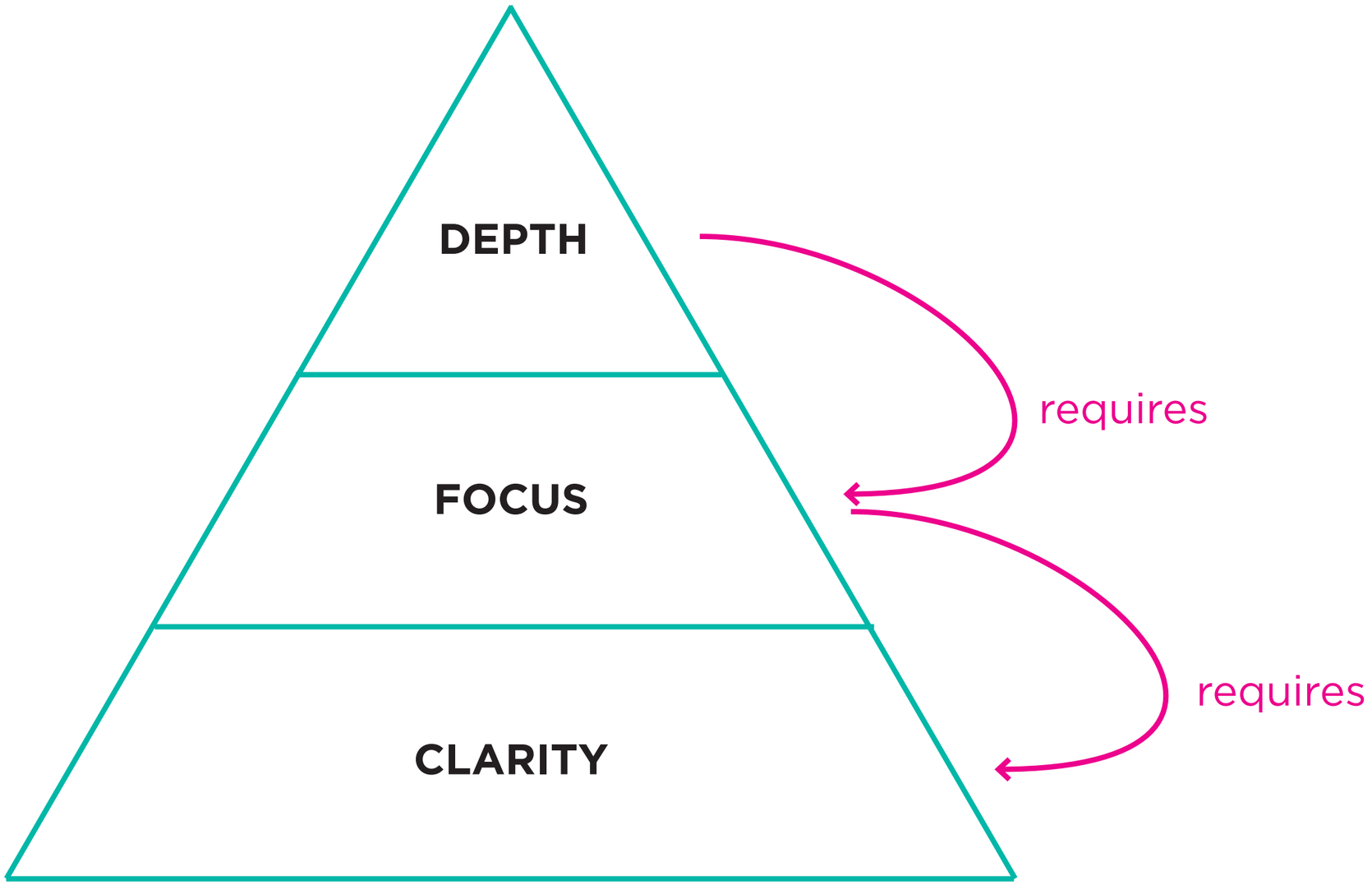
FOCUS

TIP	DO	DON'T
consider your audience	understand that your portfolio will initially be shortlisted in just 1 minute	expect in-depth reading until your portfolio is selected
limit the number of projects	include only the finest (3-5) and start with the best to create your narrative	try to provide a complete archive of your work history
use text to frame relevance	use text to provide insights, and be concise in writing	describe what we see, or rely on images only
put effort into reducing content	think twice to eliminate what's not important	overthink it or make it into a life's work
be honest and precise	focus on your contribution in collaborations or internship	show only renderings of projects where you only worked on specific parts

DEPTH

TIP	DO	DON'T
demonstrate analytical skills	state design problems and show how you solved them	try to fit every design decision into
show development of design intent	give an insight into your design process	use many pages to show all phases of a project
show how diverse skills contribute to a project	include sketches, diagrams, technical drawings, details, models and impressions	try to cram every type of drawing into every project section
add a personal touch	show what other related skills you have (craft, product design, carpentry etc.)	include information about unrelated hobbies

THREE ASPECTS OF A GOOD PORTFOLIO



FINAL TIPS

PDF

- use PDF, nothing else
- attach, don’t link to download
- optimize file size (<10MB)
- check screen appearance (no vector drawings)

PRINT

- interview: bring a print
- consider physical appearance (size <A3, paper, binding)
- check legibility

BE CONFIDENT

- Knowing yourself is half the task of finding a match.
- You can phone after 1-2 weeks.
- Learn from getting turned down.

QUESTIONS?

MORE INFO AND FEEDBACK

BAU 2021

- Annemiek Bleumink & Julius Klatte:
  Helping 40 students with their portfolio by giving feedback on March 17th.

- Paul de Ruiter & Julius Klatte:
  Present at the BAU sessions on March 24th.

THANK YOU

P D R PAUL DE RUITER ARCHITECTS

www.paulderuiter.nl

instagram.com/pdrarchitects