

The Michigan Association of Planning Presents:

MAP Your Career: Portfolios

Your portfolio is your professional story. An effective portfolio can demonstrate not just what you've done, but how you think and solve problems. Here's a few ways you can create, organize, and present a portfolio that highlights your strengths and make a impression:



Written Work

Anything that shows your planning skills:
Policy briefs, short papers, or essays.



Workshop Projects

Any work from classes with real-world clients:
Reports, presentations.



Multimedia Content

Media you created or helped managed:
Websites, blogs, videos, or social media pages.



GIS Maps

GIS-based visual maps showing spatial analysis and design skills:
Maps, GIS Online links.



Photography

Community events or planning activities you were involved in:
Photos, videos.



Data Visualizations

Anything that shows data analysis and data presentation skills:
Charts, graphs.



Volunteer Projects

Things that show your civic participation:
Photos, websites, flyers.



Presentations

Show your presentation & public-speaking skills:
Slides, speeches, summaries.



Internship Work

Examples that show your professional experience and work so far:
Deliverables, projects.

Frequently Asked Questions

- + **Where should I host my portfolio?** Issuu & Heyzine are popular options for a flipbook style portfolio and **Google Sites, WordPress, and Wix** are a few website options. All of these options have free versions, but often with limitations and/or ads. Make sure to **preview your portfolio URL in incognito mode** before sending it out.
- + **How much work should I include in my portfolio?** Go for **quality over quantity**.
- + **Should I explain my work?** **Yes.** Briefly explaining each item's goal, the outcome, and your role in it will help the reviewer better understand your work.

Want more info? Contact **MAP** at (734) 913-2000 or Andy Larsen at alarsen@planningmi.org.