Report on

The Career Kickstart: Portfolio & Communication Skills Workshop

Date: 25th April 2025
Venue: Room C-210
Event Type: Workshop on Enhancing Communication Skills & Crafting Professional Portfolios
Mode of Activity: Offline
Target Group: Students of SOAD
Resource Person:

- Ms. Versha Verma, Assistant Professor, SOAD
- Ar. Mehak Arora, Assistant Professor, SOAD

Student Coordinator: Ms. Dishika Chauhan, 1st Year, B.Des. Fashion Design, SOAD
Organized by: School of Architecture and Design (SOAD), K.R. Mangalam University
Number of Participants: 60

Introduction:
The Career Kickstart – Portfolio Workshop was designed to equip students from various design disciplines with the essential skills and strategies needed to create impactful, professional portfolios. Communication skills are crucial for students, especially when applying for jobs or internships, as they help make a lasting impression and clearly convey ideas. This workshop focused on enhancing presentation abilities, boosting professionalism, and building confidence in effective communication. With practical tips and techniques, participants left better prepared to excel in interviews and workplace environments. The hands-on session also provided a platform for students to explore the key aspects of portfolio-making, including structure, storytelling, and presentation, all critical for academic and professional success. **Strong communication skills are vital for students to make a lasting impact in their careers.**

Objective:

- To help students understand the importance of a structured and narrative-driven portfolio.
- To guide students in presenting their work creatively and effectively for internships, job placements, or further studies.
- To introduce tools and platforms for portfolio creation and sharing such as Behance, Issuu, and Archinect.

- To demonstrate discipline-specific portfolio strategies for Architecture, Fashion Design, and Game Design students.

- **SDG 4 – Quality Education:** Promoting relevant skills for professional and personal development.
- **SDG 8 – Decent Work and Economic Growth:** Encouraging career-readiness and economic empowerment through creative fields.

Methodology: The workshop was interactive and studio-based. Students received live demonstrations, reviewed sample portfolios, and got real-time feedback. The session was divided by disciplines, ensuring that each group received tailored guidance. Faculty mentors emphasized both visual composition and verbal storytelling.

Content:

A portfolio is more than just a collection of finished projects—

- It is a reflection of your personality, design values, and aesthetic sensibility.
- Demonstrate your ability to adapt to varied styles, mediums, and design briefs.

“Process is the Hero.”

- Focus on how problems were approached and solved creatively.

- Document your techniques, thought process, and learning outcomes.

Showcase a Variety of Work:

- Diverse Projects: Include samples from different disciplines such as architecture, fashion, interiors, graphic design, game environments, etc.

- Different Styles: Showcase adaptability in visual language and communication strategies.

- Tangible Results: Where possible, use real-world outcomes or data to validate the impact of your work.

- Problem Solving:

    - What was the design problem?

    - What was your idea or approach?

- How did you implement the solution?

Inspiration and Research:

- Include reference to design magazines, case studies, and studio philosophies.
- Align your work with real-world trends and expectations in leading design firms or creative agencies**.**

Outcome:

- Students understood how to build a portfolio that communicates both skill and identity.
- Confidence in using online platforms and tools for portfolio creation improved.
- Participants left with a clear checklist and direction for refining their portfolios further.
- The workshop fostered a stronger sense of design ownership and presentation skills.

What Students Learned in Communication Skills during the Workshop:

- **Effective Portfolio Presentation:** Students learned how to present their portfolios clearly and confidently, structuring their work in a way that engages and communicates their ideas effectively.
- **Articulating Design Concepts:** Students gained skills in clearly articulating their design concepts, explaining the thought process behind their creative choices and the story they are telling through their work.
- **Handling Critique:** Students developed strategies for professionally responding to feedback, maintaining composure, and using constructive criticism as an opportunity to improve their work and communication.
- **Confidence in Interviews:** The workshop helped students build the confidence to present their work and ideas in interviews, ensuring they could communicate their value effectively to potential employers.
- **Engaging Professional Conversations:** Students learned techniques for engaging in meaningful, professional conversations about their work, demonstrating their communication abilities and thought processes in a work setting.

Conclusion:

The Career Kickstart: Portfolio Workshop was an insightful and empowering event that bridged the gap between classroom learning and professional application, helping students view their design journey as a cohesive, communicative story. With a strong emphasis on the design process, individuality, and critical thinking, the workshop enabled students to take the next step in their careers with confidence. Additionally, it highlighted the importance of effective communication skills in building and presenting a portfolio. Being able to articulate ideas clearly and confidently is key not only in design but also in the professional world. This workshop equipped students with the tools to express their creative ideas effectively, both in their portfolios and in interviews, ensuring they stand out in competitive job markets.

Future Scope:

- Regular portfolio mentoring sessions with industry experts.
- Integration of portfolio development into semester-end evaluations.
- Expansion into digital branding, personal websites, and interactive portfolios.
- Enhanced focus on refining communication skills for professional success.



Photo 1:– Ar. Mehak Arora guiding SOAD students through the fundamentals of portfolio building.



Photo 2:– Ms. Versha Verma explaining the significance of design process documentation in a professional portfolio.



Photo 3:– SOAD students actively participating and taking notes during the workshop session.



Photo 4:– Mr. Akshat highlighting the importance of a well-crafted CV.



Photo 5:– Students of SOAD learning about the value of LinkedIn for networking and showcasing their creative profiles.



Photo 6: Group photo of SOAD students with the event banner (Geo-tagged).