Greeting students! Welcome back to school, a new year and a whole new decade! As you may or may not know, landscape architecture is an incredibly unique profession in the sense that it blends art, engineering and ecology all into one. Similar to our profession, our portfolios and resumes are just as unique and there is an ongoing debate of what makes a great landscape architecture portfolio. The principal of a large design firm may look for a portfolio that showcases a strong artistic and ecological foundation whereas a design/build firm may look for a portfolio that has a strong engineering feel to it (i.e., cad drawings and construction details) as opposed to Photoshop and Sketchup renderings. With this in mind, it is important to do some research on the companies that you are applying to so you can match your portfolio design and resume to reflect said companies style of work.

Now, as we enter this spring semester, you should have already begun applying/actively seeking out summer internships or jobs. If not, no worries! Check your school’s calendar for upcoming career fairs and use the following checklist before handing out your portfolio to future employers!

Page Quantity
Generally speaking, employers receive dozens of portfolios and typically spend just a handful of seconds initially flipping through each one. Try to keep your portfolio in the 20 to 30 page range.

Quality
Show 4 to 7 of your BEST projects. Too much work is clutter. Five great pieces of work is more impactful than 10 average pieces of work. People remember the beginning and ends of stories but hardly ever remember the middle, portfolios are remembered just the same.

Spelling
Make sure you double and triple check your spelling AND have someone else review it. One or two misspelled words may get past an employer but any more than that and they will surely just move on to the next portfolio.

Graphic Layout
Remember that you are trying to make an impression on a fellow designer. The graphic layout is everything that can make or break your presentation. If you are developing your portfolios in indesign, utilize the reference point feature in the top left for all of your text and images. In my experience, an employer who sees bodies of text that aren’t aligned or graphics with unequal spacing tends to assume that you are careless or don’t bother with the details.

Group Work
Try not to include group work unless there is a clear display of what your role was in the project opposed to the other roles. It is hard for employers to trust group work as a good reference of experience, an employer who sees bodies of text that aren’t aligned or graphics with unequal spacing tends to assume that you are careless or don’t bother with the details.

Hierarchy
Have a sense of what is most important on spread and what is least important then ask someone to briefly look at your pages and tell you what their eyes are immediately drawn to when they look at the page. This is a good way to tell you if something irrelevant has more visual gravity than what you are intending to be seen.

Font Structure
Try to predetermine a font structure for your resume and portfolio. Pick out one or two fonts but hardly ever remember the middle, portfolios are remembered just the same.

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ASLA Now Accepting Applications for the Council of Fellows Scholarships
Every year, ASLA’s Council of Fellows awards up to four (4) scholarships to landscape architecture students who are striving to begin or build their professional careers. Students who are currently in their junior or senior year of undergraduate study or in their second or third year of graduate study at an accredited university program are eligible to apply. The application deadline is January 23, 2020.

ASLA Chapter & LAF Scholarships Are Also Open for Applications
Other scholarships through ASLA Chapters and the Landscape Architecture Foundation (LAF) are also accepting applications at this time, including ASLAChapterLAFSCHOLARSHIPDeadlines, to allow all the opportunities available.

Looking Ahead

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Jan 15</td>
<td>ASLA 2020 Student Awardees Entry Deadline</td>
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<tr>
<td>Jan 23</td>
<td>LABASH Early Bird Registration Deadline</td>
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<tr>
<td>Feb 5</td>
<td>ASLA 2020 Conference for Landscape Architecture Closes</td>
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<tr>
<td>Feb 15</td>
<td>ASLA 2020 Call For Presentations, Research, Design &amp; Education Scholarships Application Deadlines</td>
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<tr>
<td>May 4</td>
<td>ASLA 2020 Student Awardees Entry Deadline</td>
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Questions?
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