

The Student Connect

ASLA Student Advisory Committee's Newsletter

For Student Members - By Student Members



American Society of
Landscape Architects

**“WHAT THE NEW YEAR BRINGS TO YOU WILL
DEPEND A GREAT DEAL ON WHAT YOU BRING
TO THE NEW YEAR.”
- VERN MCLELLAN**

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 something 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 your skills with these projects.

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 and use those with a combination of font sizes, bold and italics to create a font hierarchy.

For example:

Title	- Bold 18pt
Header	- Bold 14pt
Subheader	- Regular 14pt
Body	- Regular 12pt
<i>Caption</i>	- Regular 12pt italics

Like I said before, use these tidbits of advice to further develop your work. If time permits, try to develop a “Master” portfolio/resume. This master document would be a significantly larger portfolio that you can trim down to match the style of whichever company you are applying to.

Best of luck to you all in your search for employment!
Jacoby Gonzales
ASLA Student Representative to the Board of Trustees



**What designed space was the
highlight of your 2019?**

**Respond: Tag an instagram post
#studentASLA or email:
membership@asla.org with pictures and/or
responses to be featured in
our next newsletter!**

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 struggling to pay their tuition or belong to under-represented populations within the profession. Recipients receive \$5,000, a one-year ASLA membership, and a travel stipend to attend the ASLA Conference on Landscape Architecture this October in Miami Beach, Florida.

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. [You can visit the LAF website](#) to see all the opportunities available.

Looking Ahead

Jan	15	LABASH Early Bird Registration Deadline
Jan	23	Call for Presentations at ASLA 2020 Conference for Landscape Architecture Closes
Feb	1	ASLA Council of Fellows Scholarship & LAF Scholarships Application Deadlines
May	4	ASLA 2020 Student Awards Entry Deadline

Questions?
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