

BEYOND THE PORTFOLIO • Professional Practice Initiative • Pratt

Creating a Professional Practice Initiative for Career Readiness

Conceived, Developed & Delivered Annually - 2023-Present
by John Battista De Santis

Design education develops creative ability. Professional practice requires more. The ability to present ideas effectively, communicate with confidence, build professional relationships, and navigate the transition to creative industries. I conceived, developed, and continue to lead a comprehensive Professional Practice Initiative for Pratt Institute's Associate Degree Programs. This initiative integrates career strategy, portfolio development, professional identity, networking, interviewing, internship preparation into a program that extends learning beyond the course work.

WELCOME

Internships Discussion & Workshop

Professor John Battista De Santis



"Today's reader
doesn't read
he glimpses."

— Lucian Bernhard

Plakatstil

1906



Discussion & Workshop

Interviews
Portfolio Walk Through
7-38-55
Resume Walk Through
Preparing for Interview
THE 30 Questions
Design Questions

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DESIGNING THE PROGRAM

My objective was not to create another career workshop. It was to build a professional development program that participants could return to and continue to use as they entered the industry. I developed the full curriculum, authored the instructional framework, built the session series, and produced a comprehensive Professional Practice Guide bringing together practical strategy, current industry expectations, and structured learning in a single system.

Personal Statement - Mind Map Stand Out - Be Yourself



Professor John Battista De Santis



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The Process

Gather Your Work

Professional Resume

Professional Cover Letter

Digital Portfolio PDF

Online Portfolio Behance Adobe Site

LinkedIn Profile

Online Portfolio Your Own Site

Send out at least five requests weekly

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INSITUTIONAL LEADERSHIP

This program represents my approach to developing educational initiatives. Practical creativity applied towards professional practice.

By integrating career strategy directly through this program, participants transition to internships and professional opportunities with greater preparation and confidence.

The program's content reflects current hiring practices, emerging technologies, giving students practical guidance aligned with today's creative industries

First Steps To An Outstanding Portfolio

Your Unique Approach, Tell YOUR Story

Show your work who you are; your voice, your story with your work

Create and Curate Your Work

Select existing works, create new work, explorations

Show Your Process

Your creative process, your voice, your story in your work, create a sketchbook video!

Document Your Work

The best work not presented well does not get looked at

Internship Discussions and Workshops 44

Discussion & Workshop

PDF Portfolio

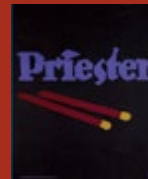


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Documenting You

The best work presented poorly will not be considered

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IMPACT

The program includes concrete, high-value content, including:

The 7-38-55 Rule — In any interview, communication breaks down to 7% content, 38% voice and tone, 55% body language.

Most people over-invest in what they say and under-invest in how they say it.

The Portfolio “About” Page — Based on reviewing thousands of portfolios, I identified the About page as the single most-viewed page on almost any site — and built framework around that insight.

First Steps to an Outstanding Portfolio — a structured process: define your unique approach, curate rather than collect, show your process (not just outcomes), and document the work in a way that actually gets looked at.

7-38-55 That’s Right

Those are the three elements of communicating in a job interview.

Most people don’t realize this, but your body is doing most of the communicating;

55 percent is related to your body language.

38 percent related to voice and tone that you use

7 percent related to content

Your body, your posture is doing 55 percent of the communicating .

38 percent is related to voice and tone.

So, if you’ve got a monotone voice , you’re getting a zero there on the 38 percent.

About Page - Internships Discussion & Workshop

The Most Important page on your website??

It’s your ABOUT page.