



Portfolio Guide

What is this Document?

If you are applying for a space in our Dealers Den, you will be asked to provide a portfolio showing the sorts of items you will be selling. We do this to select the Dealers that we accept into the Den and ensure that we only accept Dealers that are selling items that are of good quality and are in line with our Terms and Conditions.

This guide is intended to help you make your portfolio as strong as possible so that you provide all the information needed to help you stand out in the selection process and make our task of selecting Dealers more easy!

What is a Portfolio?

So, you have been asked to show a portfolio of your work. That can be pretty scary! How do you know what to include? Which format is best? What should I show off? First of all, breathe! Then, read below for some helpful hints about making a portfolio.

Portfolios don't need to be big fancy things that you spend thousands of hours on and which showcase every single piece of artwork you have ever created. It just needs to show your style and variety of work so that a convention knows what sort of work you will be bringing, but also - use this opportunity to show why you are unique!

Where Should I Host My Portfolio?

There is a huge range of free and easy-to-use websites that will allow you to host your work simply and clearly, such as DeviantArt, Furaffinity, Weasyl, Cara, Instagram and so many more. These sites allow you to upload your artwork and show it in an easy-to-view way that allows you to quickly show off your artwork and allows for easy scrolling. Always be cautious and read the Terms &

Conditions of any service that you use to ensure that you are not unexpectedly caught by any clauses that allow for use of your work by the service for other purposes such as AI training or other commercial purposes.

If you are feeling more adventurous you can also create your own website. This can be a unique way to show off your work in your own style, just be sure to link to your gallery page when you are asked for a link to your portfolio so that your work is clearly visible and the reviewer doesn't have to guess which page to view.

It is best to avoid sharing your social media account on services such as Facebook, Bluesky, or X/Twitter as your portfolio. These sites mix your media and social posts together and it can be much more difficult to get a clear idea of what you're selling. Your portfolio needs to show your work clearly and in an easy-to-read structure.

We also recommend against using mass link sites such as Linktree as these don't link directly to your work and could lead a reviewer to the wrong location and miss an opportunity to see your best work.

What Should I Show?

Ideally, you'll want to show as wide a variety in your work as possible so that anyone viewing your portfolio can get a feel for what you will be bringing to the convention. Consider the different types of art that you produce and the different styles that you use.

People come with all kinds of preferences and experiences, so we advise not to include explicit or "Not Safe For Work" (NSFW) artwork in your portfolio, in case your reviewer is not comfortable with what may be on show. Consider providing "Safe For Work" (SFW) versions of your artwork or cropped versions that do not show any explicit material. If you absolutely must show NSFW work in your portfolio, make sure to give clear content warnings about what is included and consider holding these in a separate folder.

What Else Should I Consider?

If possible, try and tailor your portfolio to the type of convention you are applying for. As a furry convention, Scotiacon is most interested in furry-related creators and associated work; if your portfolio doesn't contain any of these works then you may find you aren't accepted as your work won't appear to be aligned

with the interests of the convention.

Remember the 60-second rule; what can you see in your portfolio in 60 seconds? Often conventions receive hundreds, if not thousands, of applications and can't spend a long time viewing every portfolio that they are sent, so think carefully about what the person viewing your work will see in the first 60 seconds and make sure it makes you and your work stand out.

If you are photographing your work make sure it is well lit so that your work is clearly visible.

Most importantly of all, if you aren't successful with an application, remember that this doesn't mean your work wasn't good enough. Competition is often fierce and there can often be a limited number of spaces available compared to the number of applications that are received. Consider reaching out to the convention for feedback and remember that you are amazing!

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