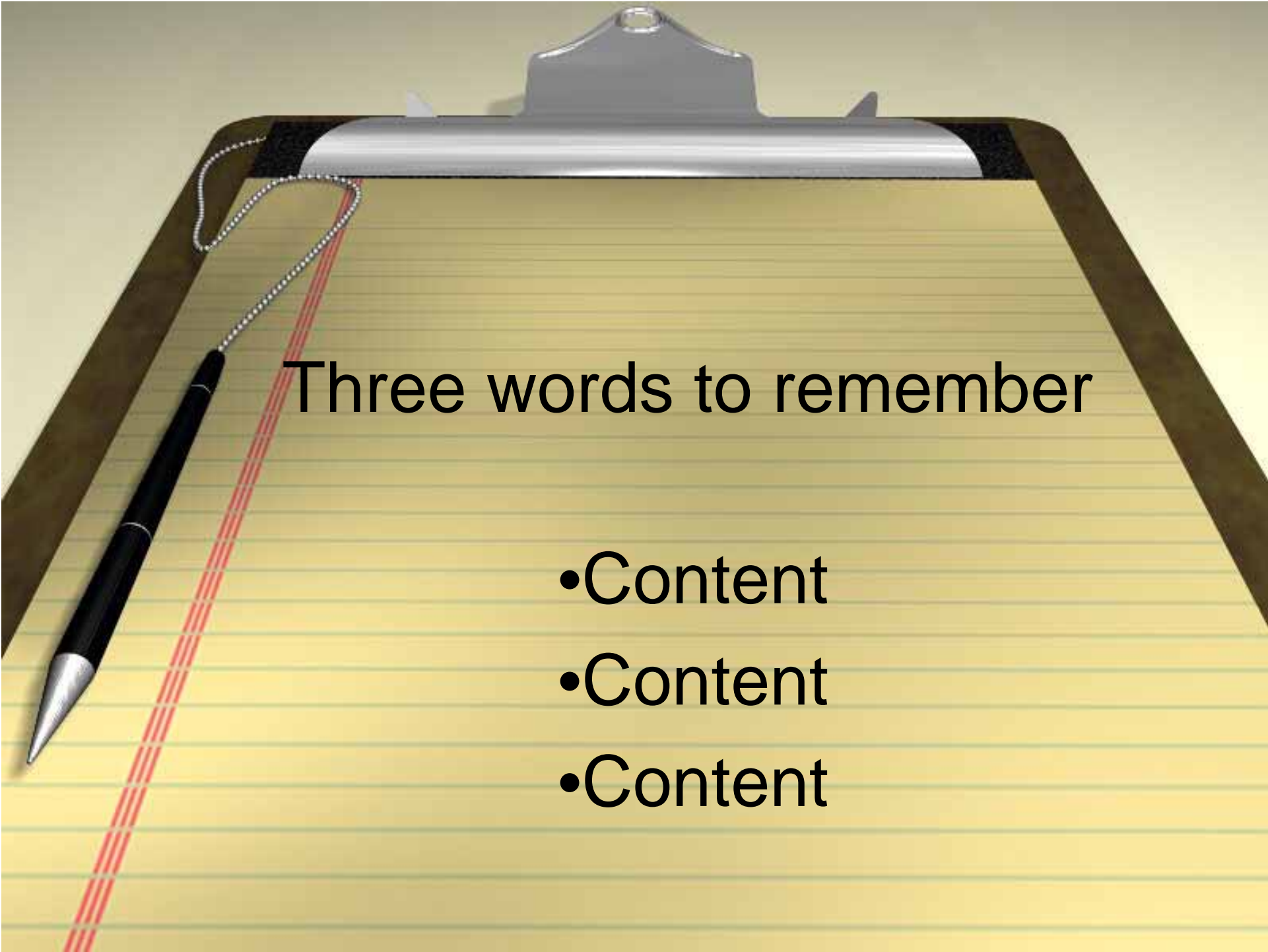




The Portfolio


Building Blocks



Three words to remember

- Content
- Content
- Content

- 
- Capture
 - Edit & Process
 - Presentation



What is a portfolio?

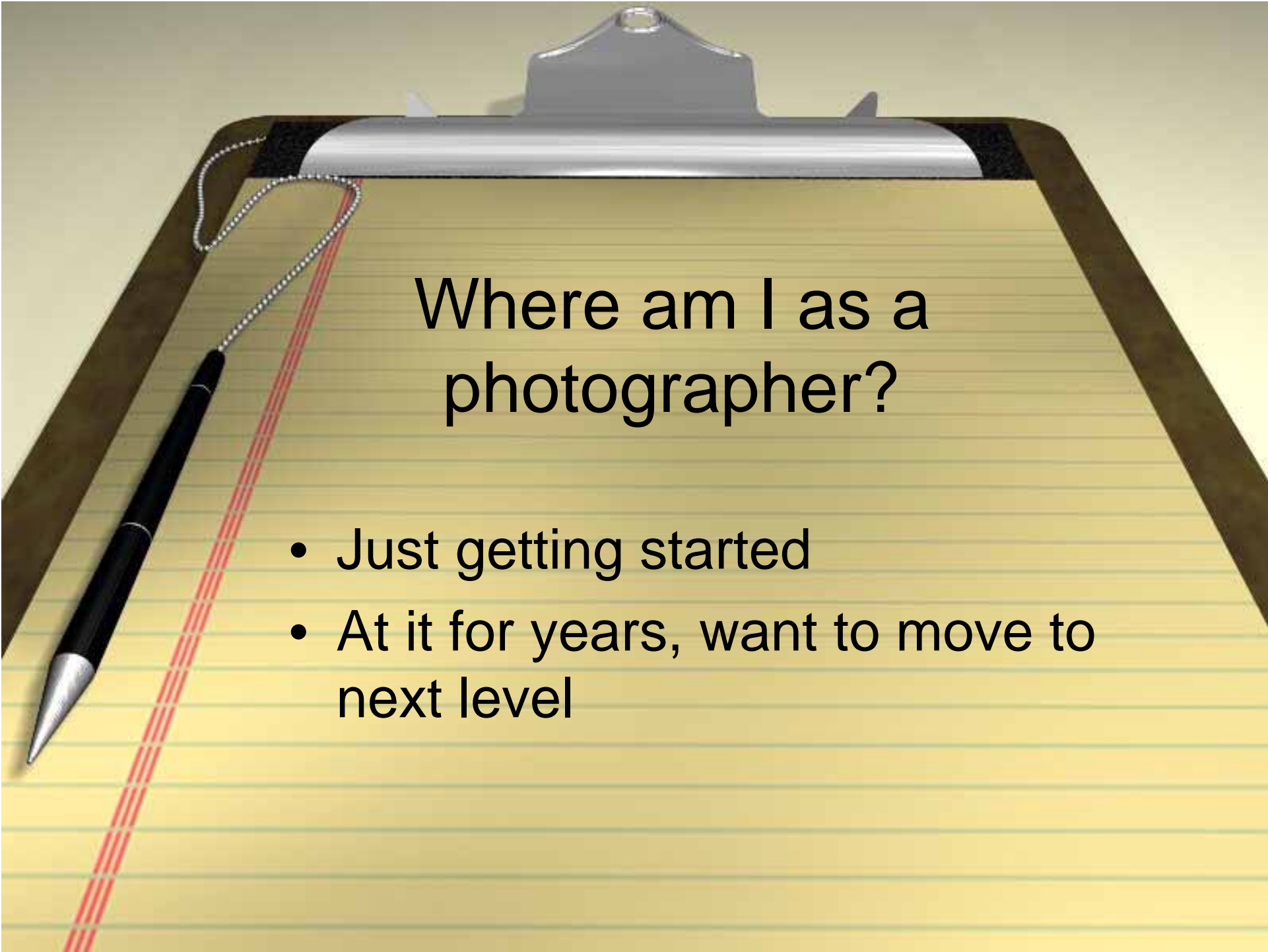
- A presentation of your best work



Why do I need a portfolio?

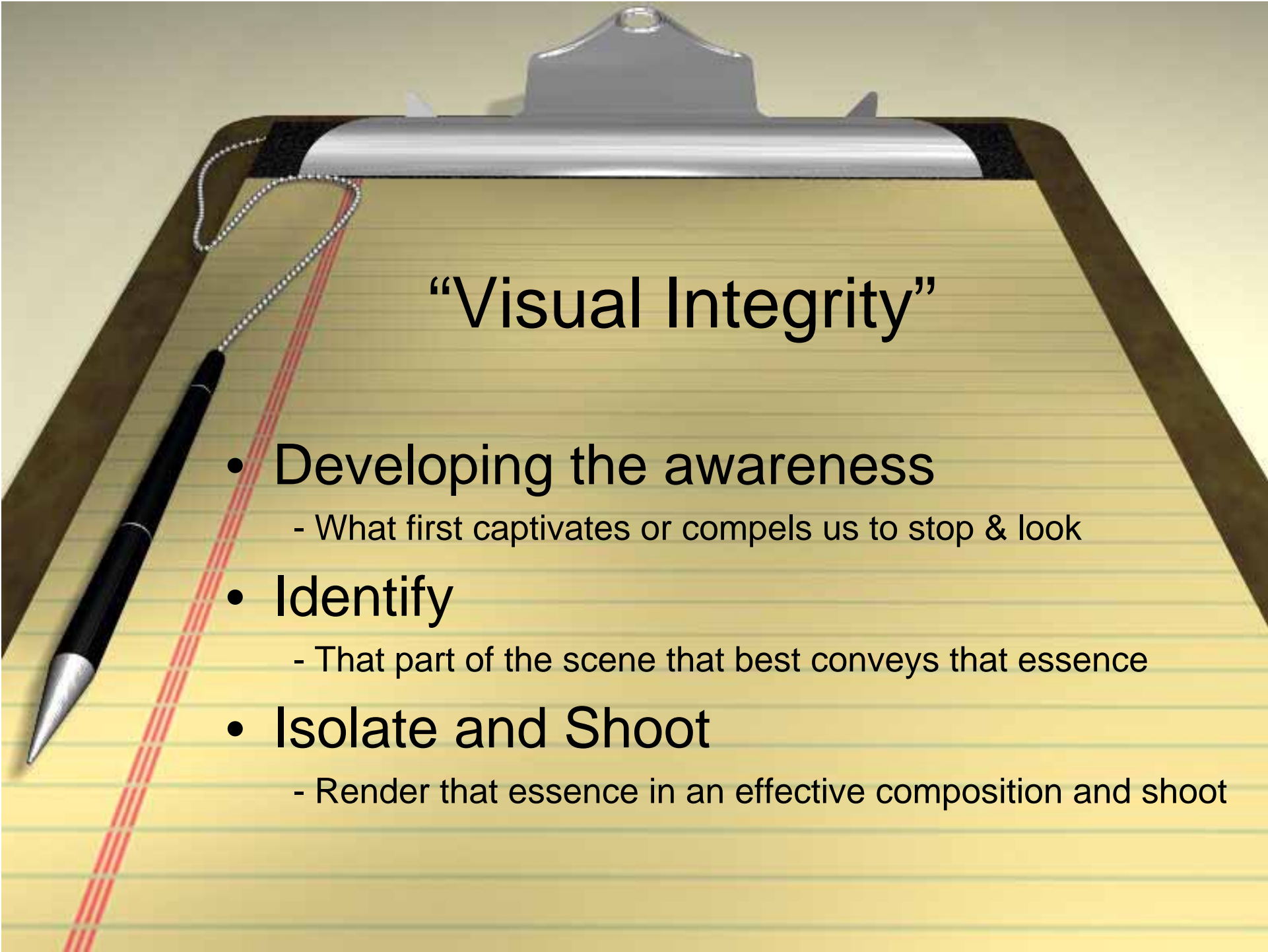
Different motives for different folks.

- I Simply want to organize & access my best images
- I want to enter competitions
- I want to offer my pictures/services to the marketplace



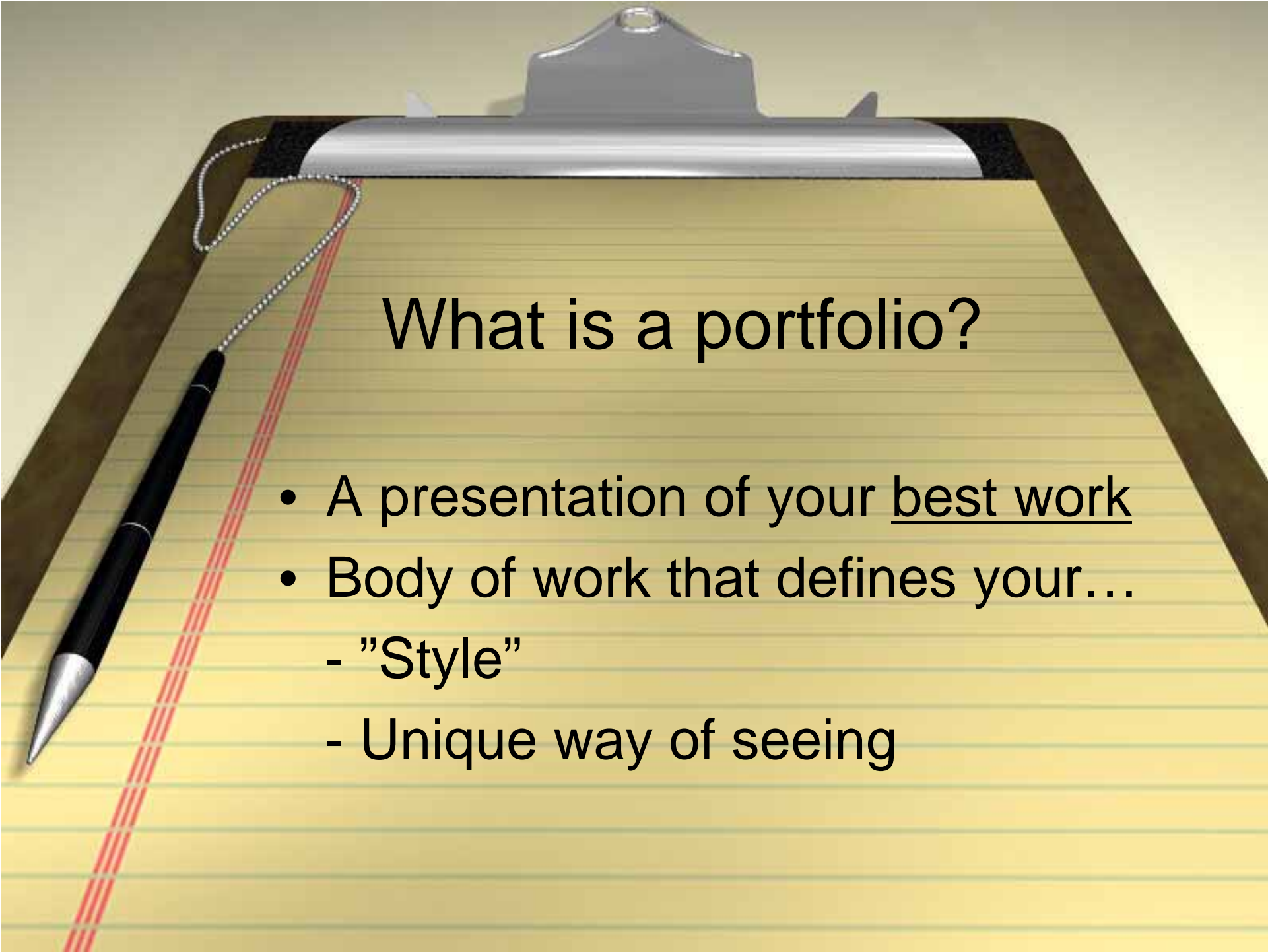
Where am I as a photographer?

- Just getting started
- At it for years, want to move to next level



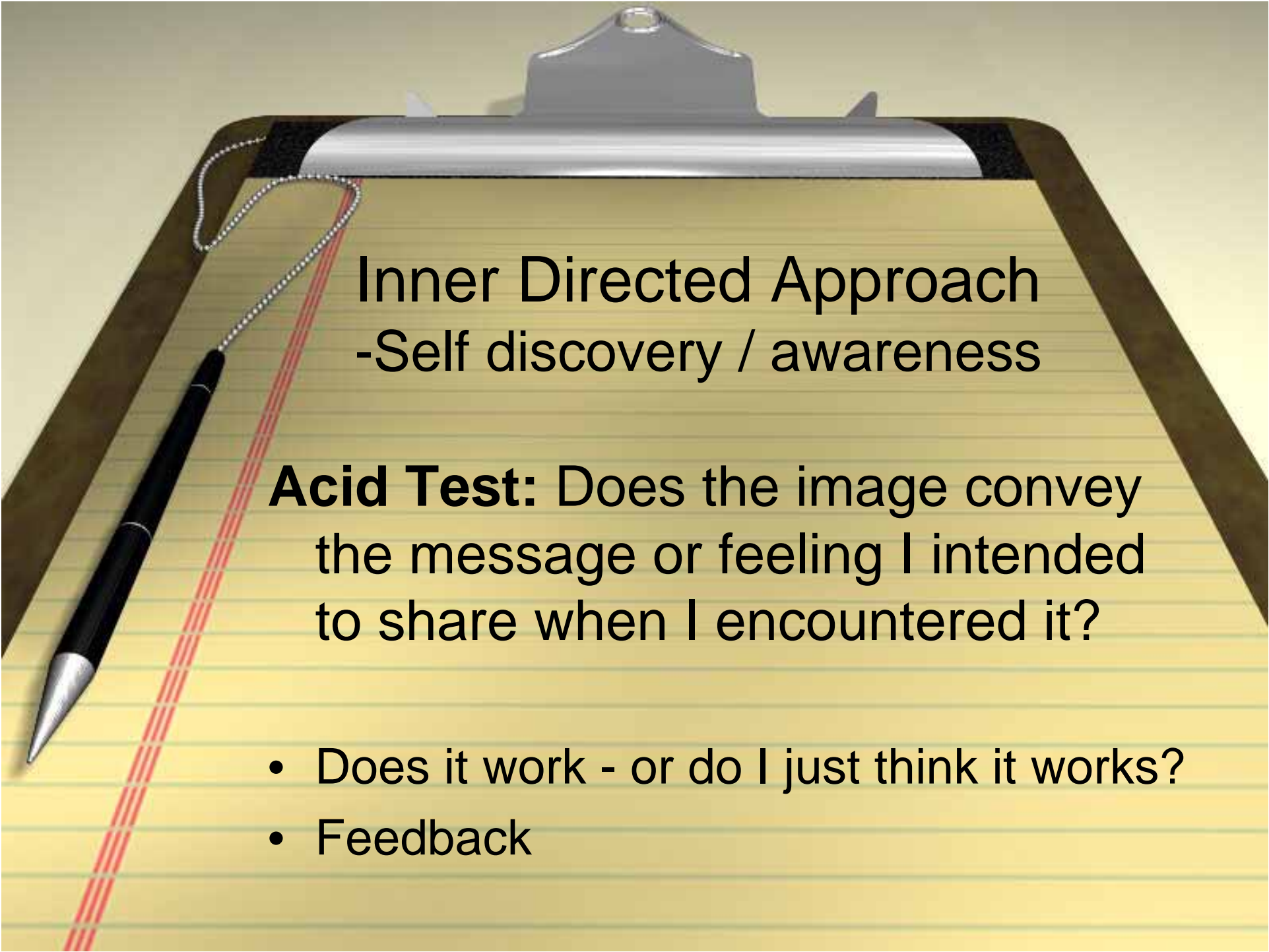
“Visual Integrity”

- **Developing the awareness**
 - What first captivates or compels us to stop & look
- **Identify**
 - That part of the scene that best conveys that essence
- **Isolate and Shoot**
 - Render that essence in an effective composition and shoot



What is a portfolio?

- A presentation of your best work
- Body of work that defines your...
 - "Style"
 - Unique way of seeing



Inner Directed Approach
-Self discovery / awareness

Acid Test: Does the image convey the message or feeling I intended to share when I encountered it?

- Does it work - or do I just think it works?
- Feedback



Portfolio Types

- **Specific objective** - (means to an end)
- **Other** - (personal)
- **Ideal Portfolio** - Blends purpose and personal preferences



Portfolio Results

- Showcase your best work
- Define your direction as a photographer



Tips for Developing Portfolio

- Start your “Sparky” file
 - *Review to identify common themes / elements*
- Write a brief description of your work
 - *“Specialties”, “Particularly drawn to...”, “Has a special way of handling...”*
- Keep isolating your BEST pictures
- Look back to your roots
 - *How did you happen to become a photographer?*
- Which photographers have influenced your work?
- What are your current interests, goals, dreams?
- Where would you like to be in 3 years?



Sorting & Editing

Programs: Light Room, iPhoto,
Expressions Media, Bridge

- Sort images into groups by subject or style
 - General groups: people, nature, travel, etc.
 - Specific subjects
 - Situations, locations
- Select best images - Ranking (stars)
- Analyze and arrange sequence or flow
- Review as a group
- Correct selects as needed
- Print, or size for digital presentation