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No Plastic Sleeves: Portfolio And Self-Promotion Guide For Photographers And Designers



Synopsis

A polished and professional portfolio—including both print pieces and an online presence—is more important than ever for photographers and other creative professionals to make a great first impression and secure employment. This new edition of *No Plastic Sleeves* has been updated to address all facets of portfolio production, with a special focus on self-promotion and new information about blogs and social media's role in the process. Including hundreds of photos, examples of successful design, and interviews with industry professionals, this text will guide you through the complete process of conceptualizing, designing, and developing all the interconnected aspects of your total portfolio package:

- Objectively evaluate and edit your work
- Develop a distinguishing brand concept
- Understand and apply effective design strategies
- Design a tailor-made portfolio book
- Develop a comprehensive online portfolio
- Develop printed professional and promotional materials
- Utilize social media and self-promotion strategies

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Customer Reviews

I read this book cover to cover to help me with my first portfolio in architecture school. It guided me through every design decision with its concept of selling yourself and creating a brand. Because of this, I feel that my end product was something to be proud of as it is unique to my qualities. Overall, I'm pleased with the guidance it provided with regards to portfolio as well as personal websites and resumes.

Excellent resource. Has very detailed and practical suggestions on how to to prepare the best design portfolios. Includes physical suggestions as well as information on editing and ordering images/projects.

Are you an educator and professional in the creative industries? If you are, then this book is for you! Authors Larry Volk and Danielle Currier, have done an outstanding job of writing a second edition of a book that will guide you through a process of conceptualizing, designing and developing all of the interconnected pieces that you will need for your portfolios and promotions, both online and in print form..Volk and Currier, begin by showing you how to establish and define the goals for your portfolio and ultimately for your career. Then, the authors outline the process of defining and developing a brand that will be related to the development of your portfolio. They continue by guiding you through a number of steps in order to help turn your brand statement into a visually compelling concept and design. Next, the authors show you how to make a book that functions well, and allows you to present your work in a context that you have designed. Then, they examine why the primary visual focus of your page layout should be on the work itself. The authors continue by introducing some basic methods that can go a long way to making a portfolio that stands out and brings you attention. Next, they focus on the strategy, branding and design of an online portfolio and digital presence. Then, the authors discuss the development of specific promotional pieces that capitalize on taking a creative approach to connect with your target market and establish an audience for your work. Finally, they show you how to put your resume together. Hopefully, your encounter with this excellent book, will allow you to enter the portfolio process at any point, to review, revise, and redesign if necessary. For those of you who are just starting the portfolio process, it is important to follow each step in the order that the authors have outlined, as each step informs the next.

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