Developing Your Art and Vision Through Creating a Portfolio

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WHY JOIN THE PORTFOLIO PROJECT?

- **Challenge yourself - really work a subject or concept**

- **Create a unified body of your favorite work for the year**

- **Have two chances for an educational critique of your images**

- **Present more of your work to the club than you can through competition**

- **Share resources & articles on portfolios**

- **It's not a competition – portfolios are not ranked or rated**

What Does a Portfolio Have?

- **A thematic focus (except for photojournalism)**

- **An artist's statement which describes the theme / technique (not your bio) - the shorter the better**

- **Contains between 10-15 images**

- **Images have a consistency among themselves and look like they "belong together."**

Portfolio Steps

- **Decide on a theme**

- **Craft an Artist Statement - keep this succinct**

- **Start collecting your images**

- **Post your Artist Statement and images to the Gallery by January for initial critique**

- **Improve your portfolio based on the January critique**

- **Create a final portfolio online and in print by May for final critique**

Crafting an Artist Statement

- **Brevity is the soul of wit**

- **Pique the viewer's interest…maybe use a picture**

- **They may read only the title…what does it say?**

- **Avoid the obscure…if you have to look up the word they will too**

- **Have a beginning, a middle and an end**

- **This is not your biography**

- **Check out the Article on Artist Statements from 'Lenswork' at http://nvps.org/home/?p=3038**

What Do We Mean by Consistency

✦ **Consistent with the chosen theme**

✦ **Consistent in quality - only the best of your best of the best**

✦ **Consistent in style - don't mix B&W with color, for example**

✦ **Consistent in scale & orientation - balance numbers if images vary from wide to macro or from horizontal to vertical**

✦ **And remember - the portfolio is only as strong as its weakest image**

Portfolio Guidelines
(there are no rules)

Image selection is the most critical part of portfolio development. Begin with your 10-15 best of the best images from within a theme & from these…

✦ **First, choose your lead image. Start strong - 1st impressions**

✦ **Next, choose your final image. End strong - One to remember you by**

✦ **Then, add your Must-Have images (those you can't live without)**
✦
✦ **Show versatility (different content, lenses, perspective, visual design)**

✦ **"Hide" weakest images in middle & don't group weakest all together (better yet, don't include any weak images in the portfolio)**

✦ **Afterwards (let it rest a while) remove redundant images**

✦ **Remove anything the least bit marginal**

✦ **Get feedback**

**based on the book 'Photo Portfolio Success'
by John Kaplan**

Getting Started

Sign up by seeing Bill or Dennis at a meeting. One or both of us will be here at 7:00 PM so you can sign up before program starts or during the break. Or email us at PortfolioProject@nvps.org

Get a Gallery password:

1. Get registered as a gallery user by going to http://nvps.org/gallery/main.php and clicking on register (upper right hand corner). Follow the directions on the screen to get yourself a login and password. If you are already a registered user of the gallery then you start at step two.

2. Send your gallery user name (not your password) to portfolio-gallery@nvps.org and request Portfolio Project participation.

3. You will receive an email confirming creation of your album at which point you will be able to upload pictures as well as comment on other member's pictures.

THE GALLERY CAN ONLY BE ACCESSED BY PARTICIPANTS UNTIL THE END OF THE PROJECT

To Up-Load Images:

1. Sizes are the same as for digital competition. That is, no larger than 1400 x 1050 pixels (WxH) for horizontal images and no taller than 1050 pixels for vertical images.

2. Please use the "first last name_image number from 01 to total" file naming convention for your file names. Example: ScottMusson_01.jpg, ScottMusson_02.jpg, etc [The Artist Statement should be slide #1]

3. Navigate to the link to your portfolio gallery or to NVPS website photo gallery at http://nvps.org/gallery/

4. **<u>Click "Login" in the upper right hand corner of the page. You must login to see the current year portfolio gallery.</u>**

5. Click on the album "Portfolio Project"

6. Click on the album "The 2016 - 2017 Portfolio Project"

7. Click on the album with your name (on the word "no thumbnail")

8. Click "add items" in the menu on the left

9. Press the Browse button to add individual files (like the digital competition upload).

10. Add a caption if you like (optional).

11. Press the "Add Items" button at the bottom left of the page to upload up to two files.

Presentation of the Final Portfolio

- **Digital (laptop)**
- **Book (bound)**
- **Folio   (loose leaf prints)**
- **Poster**
- **Matted Prints**

Review the excellent posting by Scott Musson presentation on Photo Books& Calendars presented on 3/30/2010 at: http://nvps.org/home/?p=2577