



No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers

By Larry Volk, Danielle Currier

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Your resume and cover letter, as well as a digital portfolio, business card and mailers, will function as the first contact and impression you make. These items will work to get your "foot in the door." Ultimately, however, it will be your portfolio book or online portfolio website that will land you the job. The creation of your own portfolio is a creative statement about the value you place on your work and craft. This book first uses a system to:

- * find your visual identity, who YOU are
- * use color, typography, and iconography to develop the look and feel of your portfolio package
- * create a layout and composition that you love
- * establish your online presence
- * create content and design of your resume and cover letter
- * and construct your portfolio book.

You will also learn bits of useful information along the way about print resolution, marketing ideas, and how to do all of this on a budget. By the end of this book, you will have an out-of-this world portfolio package that you will be able to use to establish and secure working relationships with potential employers and clients.

- * shows you how to make the COMPLETE package - letterhead, resumes, mailers, and online
- * contains quizzes, questions, and evaluation to help you discover the visual identity your portfolio will have
- * shows you HOW to make your portfolio package, rather than simply listing "cool" portfolios
- * will help keep your portfolio on a budget



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Product Description

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- * establish your online presence
- * create content and design of your resume and cover letter
- * construct your portfolio book.
- * shows you how to make the COMPLETE package--letterhead, resumes, mailers, and online
- * gorgeous layout for visual examples and also hundreds of inspirational photos
- * shows you HOW to make your portfolio package, rather than simply listing "cool" portfolios
- * will help keep your portfolio on a budget

With hundreds of inspirational photos to guide you, you will also learn bits of useful information along the way about print resolution, marketing ideas, and how to do all of this on a budget. By the end of this book, you will have an out-of-this world portfolio that you will be able to use to establish and secure working relationships with potential employers and clients.

Amazon Exclusive: Top 10 Portfolio Tips from Danielle Currier and Larry Volk, Authors of *No Plastic Sleeves*



No Plastic Sleeves

1. A comprehensive portfolio package should include more than just a portfolio book. You will also need a website, resume, cover letter, and perhaps even a business card and other types of promotional materials.
2. Your entire portfolio package should function cohesively with unifying visual elements that tie together these separate, but related pieces--all establishing and reinforcing a consistent, positive message about you.
3. The most powerful way you can communicate your unique identity--your strengths and abilities--is

through examples of your work. You need to make sure that every piece included in your portfolio is an example of your very best. Industry standards and best practice suggests a portfolio of 12-20 works.

4. While the work in your portfolio is obviously a very essential part of your ability to market yourself and should be considered carefully, you should not stop there. A portfolio design that communicates a strong overarching design concept will stand out and provide further evidence of your unique experience, skills and talent.

5. Develop a brand statement for yourself, capitalizing on your unique abilities and creative vision. Let this guide your approach in the creation of a distinct concept that fuels the basis of your portfolio book and website designs.

6. Your book can be so much more than a simple (and often generic) container for your work. Think of it as a well thought out and impeccably crafted creative statement in and of itself. Doing so will help to set you apart and speak volumes about your initiative, drive and passion for your field.

7. The construction and craft of your book represents and reflects your level of production and professionalism. It should be as well executed as everything else you produce. Get help through books, courses, online services or ask/pay someone to help. Don't settle for good enough and remember, if you're making it yourself, practice makes perfect.

8. For the interior of your book, images of your work must remain the focal point within the page's composition. Any contextualizing information and spatial relationships must be seriously considered, remain consistent and hierarchically secondary so as not to distract away from the work itself.

9. Your portfolio website is just as important as your book. As with everything else it should be consistent and cohere with every other component of your materials. Make yourself aware of the design issues specific to the web and interactive solutions before beginning the process of creating one.

10. Your portfolio will only serve you if it is seen. Develop marketing materials to support your book and website. There are many routes to take with mailers, electronic mailings, leave-behinds and business cards. Try something that's a bit more innovative and clever or you run the danger of it just getting tossed. Be persistent-- one piece isn't going to make it. Even the most successful creatives actively send out multiple pieces every year to get results.

(Danielle Currier photo © Michael Miller)

(Larry Volk photo © Heidi Hoffman)

A Look Inside *No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers*
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Identify key brand attributes



A sample resume book



Brand Statements



A sample promotional book

About the Author

Larry Volk is an Associate Professor of Photography in the department of Visual Communications in the School of Visual and Performing Arts at Endicott College. He holds an M.F. A. from Rhode Island School of

Design. Larry worked in the editorial and commercial market for 10 years. He has been a photographic educator in New England and exhibiting photographer both regionally and nationally for over 20 years. Danielle Currier is an Associate Professor of Design in the department of Visual Communications in the School of Visual and Performing Arts at Endicott College. She holds an M.F.A. from Parsons The New School for Design. Danielle has worked as an educator, designer, and artist in the Boston area and New York City for over 12 years. She has received numerous awards, grants, and fellowships and exhibited her digital art nationally.

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