

# Photography 40 / Portfolio Requirements

## Spring 2016

**PORTFOLIO** – A portfolio should be considered a life-long endeavor. It should change with your moods and the directions of you, the artist. It should reflect your taste, what in life is important to you, but also have a practical application that allows you as a photographer to grow. You need this last attribute to demonstrate to potential clients or employers your versatility.

Odds are in the course of your photographic career you will be asked to do a variety of different subjects. Different situations and conditions that may or may not be favorable to the creative process. How you respond to these situations often determines your success in the marketplace.

A portfolio is not only important for employment, but for enjoyment. Perhaps you are just looking at photography as a hobby. All hobbies are expensive, wouldn't it be nice if you could figure out a way to shoot what you want, and somehow have it pay at least in part of the expense?

In this class you will create two portfolios; One at mid-term, the other at the end of semester. It is the goal of this class by the end of term you will have at least 100 images finished to choose from making up any given type of portfolio necessary for the job market.

### **MIDTERM PORTFOLIO (20 IMAGES) – 500 POINTS POSSIBLE**

**The 20 images** may be presented in the format of your choosing (print or digital – example if submitting 15 digital images, the remaining 5 must be in prints – However you can divide it up anyway you want as long as it meets the following criteria). No more than 75% of your portfolio can be one medium. The remaining 25% must be in the other medium. All final digital files are to be presented in TIFF format on a CD or DVD. Submit these in compressed (LZW) **TIFF format**. These must be in their own folder and labeled accordingly. Name all files and have your name in the title in some way (i.e. Halls, T). **I WILL NOT ACCEPT PHOTOSHOP OR RAW FORMATED FILES!!!**

Prints should be at least 8x10 inches, but must be on 11x14 (minimum) boards Over-mats are up to you.

There will be three presentations on your CD or DVD.

- **Set 1** - Needs to be Jpeg copies of all 20 files in the portfolio.
- **Set 2** - copies of ALL 20 files into a PDF slide show. These files need to be no larger than 7 inches wide (for the longest dimension either vertical or horizontal) at 100 resolution. These must be in their own folder and labeled accordingly.
- **Set 3** - Should contain the final TIFF formatted files of the finished images. Submit these in compressed (LZW). **TIFF format**. These must be in separate folder and labeled accordingly. All materials must be in a portfolio case of some type.

While you are turning in 20 images, the pool of images you select from will be considerably larger. The work prints (or working files) made in the process of these 20 images constitute the second tier of your portfolio. I must see these as we progress during lab time. These are the images you will share with me during your lab check off times

From the Midterm portfolio, 5 images will be selected to critique in class over the coming weeks. This will give you feedback as you approach your final presentation.

### **WHEN COMPLETED EACH STUDENT MUST SUBMIT:**

- Digital files - finished and JPEG copies
- Prints
- PDF digital slide show

**Due at Midterm**

## **FINAL PORTFOLIO (30 IMAGES) – 800 POINTS POSSIBLE**

The final portfolio must include work five separate mediums, (print/ /digital/video/PDF slide show & and a Blog – **Remember, this is ½ of your grade**). 60% of the portfolio in your major strength (print or digital). The remaining 40% must be in the alternative medium as per the midterm portfolio.

For the final portfolio I will expect a complete 30 image portfolio represented in a variety for formats. Print, digital, PDF slide show, Video and a Blog. The video and the PDF slide must contain all 30 images. (if you have never worked with a video program before we'll help you, it is not hard)

All final images must be perfect in every detail regardless of format!

## **WHEN COMPLETED EACH STUDENT MUST SUBMIT:**

- **THE 30 IMAGES** may be presented in the format of your choosing. (print or digital). At least 60% of your portfolio must be one medium (breakdown 18/12 or any combination as long as it meets the criteria). The remaining 40% must be in the other medium. All final digital files are to be presented in TIFF format on a CD or DVD. Submit these in compressed (LZW). **TIFF format**. These must be in their own folder and labeled accordingly. Name all files and have your name in the title in some way (i.e. Halls, T). **I WILL NOT ACCEPT PHOTOSHOP OR RAW FORMATED FILES!!!**
- **A COPY OF ALL DIGITAL FILES IN JPEG** format in a separate folder and be labeled as such. Make these no larger than 7 inches wide on the longest dimension and at 100 dpi. (you may use a copy of these files for you slideshow below). These must be individual jpeg files in a separate folder labeled JPEGS.
- **PRINTS** must be mounted and at least 8x10 inches in size on 11x14 inch mat boards. Over matting is optional. They should be protected by glassine envelopes or in a professional protective binder of significant quality or archive print box to reflect a quality presentation.
- **A NEW SLIDE SHOW** in PDF form. All 30 files need to be JPEG format no larger than 7 inches wide (for the longest dimension either vertical or horizontal) at 100 resolution. This slide show should accompany the TIFF and copy JPEG files on your CD or DVD.
- **VIDEO** on a separate DVD, using all 30 images set to music in video format . Label this accordingly - Make sure your video plays in both **Windows Media player** and **Quicktime** formats.
- **BLOG or Website** - You will be expected to place all 30 files of your portfolio on a blog account you will open and design. Most blog sites have templates you can use, or you can create one in Lightroom and post that. As we progress I will help you. Your work must be posted on the Internet at the time of the final, however after that you can take it down if you like. **All 30 images must be displayed.**
- **PAPERWORK** that must be included with your portfolio:
  1. Resume
  2. Promotional material- (business card, brochure and mailer - from Project 3)
  3. Marketing Plan (from Project 4)
  4. Time line of Opportunities (from Project 4)