



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

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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