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No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers

Larry Volk, Danielle Currier

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Larry Volk, Danielle Currier : No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers before purchasing it in order to gauge whether or not it would be worth my time, and all praised No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers:

3 of 3 people found the following review helpful. Great guide for newbies
By Brady 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.
2 of 2 people found the following review helpful. okay...
By amarevcp This book came highly recommended, however I found it had mostly obvious information. While somewhat helpful I think it is lacking in true strategy. Good for a jumpstart or inspiration, but not necessarily much more than that.
2 of 2 people found the following review helpful. Well organized, practical book
By M. V. W. Excellent resource. Has very detailed and practical suggestions on how to prepare the best design portfolios. Includes physical suggestions as well as information on editing and ordering images/projects.

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.

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 a 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 15 years. She has received numerous grants and fellowships, and has spoken at industry events from Nashville to Chicago. Her website, www.noplasticsleeves.com, is an industry recognized resource showcasing current portfolio and promotional work from around the world.