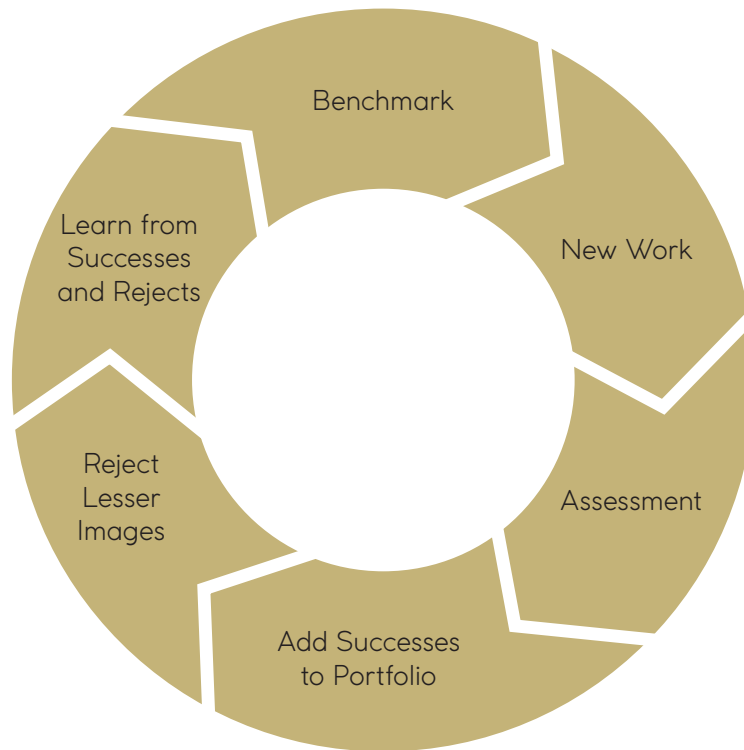


PORTFOLIO DEVELOPMENT WORKSHOP LESSON SUMMARIES AND WORKSHEET

The two main requirements for a portfolio are:

1. There must be a coherent theme that moves you and motivates you.
2. There should be no one image that is of lesser quality than another.

As you work through the process of creating each new portfolio, it is important to remember the feedback loop we discussed throughout the lessons so that you can monitor your progress. As I mentioned in Lesson Three, this process isn't always linear, but you will see progress. The practice, the repetition of the feedback loop, can be used on any theme and with future projects.



This worksheet is available as a downloadable PDF at: rockynook.com/portfolioworkshop

LESSON 1: FIND YOUR FOCUS

Learn what you have.

OVERVIEW: The objective of Lesson One is to begin to understand how to develop a cohesive portfolio that reflects your vision.

ASSIGNMENT: Identify twenty to thirty images that you believe are among your best and that comprise your favorite themes.

- What subjects or themes do you notice reoccur often in your photography? _____

- What level of quality have you achieved with your past work? Consider both the technical and emotional qualities. _____

LESSON 2: THINK IN THEMES

Edit for two favorite themes.

OVERVIEW: The objective of Lesson Two is to begin to organize your photographs by theme. This first step in the process will help you find your strongest themes. Then, once they are established, you will refine and build upon the themes with existing images from your image library.

ASSIGNMENT: Pick two themes about which you feel passionate and that show off your personal vision. Choose up to ten images that represent each theme (for a maximum of twenty images total). Being highly selective is key.

- Theme 1: _____
- Theme 2: _____
- Feedback from others or self-evaluation: _____

LESSON 3: EDIT ON A TECHNICAL AND AESTHETIC LEVEL

Photograph new images for one of those two themes.

OVERVIEW: The objective of Lesson Three is to photograph for a specific theme of your choosing.

ASSIGNMENT: Make all new images (not previously exposed photos) with a clear theme in mind, then analyze those images using both technical and aesthetic criteria.

- What qualities are striking in photographs that excite you? _____

- The subject I've chosen for this assignment is: _____
- Feedback from others or self-evaluation: _____

LESSON 4: BUILD UPON A THEME

Begin learning the process of building a theme from past and new images.

OVERVIEW: The objective of Lesson Four is to build upon a portfolio concept with research into your archives and by assessing what new work might improve the whole. We also work on the idea of "context" editing for specific uses or types of clients.

ASSIGNMENT: Decide on a theme, then curate your collection(s) using both technical and aesthetic criteria. Begin the process of writing an artist's statement.

- The subject I've chosen for this assignment is: _____
- Theme title: _____
- Notes for artist's statement (goals, adjectives that express what you want your photos to say):

- Feedback from others or self-evaluation: _____

LESSON 5: ADD DEPTH TO YOUR PORTFOLIO

Practice what you've learned to build skill.

OVERVIEW: The objective of Lesson Five is to focus on creating depth in your portfolio by adding more photos, whether these are newly taken images or photos pulled from your archives.

ASSIGNMENT: Choose one of your established themes and photograph specifically with that theme in mind. Add ten to twenty images, including two new images, that blend harmoniously with the existing images in your portfolio.

- Theme: _____

- What is the story line of your theme? What are you trying to say, and what subjects will illustrate your story? _____

- What new subjects might add depth to your portfolio? _____

- Feedback from others or self-evaluation: _____

LESSON 6: REFINE YOUR THEME

Practice what you've learned to build skill.

OVERVIEW: The objective of Lesson Six is to continue to photograph for and refine your theme. With new work to add depth, you can expand your theme to thirty to forty images.

ASSIGNMENT: Choose one of your established portfolios and consider how you might improve it. Place up to thirty images on your chosen theme in your collection folder. If you feel that you have two possible themes, you can add a folder for a secondary theme.

- Theme(s): _____
- What other subjects or approaches might add depth to your theme (e.g., more details, more portraits, new location, different light)? _____

- How well do the images in your portfolio blend together to achieve balance? This will depend on the goal or context of your theme; for example, do you want to include both literal and abstract photos, macros and landscapes, etc.? _____

- Feedback from others or self-evaluation: _____

LESSON 7: WHERE YOU CAN GO FROM HERE— IDEAS AND RESOURCES

Explore ideas and resources for sharing your portfolios.

OVERVIEW: The objective of Lesson Seven is to work on a specific presentation to practice the realization and presentation of your portfolio.

ASSIGNMENT: Choose the theme you wish to use for your final presentation. Add up to thirty images on this theme to your collection, including at least three new photos.

- Final portfolio theme: _____

- Working within your presentation concept, do you require any additional images to add depth to your collection of images? _____

- What presentation formats are you most attracted to? _____

- Notes to refine artist's statement: _____

- Feedback from others or self-evaluation: _____

LESSON 8: PUT IT ALL TOGETHER

Complete and realize your photographic vision and passion.

OVERVIEW: The objective of Lesson Eight is to practice the realization of your portfolio by making your final image selections and completing your presentation.

ASSIGNMENT: Create your final presentation, which could be a book layout saved as a PDF, a web portfolio, or several other format options.

- Theme: _____
- Context for the presentation: _____
- Presentation method: _____
- Why did you choose your particular presentation method over other options? _____

- How will you use your presentation for sharing, promoting, or marketing your photography?

- To supplement your images, write several sentences describing what you have done and what you have learned, defining your context and experience. How do you feel the process of developing a portfolio has improved your work? _____

