

# Lane Cove Creative Photography

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## Portfolio Guidelines

The most important aspect of a portfolio is that it needs to start as an idea that is ultimately visually communicated by the photographic images that are created. The portfolio needs to have a theme running through it which joins the individual images into a unified display. The theme can cover anything from a narrative to an abstract exploration of a subject.

A display of a group of disparate photographs does not constitute a portfolio.

At LCCP a portfolio can be presented in any photographic form. This includes prints, books, albums, projected images or an audio visual. Each of the choices has advantages and disadvantages which are discussed below.

Also discussed below are some of the desired requirements for each of the display methods. These requirements are meant as guidelines only and must in no way be taken as mandatory instruction.

## Prints

### Advantages

1. All the photographs can be viewed as a panel that allows the viewer to obtain a more immediate assessment of the theme. The viewer can then study each image individually to get a full appreciation of the portfolio theme.
2. The viewer can easily move back and forth through the display to fully understand the theme and the sequence of the story line.
3. Prints can display the full quality of the images without the vagaries and influences of the projection process.
4. Prints can be conveniently viewed at any time.

### Disadvantages

1. Prints incur a printing and mounting cost which can be considerable.
2. Prints need storage space.

### Requirements

1. The number of prints has a profound effect on the theme development. It would generally be difficult to develop a theme with less than six prints while over twelve may be more than is needed.
2. The presentation of the prints should show some uniformity.
3. The curation of the display is very important as it can affect the viewer's reading and understanding of the theme.

## Books and Albums

### Advantages

1. Books allow more photographs to be easily included in the portfolio to more completely develop the theme.

2. The sequence of the photographs is fixed and cannot get out of order.
3. Books are a convenient format for later viewing, subsequent to portfolio presentation night.

## **Disadvantages**

1. The production cost can be high.
2. A large number of images is needed.
3. They are not so easily displayed on portfolio presentation night.

## **Requirements**

1. To produce a reasonable book, between 40 and 100 images may be required.
2. Careful consideration of layout and sequence is required.
3. The associated text and captions must be relevant and well considered.

## **Projected Images**

### **Advantages**

1. They cost virtually nothing to produce.
2. They do not require physical storage space.
3. They are easy to transport.

### **Disadvantages**

1. As they are projected one at a time the theme can be more difficult to assess as the relativity of each image to the other images in the sequence can be difficult to ascertain.
2. They are subject to the vagaries of the projection system which can affect the quality through distortion of tone and/or colour.
3. It is not so simple to move back and forth through the sequence to gain a better understanding of the theme.
4. They are not as convenient to display as a computer or projector is required.

### **Requirements**

1. As with all portfolio presentations, projected images must have a theme based on an idea.
2. A collection of unrelated projected images does not make a portfolio.

## **Audio Visual**

### **Advantages**

1. Generally more images can be included to more fully develop the theme.
2. The addition of audio and text can add another dimension to the presentation.
3. They cost little to produce.

### **Disadvantages**

1. The viewer has to read the theme from start to finish in the sequence provided.

2. There is no opportunity to revisit and assess individual images.
3. The timing is fixed and this does not allow the viewer to vary the time required to completely assess individual images.

## Requirements

1. An audio visual needs an idea based theme just as any other presentation style does.
2. The audio visual should preferably be around three minutes duration. With longer presentations it is difficult to hold the audience's attention. Unless the theme is extremely complex three minutes should provide enough scope to develop the theme.
3. The emphasis of the audio visual should most definitely be on photography with each image presented as a high quality fully processed image.
4. Text and audio needs to complement the photography and not dominate the presentation.
5. Consider the old entertainment adage - 'leave them wanting more, not glad it has finally finished'.

## Development Process

A most important facet of creating an imaginative and expressive portfolio is the development process. This starts with the idea and progresses through development evaluation sessions that are part of the LCCP program, along with peer and self appraisals, and finally as the finished product.

The development process is meant to be a year long progression and not a last minute rush to get something ready for display at the portfolio presentation night. This last minute approach adds to the difficulty of producing a quality portfolio that communicates an imaginative idea. It also removes the opportunity to gain valuable feedback during the development process to improve the quality and communicative effectiveness of the portfolio.

A helpful component of the development process is the writing of an artist's statement. The artist's statement explains the genesis of the idea for the portfolio and details how the artist developed the idea into a series of photographs to visually communicate the message. It can be most beneficial, once the idea has been established, to write the artist's statement near the start of the development process. It can then be used as a blueprint to guide the portfolio development.

## Development Plan

The following plan outline may be useful in the development of your portfolio. It suggests what should be achieved for each of the Portfolio Development sessions.

### Session 1

By the time you get to Session 1 you should have decided on your portfolio theme and have prepared at least a first draft of your Artist's Statement. You may also have decided the presentation format for your portfolio.

### Session 2

For Session 2 you should have developed a preliminary list of the major images you will need for your portfolio and some sample images to show the individual content of the major photographs you intend to use.

## **Session 3**

By this stage of the development process you should have almost all of the required photographs ready for final use in the form in which your portfolio is to be presented.

## **Submission Deadline**

Your finished portfolio in its final presentation form is to be submitted to allow for all submissions to be curated and prepared for showing on the Gala Night.

Jim Crew

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