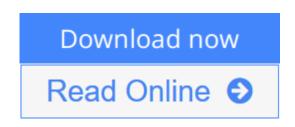


No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers

By Larry Volk, Danielle Currier



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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

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Editorial Review

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.

Users Review

From reader reviews:

Angie Dean:

The ability that you get from No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers will be the more deep you rooting the information that hide within the words the more you get serious about reading it. It does not mean that this book is hard to recognise but No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers giving you joy feeling of reading. The writer conveys their point in selected way that can be understood through anyone who read this because the author of this guide is well-known enough. That book also makes your personal vocabulary increase well. Making it easy to understand then can go together with you, both in printed or e-book style are available. We advise you for having this kind of No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers instantly.

Peggy Mitchum:

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Leonard Bartow:

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Gale Velez:

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