



Want to start a portfolio project?

Here is what you need to know before starting:

A portfolio is not just a collection of photos. For our purposes in the ELCC we are creating a unified body of work consisting of 12 images organized around a central theme or topic. Added to that work is an **artist's statement**, whose purpose is to give your viewers an idea of what your portfolio contains. Sometimes creating the artist's statement is the hardest part of the process!

How so I start?

1. Choose a project topic:

A concept project (a collection of images to visually develop an idea or feeling)

A storytelling project (a collection of images that usually progress from a beginning to an end to visually tell your story)

A project based on forms, lines, textures and color (a collection of images that might even be impressionistic or abstract)

What to avoid: Projects that merely focus on NOUNS (for example a group of churches or birds or doors by themselves.) Ask yourself what about these things that evoke a response or emotion from you and how can you express that to your viewers. Once you figure this out, you may find your portfolio falls into one of the above categories.

2. Create your artist statement: You will probably modify this often during the year, but at least start with one. Your statement should be concise, let your viewers know what your project is about. Don't tell them everything about the images, but hint at what they will be viewing. It is a bridge that connects your viewers to your art.
3. Take/create your portfolio images: Begin shooting images as soon as you decide on your topic and how your artist statement relates to them. Your goal at the end of the year will be your best 12 images of those you create for your project. So, take plenty of photos so that you and your group can narrow them down to the best 12 over the course of a year.
4. Go to your group's meetings: This is very important. By reviewing your portfolio with your group, you will gain powerful insight and feedback which will help you do your best work. Be kind to your group's members. Critiquing is not destructive. It should be a positive help to others.
5. Be visually consistent in your portfolio: Try to have similar toning, coloring, and sizes in your photos so that they flow from one to another. Your very best images should be your first and last in the completed project...start and end strong so your viewers are engaged from the beginning and are left with a desire for more.

Have fun with your project and your
Portfolio group!