

DIGITAL PORTFOLIO

PERSONAL RESEARCH

The goal of this semester is to create a coherent collection of photographs that work together and make sense with each other. Similarity in content and process will coalesce a group of photographs into a unified body of work. The impact of the work will be amplified through the idea of 'content bleed' where the content in one photograph will affect or change the way one reads the content in any other photograph in the collection.

The first step in creating this consistency is to look at all the photographs shot this semester and organize them into groups. Think of these groups as chapters in a book, where the book is the semester. These chapters are evidence of the things that you are drawn to, either instinctively or logically. If you can then put a name to each chapter you are halfway home. When you have done this you will have a better idea of who you are and how you interact with the world.

A very good tool for organizing groups of photos is Adobe Bridge. You can navigate to a folder full of photos and move them around and then place them into individual folders for each of your chapters. Not every photo will fit into a chapter and some photos will fit into more than one chapter. [note: hold the **option/alt** key when you drag a photo to duplicate it.] Sometimes a single photograph can become the inspiration for whole new chapter on its own. These are things you will have to work on to figure out.

DIRECTED SHOOTING

The next step in this process is to take the names of these chapters and fix them as concepts in your mind and then go out and try to shoot more pictures that will fit into each one. This means you should think about what you're shooting first and not depend on the world to just give you things when you go out for a walk. This is 'directed shooting' as opposed to 'intuitive shooting'. Now, rather than being a 'gatherer', you become a 'hunter'. A photo hunter! This is what photo artists are. They do not wait for things to happen, they make things happen. They do not find photos, they make photos.

PORTFOLIO

The final step to take as we are nearing the end of the semester is to compile a Portfolio. A portfolio is a collection of your best photographs displaying consistency and diversity. You can use the book metaphor as a model for creating this portfolio. Having several chapters of photographs that work together will give you the consistency within each group, and the diversity can come by having groups that focus on different subject material using appropriate techniques. [Remember - Form support Content!]

At the end of the semester you will submit a finished portfolio of 24 photographs. These can be shots from any time during this semester but you must also include at least 8 new photographs. The entire portfolio of photos can be organized as 4 groups of 6 photos each, or 6 groups of 4 photos each, or something in between. Each group does not have to have the same number of photos. (Personally I like 5 groups of 5. 24 is just the minimum number.) Just make sure the photographs are cohesive in content and form and impact.

This portfolio can also be used to apply to another photo program, submit work for an exhibition or apply for a grant. In the end you will have a permanent record of what you have discovered and created this semester. Someday in the future you will be very glad you have this.

DIGITAL PORTFOLIO, cont'd

There are standards for a Digital Portfolio that may vary depending on the needs of the receiver, but a collection of 24 slides in a square format with good resolution is the current norm. The square format ensures that all images, vertical and horizontal will be seen at the same enlargement. The 1920 pixel resolution yields enough resolution so the images can be enlarged to show details. The following recipe shows how to make these slides in just a couple of steps.

SAVE at 1920 PIXELS SQUARE

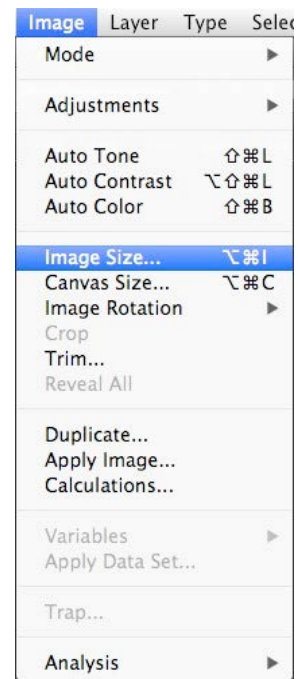
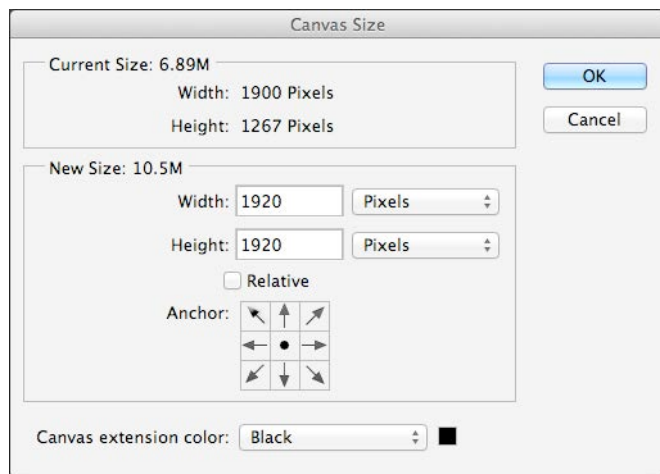
The new standard for submitting photographs for exhibitions, grants and graduate school is a square format of 1920 x 1920 at 72 ppi. This will render all images, vertical or horizontal, at the same scale when projected and allow a viewer enough resolution to 'zoom in' to see the details.

The process for making square slides is as follows:

resize _____ the photo to 1900 **pixels** on the LONG side
using **IMAGE> IMAGE SIZE** [CMD] [OPT] I
NEVER resize UP, only reduce picture size,
otherwise you will get mush

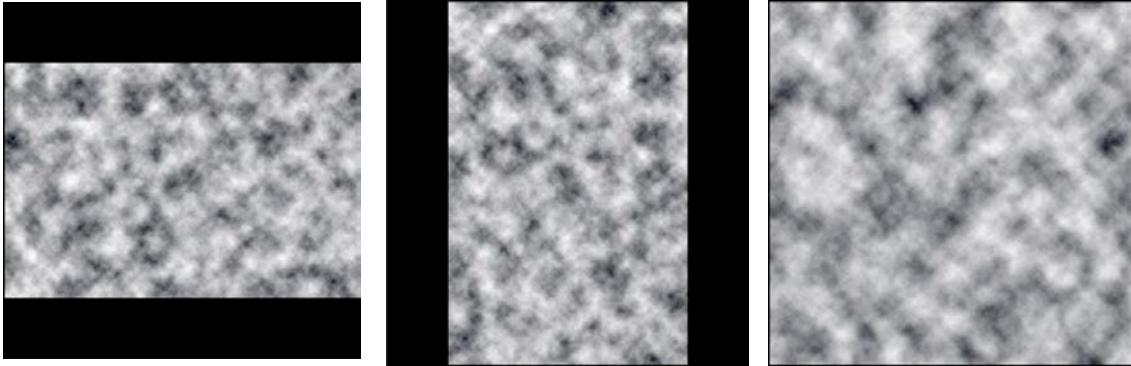
enlarge _____ the **CANVAS SIZE** to 1920 by 1920
using **IMAGE> CANVAS SIZE** [CMD] [OPT] C
set _____ the **CANVAS EXTENSION COLOR** to black
this will render a thin black border
all the way around the image

save as _____ TIFF with LZW compression
into the appropriate Crit folder
use the format *your_nameC1_01*



DIGITAL PORTFOLIO, cont'd

The finished slides look like this:



REORGANIZE the PORTFOLIO

Edit down the files to your best 24 photographs. Organize them by content, theme, technique, medium, etc. to make a consistent yet diverse portfolio. The best way to organize and rename the slides with Adobe Bridge.

open _____ Adobe Bridge in **ESSENTIALS** mode

navigate _____ to the folder containing the slides

rearrange _____ the slides by dragging them into position

edit _____ and eliminate the non-essential slides by dragging into another folder

rename _____ the slides in numerical order

select _____ the slides to be renamed

[SHIFT] CLICK to select a series

[CMD] CLICK to add non-sequential slides

use _____ **TOOLS > BATCH RENAME** [CMD] [SHFT] R

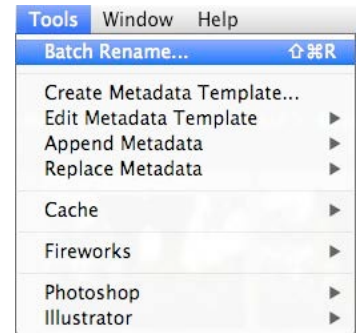
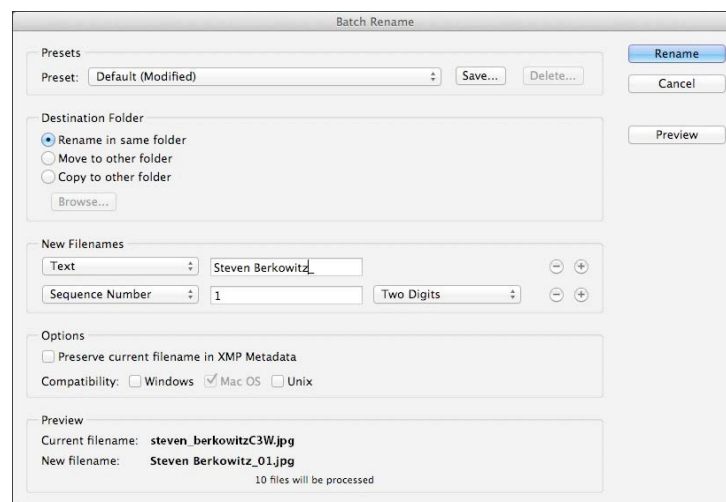
set to • Rename in same folder

name with New Filenames

text = your name (followed by an underscore_)

sequence number = starts with 1, using 2 digits

hit _____ **RENAME** to process



DIGITAL PORTFOLIO, cont'd

BURN the PORTFOLIO DVD

Burn all of your Crit Folders onto a DVD and turn that in to your professor. You should have a minimum total of 24 photos. You may want to reorganize the photos into different groups according to medium or technique or content. Do whatever makes your work look its best.

There is a small trick to burning on a Mac:

- insert _____ a blank DVD-R into the computer
 - 2xClick its icon to open its folder on the desktop
- insert _____ your memory stick into the computer
 - 2xClick on its icon to open its folder on the desktop
- copy _____ the files on the Memory Stick into the DVD Folder
 - drag-select or shift-select all files to be copied
 - hold the [OPT] key**
 - drag all files from the Memory Stick window into the DVD Window
 - if you skip this – it does not work right!
- hit _____ the [BURN] button
 - name the DVD *your_name_S13*
 - select a burn speed of 8x
 - somewhat slower than maximum, but better quality
 - it will take a few minutes to complete the burn
- double-check _____ your work
 - insert your DVD into another computer
 - open some of the picture files
 - make sure they look right

PORTFOLIO EXTRAS

ARTIST'S STATEMENT

An artist's statement should accompany the slides on the DVD. Details on what a written statement should include are on another handout on this site.

SLIDE LISTING

A list of all slides should be included with the Digital Portfolio so people will now what they are seeing. This is an essential element of the Portfolio. Below is an example of what a Slide Listing can look like and what information is pertinent.

an example follows on the next page:

YOUR NAME / SLIDE LISTING

class [eg. VS Photo Imaging/ Digital 2852] semester [eg. Spring 2013]
major year [eg. junior, senior...]

Portfolio Image List

#	title	medium size (height then width)	date
e.g.			
1.	untitled	Permanent Pigment Print on Archival Rag Paper 5 x 7.5"	January, 2012
2.	untitled	Toned Silver Gelatin Print on Fiber Paper 4 x 6"	February, 2012
3.	untitled	Instant Film Transfer on Wood 2.87 x 3.74" on 8 x 10" wood	March, 2012

FYI: Here is an example of a listing for a Henri Cartier-Bresson print:

Henri Cartier-Bresson. *Juvisy, France*. 1938. Gelatin silver print, printed 1947, 9 1/8 x 13 11/16" (23.3 x 34.8 cm).