Guidelines For Portfolio and Editorial Reviews

The reviews offered at the Summit are a great opportunity to meet with experienced photo professionals from various fields to review your best work. You will be able to show your photographic portfolio, seek marketing advice, or propose an illustrated article, photo essay, video project and book or exhibit idea.

Regardless of the level or type of review you select, you should be well prepared to avoid wasting your time (and that of the reviewer). Do your research: consider who you are seeing and what they are most likely to want to see by checking their bios, websites or products. We have asked the reviewers to tell you in their bios what types of portfolios they wish to review.

Bearing in mind that a portfolio is meant to be a sampling of what you consider to be your best work, or a body of work representing a current project, the following guidelines may help you in your preparation and presentation.

Review Levels

Entry Level:

- Straight image critiques and a variety of how-to services: setting up a portfolio, improving technical presentation in traditional or electronic form
- Select a reviewer who is interesting in conducting an entry level review.
- 40 image maximum digital images

Advanced/Portfolio Level:

- Portfolio review for those with a view towards marketing their images, seeking future stock or gallery representation, or devising an editorial proposal
- 40 image maximum digital images
- May pre-select reviewers

Advanced/Editorial Level:

- review for photographers seeking advice on text/photo packages (books, articles)
- 40 to 80 digital images that reflect the project.
- May pre-select reviewers

Pro/Portfolio Level:

- Portfolio review for established photographers seeking stock representation, gallery representation, or other marketing ideas
- 40-80 digital images.
- May pre-select reviewers

Pro/Editorial Level:

- proposal review for established photographers seeking advice on text/photo packages (books, articles), gallery shows
- May pre-select reviewers
- 40-80 digital images.

Student level:

- Limited number of slots for registered students, including ones from the NANPA college program.
- 20-40 digital images.

Photographic Portfolio Reviews

You should show a digital presentation of your work. You may present your work on a laptop or tablet. Prints should be presented only by those seeking gallery representation where the printed photos should be experienced. We are not able to provide electronic devices such as laptops or tables.

How to Prepare:

Provide <u>no more than</u> the number of images specified above.

1. Images should be captioned with species name, scientific name (if known), location, and marked if captive or digitally altered (beyond levels, curves, contrast, hue/saturation, color or white balance adjustments, and sharpening).
2. Pay great attention to the order or sequence of images, as well as the flow of color grouping.
3. Themes and mini sequences can be a useful tool to help with your grouping.
4. The goal is uninterrupted flow with one color or shape leading to another, or one theme leading to another.
5. Never repeat an image (or similar) within your portfolio unless there is an artistic reason.
6. If you will be showing your images in digital format, at least 5 minutes prior to your review time, **you should have your computer on and booted up** with your digital portfolio loaded and on screen ready for review.
7. Please note, **there will not be internet access in the portfolio review room.** Do not rely on accessing images you have posted on the web for your portfolio.

Editorial Portfolio Reviews

<u>A. Book</u>

1. Brief proposal/letter (one page) to include content, structure, audience, relevance and reason for publishing.
2. Two sample chapter outlines and a half-page of text (to 300 words).
3. Design ideas in a nutshell.
4. <u>Maximum</u> of 40-80 images (see notes above) to illustrate the proposal.

<u>B. Magazine</u>

1. Brief proposal/letter (one page) to include thorough outline stating relevance and reason for publishing.

2. Introductory paragraphs (up to 300 words).
3. <u>Maximum</u> of 40-80 images (see notes above) to illustrate the proposal.
4. Suggestions for a writer if not the photographer.

Video and Project Reviews

1. Maximum of 80 digital images and/or a 2-3 minute video
2. If no digital images, you may bring two or three short videos

Other notes

- All reviews last a minimum of 20 minutes with a 10-minute grace period for the reviewer to make notes, and for you to collect up your materials.
- Reviews may not last longer than the 30 minute time slot. We will announce when the 20 minutes is up and that there is 10 minutes to wrap up. Please remember that other people will be waiting to meet with the reviewer after you and we need to stay on schedule.
- If you find that 30 minutes is not enough time with a reviewer you will need to stop the review at the allotted time and then sign up for an additional time slot (if there is one available)
- Please arrive a few minutes early for your scheduled review and check in with the desk to see if there have been any changes. Please stay in the review room after checking in.
- Have a business card, promotional piece or information sheet on yourself, to give to the reviewer (this especially applies to Advanced or Pro).
- Ideally this promotional piece should reflect something that you have shown the reviewer.
- Ask the reviewer to suggest 1 – 2 images that you could use on a promotional piece.
- If appropriate ask the reviewer to suggest other avenues you should pursue, other people to see.
- Please fill out the evaluation sheet at the conclusion of your review.

<u>Questions? Contact the Review Chairperson:</u>

Gina Head – <u>ginahead@nanpa.org</u>