

No Plastic Sleeves: The Complete Package For Photographers And Designers - , Danielle Currier

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Your resume and cover letter, as well as a digital portfolio, business card and mailers, will function as the first contact and impression you make. These items will work to get your "foot in the door." Ultimately, however, it will be your portfolio book or online portfolio website that will land you the job. The creation of your own portfolio is a creative statement about the value you place on your work and craft. This book first uses a system to: * find your visual identity, who YOU are* use color, typography, and iconography to develop the look and feel of your portfolio package* create a layout and composition that you love* establish your online presence* create content and design of your resume and cover letter* and construct your portfolio book. You will also learn bits of useful information along the way about print resolution, marketing ideas, and how to do all of this on a budget. By the end of this book, you will have an out-of-this world portfolio package that you will be able to use to establish and secure working relationships with potential employers and clients. Author: Volk, Larry Author: Currier, Danielle Publisher: Focal Press Illustration: N Language: ENG Title: No Plastic Sleeves: The Complete Package for Photographers and Designers Pages: 00224 (Encrypted EPUB) / 00224 (Encrypted PDF) On Sale: 2012-09-10 SKU-13/ISBN: 9780240810904 Category: Photography : Techniques - Digital

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