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

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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