

Photo Portfolio Success



Synopsis

Standards for portfolios are changing as fast as anything in photography today, and Pulitzer Prize-winner John Kaplan leads photographers of all types to the cutting edge. With informed advice from award-winning photographers, agents, photo buyers and art directors, and top-notch sample images, Kaplan immerses readers in the strategies and standards photographers need to know to get noticed. Kaplan shows how the right editing can help photographers earn higher fees with portfolios destined to land on top of the stack. He shares his acclaimed techniques for selecting and organizing portfolio-caliber images for any genre of photography, then discusses professional methods for displaying them in print, web, CD and slide formats—including how to painlessly build an online portfolio. The book features genre-specific advice from experts in commercial freelance, photojournalism, nature and wildlife, wedding photography and fine art specialties, too. Beyond looking good, a portfolio must sell and sell again. *Photo Portfolio Success* adds up-to-the-minute guidance from industry insiders on self promotion and future growth. With motivational visuals from famed photographers and authoritative, up-to-the-minute advice, it's the definitive book on contemporary portfolios.

Book Information

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Customer Reviews

This is a wonderful resource for both amateur and professional photographers, so grab your copy today. -- Shutterbug

Pulitzer Prize-winner John Kaplan has won many of the top honors in photography and so have those he has coached on portfolio presentation. Kaplan, an associate professor at the University of Florida, has been named the POY National Photographer of the Year and received the Overseas Press Club and Robert F. Kennedy Awards. He teaches workshops and reviews portfolios throughout the world. The portfolios of Kaplan's former students have also reached the top, including winning the Pulitzer and College Photographer of the Year. He lives in Gainesville, Florida.

A worthwhile read from a confirmed talent. The only limitation is that the references are now ten years old, and links may be broken, and people have moved on career wise. Flip through once, read through a chapter at a time, read again and make some notes in the margins, then assemble a portfolio that truly reflects your goals and vision.

I read this book in a single night. Like you, I had heard about this book for a few years before I actually decided to buy it. To be honest the cover looks outdated and it turned me off. That said, the book is still totally relevant today (2009) and is filled with not just portfolio advice, but career advice as well. I especially found helpful the chapter on editing techniques. Starting with the absolute strongest image, adding in the "must haves", etc. The interviews and advice from other photographers was also quite valuable. Overall a very helpful, easy to read book that is worth your time to read before putting together your next portfolio.

I don't really know why I bought this book; it sounds so familiar. Parts of it gave me ideas that, at first, seemed obvious -- until I realized that obvious or not, I had not thought of them at all. Especially good for suggestions on how to present your portfolio so it will make the best first impression. My guess is, that there are probably hundreds of books which do, or try to do, this, but this is the one I bought on a whim and I am glad I did.

If you are a photographer and trying to put a portfolio together then you need this book. If you want your portfolio to help you get work, you need this book. If you want to make money at what you do, you need this book. Just do it!

I love this book! It has many great tips for beginners and advanced photographers. I really love this book and I think you will, too.

very useful and inspirational. This book can help to anyone wanting a very effective and insights about creating any type of photography portfolio.

Excellent book, plenty of good information, a good buy for sure.

John Kaplan has created in his book "Photo Portfolio Success" a true resource. I've read quite a few photography books, many of which talk about a portfolio here and there in vague and completely unhelpful terms. This book answered all of my questions and put me on the true path to helping my work stand out in a crowd and really defining who I am with my portfolio. Practically all of his advice makes perfect sense, and I was really encouraged by his language. He is constantly reminding the reader that it is perfectly okay that not everyone will like your work, and is perfectly okay to grow and change as an artist, a photographer, and a person, sentiments that are often left out of other books. His little "which photo doesn't belong" quizzes sprinkled throughout really make you feel like you are understanding the material better, rather than just reading and not quite getting the grasp of what the words really mean. The imagery is stunning. I loved this book, and feel now, more than a week after finishing it, as though I need to keep it out and handy where I can refer to it often rather than filing it away in what is becoming my photography book library. Positives aside, there are two reasons this book did not get a full five stars, and since the other reviews on this book are more than five years old (an eternity these days), I decided that it was incredibly important to note them. The first is how dated it is. As this book does have a companion website, I feel like the book would have kept its relevance better if Kaplan had left all of the web links and company directories out of the book and posted them to the website, or even had a resource appendix on disc, rather than embedding the links directly into the text. Curious as to a few of the links in the book I had never heard of before, I went to them and found that the company had been bought or dissolved. No wonder I'd never heard of the website before! The second reason is something that has become a bit of a pet peeve of mine with photography books. Choppy formatting. When I'm reading, I like to be able to turn to the next page without leaving separate content boxes and captions behind unread. I also prefer not to be confronted with a large content box in the middle of a sentence. Many photography books fall under this formatting spell, and I find that it chops up the content, and really annoys me. Other than that, I would recommend this book to everyone working in photography today. It really opened my eyes and made me feel confident. That being said, maybe I shouldn't recommend it after all and let it be my own secret weapon. ;)

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