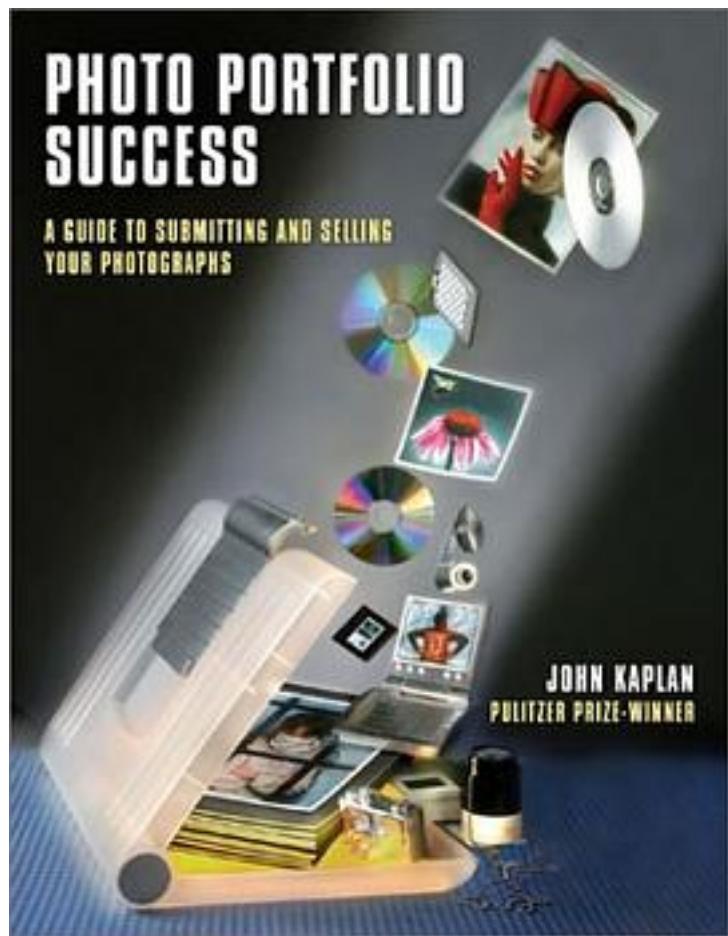


Photo Portfolio Success



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著者:Kaplan, John

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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.

作者介绍:

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