

# PORTFOLIO TIPS

Your portfolio is your visual resume. Here are some tips about getting yours in shape.

1. **PRESENTATION.** Your portfolio should be well organized and visually appealing to prospective clients. It must be well organized. Torn or loose photos, cut-up contact sheets, loose slides, and a worn cover are signs of a poor presentation. Always remember that the first thing a client sees and the first impression made is from your portfolio. Anyone who is making a presentation for a job would not wish to present a sloppy resume and you shouldn't either. Your portfolio represents you and makes your first impression a lasting and positive impression
2. **TEARSHEETS.** Experienced models put tear sheets (samples of previous work they have done) in their portfolios to show prospective clients their experience, that they are marketable for various jobs and looks. Inexperienced models have pictures of themselves showing the types of modeling there are capable and interested in doing.
3. **NUMBER OF PHOTOS.** Your portfolio should have between 6-24 shots of you and the work you are wanting to do. They should be a combination of headshots, half-body, and full body shots. They should be in a variety of poses and settings also.
4. **KINDS OF PHOTOS.** A high quality headshot is a must. After getting some experience you should have several different headshots made for different looks. You should also have them done with different hairstyles. Your portfolio should also contain various shots of you showing the various types of work you wish to be considered for. For example if you want to do swimwear have swimwear shots. If you wish to do fashion, have fashion shots and so on. You don't want to try to do everything. It is like trying to burn a candle at both ends, you won't accomplish your goals. Keep your portfolio focused on the areas you have interest working in.
5. **SIZE OF PHOTOS.** Your cases or covers should be 11X14 covers with either 8X10 or 11X14 photos. Actors and actresses should have 8X10 covers with 8X10 photos. Most models that are serious don't use less than 5X7 in their portfolios.
6. **WHAT IF I DON'T HAVE A PORTFOLIO?** Pro Photo Photography Studio can help you with a portfolio. Prices vary but you will find that we will put you together a portfolio for a lot less than other studios & agencies will. We will direct you in what poses will sell your services as a model and guide you through the process.
7. **PORTFOLIO TIPS.** If you are doing a shoot with a photographer always ask him/her, or the person in charge for tear sheets!! They will become valuable parts for you and your portfolio in the future.
8. Here are some photographs you might include in your portfolio:
  - a. An informal head shot.
  - b. An editorial-style photo, in evening dress.
  - c. A full-length photo, in a casual outfit.
  - d. An editorial-style photo, in a sporty outfit.
  - e. An editorial-style photo, in a coat.
  - f. A photo of product-demonstration.
  - g. A full-length photo, in a swimming suit.
  - h. A full-length photo, in a T-shirt and shorts.
  - i. A full-length photo, in lingerie.
  - j. A profile head shot.
  - k. A profile head shot, in a hat.
  - l. A head shot, in perfect makeup and hair.
  - m. An advertising-style photo, in full-length dress.
  - n. A full-length sport-action photo.
  - o. A full-length editorial-style photo, outdoors in a dress.
  - p. A situational shot, creating a "slice-of-life" image. For example, getting surprised.
  - q. A catalogue-style photo, with another model in casual dress.
  - r. If interested in specialty modeling, a photo featuring the part of your body that you want to model.
  - s. If interested in figure, art, seminude, or nude modeling, a tastefully done photo showing your figure.