

## DIGITAL PORTFOLIO

When you want to formally show your portfolio, i.e., approaching a gallery, client, business, grant applications, school applications, you will need the following items:

### **Necessary Contents (At a bare minimum)**

[Artist Statement](#)

[Artist Resume](#)

[Images:](#) High & Low Resolutions

[Business Card](#) (s)

### **Additional Contents (Good to have)**

[Website](#)

[Slide Shows, PowerPoints](#)

[Social Media Links](#)

[Artist's Bio Statement](#)

[QR Codes](#) to videos that show process/product

[Provenance](#) template for purchased work

[Basic Press Release](#)

## Artist Statement Templates Do's & Don'ts

- Artist Statements, do's & don'ts ([PDF](#))
- Artist Statement Template, Landscape ([Word Doc](#)) Artist Statement Example ([Word Doc](#)) ([PDF](#))

### DO's

Write in 1<sup>st</sup> person  
Be brief, 3-5 paragraphs  
Use relatable language  
Keep it current  
Sit on it & Have friend read  
Consider more than 1 statement –  
specific for show  
Compelling – clear benefits  
Proof read

### DON'T's;

Too many personal pronouns  
Tell your life story/self involved  
Too long  
Quote/refer to anyone else by name  
Forget to use spell check.  
Have someone else read it  
Typos  
Use obscure language, platitudes, clichés.

## Artist Resume Templates Artist Resume Template ([Word Doc](#)); Example([PDF](#))

Your Resume should mimic a standard business resume:

- Name and contact info at top of each page.
- A top, brief, concise paragraph stating your strengths – use active, present tense words.
- Choose to list your history from Present to Past, based on your Job Experiences and/or Education.
- List Galleries where you've shown your work, solo shows, group shows. Present to Past
- List Commissions, Awards, Publications.
- List References (minimum of 3 with contact info)

If applying for a job or specific exhibition, your resume should match/reflect the requirements.

# Images: High & Low Resolutions

## Photographing your work

1. Hire a professional – request finals that are appropriately cropped and color corrected, and both High res and Low res digital files.
2. Photograph it yourself
  - Resolution: Save in highest resolution – best to save in a “native” format, i.e., Photoshop .psd, RAW, Painter .rif, other .tif. Use your camera/smart phone settings on high resolution.
  - You can always resize and save in a lower resolution for email, websites, but you cannot easily create a good high resolution image from a low resolution image.
  - If you are going to print large reproductions of your work, at a minimum 300 dpi, full output size, i.e., 18” x 24”.
  - Submission to print media: Magazines want images @ 600 dpi, minimum 8” in either dimension; Color adverts: minimum 300 dpi; Websites max 100 dpi. Professional printers usually require 350 dpi and saved in CMYK mode.
  - For highly reflective artwork (glass, ceramics, jewelry), use 2 white umbrellas to reflect/soften the lighting on your work. Eliminates glare/hot spots.
3. EDITING/SAVING your images. If you don’t have/use Photoshop, there are a number of free photo editing software apps available. Even your smart phone has editing apps. [Canva](#): design business cards, post cards, FB cover, etc. Or [FatPaint](#)

- NOTE 1: Save the image with the title name – use alpha-numeric characters only....NO quotes, /, \, #, %, &, \* characters. Best to use dashes (-) to connect words in the filename – no spaces. i.e., filename: Raven-In-Flight.tif  
Lower Resolution images – for email & website postings. To really limit your file size, 10” max @ 72 dpi .jpgs 100 dpi, while slightly larger will also work fine on websites. Save low res image as: Raven-In-Flight-pu
- NOTE 2: When saving as a .jpg, you can select various file compression choices: typically “Excellent” (100%), “High” (75%), “Good”(50%), “Fair” (25%)
- NOTE 3: .jpgs are considered a “lossy” method. Each time you save the file, with the same filename, you lose file information as it compresses. After 3 – 4 such saves, you can visually see the loss in your image. Always save your original file @ the highest possible resolution. Then “SAVE AS” giving new filenames to subsequent .jpg saves.

## Examples of various “saves” file size

Alannah-2.rif	(17” x 22” @ 300 dpi)	57,121 KB	Original file
Alannah-2-300-Exc.jpg	(17” x 22” @ 300 dpi)	9,234 KB	
Alannah-2-300-High.jpg	(17” x 22” @ 300 dpi)	863 KB	
Alannah-2-300-Good.jpg	(17” x 22” @ 300 dpi)	568 KB	
Alannah-2-300-Fair.jpg	(17” x 22” @ 300 dpi)	393 KB	
Alannah-2-10-inches-300-High	(10” max @ 300 dpi)	128 KB	
Alannah-2-10-100-High	(10” max @ 100 dpi)	30 KB	
Alannah-2-10-72-high)	(10” max @ 72 dpi)	20 KB	

## **Business Card (s) Do's and Don't's**

### DO's;

- Professional Printing
- Eye-Catching
- Minimal Info
- Readable Text
- Shows You or Your Work
- Standard Size Best
- Proof read

### DON'T's;

- Print on 10/pg tear paper
- Dull, boring, same old thing
- Too much info
- Fancy text (not easily read)
- Says nothing about you or your work.
- Small cards get lost
- Forget to proof read

For a professional printer, standard size card, 2" x 3.4"

file size is 2.25" x 3.75" @ 350 dpi.

This allows for trim space.

Download templates from your pro-printer ([gotprint.com](http://gotprint.com))

Small, half-sized cards are cute, but they get easily lost, both in wallets, purses, displays.

## [Examples](#)

### Post Cards / Flyers / Brochures

Keep a collection of the postcards/posters/flyers/brochures which have featured you, your work, exhibitions in which you've been a participant.

## ADDITIONS TO YOUR DIGITAL PORTFOLIO

- Website – easy on-line access to show your work. If you don't have a website I would recommend finding a good webhost who will 1) Provide your 1<sup>st</sup> year domain registration for free, 2) Includes free website design programs (highly recommend Weebly – Drag and Drop designer). Google top 10 webhosts and explore. I recommend FatCow.com and they often offer deals, i.e., \$3.95 month. Avoid freebies like GoDaddy – they put their own advertising (and more) on your site and you have NO control over it.
  
- Slide Shows, PowerPoints  

PowerPoint – create a slide show using PowerPoint, easily adding images and text. Slide timing: use a 10 sec timing on your slides. You can also explore the various slide transitions and apply them. Save your presentation as an mpeg4 video (.mp4) and upload it to YouTube. If you don't have a YouTube account, it's FREE and easy to create one. YouTube will turn your video into a much smaller file sized video and provide you with a URL link, which you can easily email, add to your website, etc. You can also edit the video in YouTube adding music. Best to keep the video as short as possible: 2 – 3 minutes. Even 5 minutes is too long.
  
- Social Media Links  

Provide links to your FaceBook page, LinkedIn (professional) page, Google+ page, etc. Many website builders, as well as Email List Servers (MailChimp) provide easy linkage icons. Use these links on your Website, Email, etc.
  
- Artist's Bio Statement  

Your Bio Statement is different from your Artist's Statement and Resumé. This is a chance to provide information on yourself, where you came from (grew up); early influences; a life story. Background to who you are today. 5 paragraphs tops.
  
- QR Codes to videos that show process/product  

Free QR Code [generator](#) - this is a quick way to direct smart phone traffic to your website. It is also a way to easily show your process by directing to a YouTube Video. Create a variety of QR codes and print them out to place by your work, in your studio, on your postcards, brochures, flyers.
  
- Provenance template for purchased work [\(PDF\)](#)  

A nice professional touch is to provide a "Letter of Provenance" to everyone who purchases your artwork. In include a small image of the purchase, along with the purchaser's name, date of purchase, along with my artist's statement (reflecting the artwork purchased), and thanks for supporting my art.
  
- Basic Press Release [\(PDF\)](#)  

Use a basic press release to announce exhibition openings, special events, etc. Send the PRs embedded in an email, or as a PDF. Good to add several images.