

## FIRST STEPS TO DEVELOPING A CREATIVE PORTFOLIO

What does creative portfolio development entail? Where does it begin? Why is it needed? As a creative individual you will need to develop a body of work, a system of organization and a method of promotion which will be your professional portfolio.

### WHERE DOES IT BEGIN?

Portfolio development begins

- I. once one begins or evolves a theme for a body of work
- II. once one has completed a body of work

Portfolio development involves

- I. concept/idea + formal explorations = body of work
- II. your body of work + selected marketing tools (digital images, resume, artist statement, press release, brochure, website, mailing list, networking) = your portfolio development

Workflow process for creation of Body of Work

- I. first choose topic/theme and establish the goal
  - a. where do you want to show/perform your work?
  - b. what is your ultimate artistic goal?
  - c. are you focused on sales and/or exposure?
  - d. who is your audience / target goal?
- II. gather information – research
- III. organize information – plan execution, put it all together conceptually
- IV. creation – execution
- V. presentation – objectively step back and see if your initial intended message is being communicated

Marketing Tools:

- a. digital images
- b. resume
- c. artist statement
- d. cover letter
- e. press release
- f. self promotion brochure / booklets
- g. online presence / website / portfolio PDF

### IMPORTANT CONSIDERATIONS

- I. The most important thing in developing a portfolio is to keep creating! Experiment, experiment, experiment to help you discover your unique process and to refine styles and mediums of choice.
- II. Who can you go to for honest feedback and critique of your portfolio and its development?
  - a. Portfolios naturally evolve and change over time, sometimes very little and very slowly and sometimes more abruptly or anywhere in-between. Portfolio assessment is an ongoing process that changes not only with the work but also with the times and audience.
- III. Make connections and keep an open line of communication:
  - a. keep an updated and current mailing list that includes your target audience
  - b. join artist groups and associations
  - c. go to openings and events and get to know other artists, directors, curators, and collectors
  - d. ask questions