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# A Guide to Preparing your Portfolio

*Jay McCauley Bowstead*

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# A Guide to Preparing your Portfolio

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**A Guide to Preparing your Portfolio** Jay McCauley Bowstead

This guide is a comprehensive manual on how to compile and prepare your portfolio for jobs, commissions, presentations or art college and is aimed at all areas of the Visual Arts. Whether you are just starting out or you are an established artist but your portfolio needs some improvement, this book is useful for all artists and designers at all levels. It offers essential advice in all areas including art, graphic design and illustration, fashion, 3D design, photography and textiles. It talks you through everything you need to consider, such as finding your niche, how to display your strengths, showing your personal style and of course the all-important presentation of your portfolio. It also looks at digital portfolios, communicating ideas, structure and the demands of your industry. A thorough, informative and easy to read guide, this book is also well illustrated with numerous images of successful portfolios to inspire the reader and help you to create a strong, exciting and competent portfolio.

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