

Midterm Project: PDF Portfolio Book

Objective:

A PDF Portfolio Book is an excellent way to share your work, since PDFs work almost universally across Macs, PCs, tablets, smart-phones, etc. A single PDF document is also convenient for emailing or linking as a download from a website. In addition, combining your work and various text documents into a book will have you start thinking about your overall presentation of who you are as a photographer and how delivering this with a consistent style is important.

You have already learned how to create PDFs in Photoshop, Word, Preview, Acrobat Pro, etc. Now you also have the tool of using the “Book” tab in Lightroom. Use whichever method works best or what you seek to achieve with this PDF book. You may find that a combination of the two is needed to achieve the look you want.

How to complete this assignment:

- 1) Start by gathering, sorting, and prioritizing the images you want to include in your portfolio book. You will need to include **at least 20 images, from at least 2 bodies of work**, but selecting these images is a significant task. While you are certainly welcome to include more images, also note that more isn’t always better!
- 2) You will also need to include **2 text-based pages**. Consider adding an artist’s statement, a bio, or perhaps introductory remarks to each of your bodies of work. This PDF Book should act as a stand-alone portfolio, which is why you want to give the viewer/reader good information on who you are and the work you create – for them to read, since they may come into this knowing nothing about you.
- 3) With one of the text pages, I also want you to **incorporate an image or graphic** as part of that page design. This could be a portrait, a logo, etc. What I am most interested in seeing here is that you can combine text and image into a single effective page design.
- 4) Beyond those requirements, how you lay out your pages and how you design your book is entirely up to you. Your book should reflect your personal style, just as your images do. Since you are a photographer, think about how to design the book so that it *complements* your images. Some things to think about:
 - Do you like single-image pages, or collaged pages of multiple images?
 - Do you want to “pair” your images across pages? Or perhaps create “spreads” of one image across two pages?
 - Are captions/titles important for you to include?
 - How are you going to combine or distinguish different bodies of work? Add title pages between them? Give them a different “look”? Add a “spacer” page?
 - Do you prefer consistent pages, or a lot of variety from one page to the next?
 - Do you like full-bleed images, or “matted” images? How much padding do you like?
 - Would background colors or images enhance your work? Borders around your images?
 - For text, give thought to font, size, color, alignment, etc.
 - How will you incorporate your text pages? Artist’s statement as introduction? Bio to close the book? Introductory text or title page for each body of work?

- Do you want a “cover” for your PDF book? Note that Lightroom exports a cover as a separate document, so you’ll need to merge this into your document if you want it as part of your PDF book. (Also note that you can turn off Lightroom’s cover option, and instead design the first and last pages as if front/back covers.)
- 5) Once you have worked out your PDF book layout, **test it!** Export it and open it in Preview, on a tablet, or somewhere else to view it as a recipient might. Most likely, you’ll end up tweaking this a few times until it works and reads just as you want it to.
 - 6) When fully done tweaking and possibly combining from multiple sources, open your PDF document in Acrobat Pro and add appropriate bookmarks to the various sections. You should have **at least 3 bookmarks** – one for each “written” section, and one (or more) for the image pages. You may want to have a bookmark leading into each body of work, but how you work your image pages is up to you.
 - 7) Finally, be sure to use the File > Save as Other... > Reduced Size PDF option from Acrobat Pro to “optimize” your PDF book into a smaller file size.

What to turn in:

- Your final, multi-page PDF book. Be sure to name it with *your name!*
- Turn in this PDF book through your shared DropBox folder – keep using the same one you already created, or start a shared folder with me by titling the folder “AI E-Portfolio – YourName” and inviting me using “andrew@andrewross.com”. Bringing this file to class is fine, too.

Grading rubric:

This project will be graded 1/3 on technical requirements, and 2/3 on quality/creativity

Does your PDF book include at least 20 images, from at least 2 different bodies of work? Are these bodies of work effectively differentiated/combined?		10 pts
Does your PDF book include 2 (or more) written pages? (such as a bio and an artist’s statement)		10 pts
Did you incorporate an image or graphic on to one of your text pages?		10 pts
Do you have appropriately-named Bookmarks, including a bookmark for <i>each</i> of your two written sections, plus one for your images (or each of your bodies of work)? So a minimum of 3 bookmarks.		10 pts
Did you name this file with <i>your name</i> in it!		10 pts
Quality/Creativity Grade		100 pts
TOTAL		150 pts

DUE DATE: at the beginning of class Week 5