



Ana and Adeline Foundation | Jourdan Barnes

# Portfolio Lab



Photo documentation and social media lab





# **Presentation Customs**

- **Respect different thoughts**
  - **Buffett of information**
- 



# Introduction

**What do you like in your gumbo?**

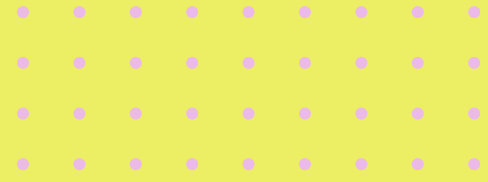
# Facilitator

Introduction of facilitator



**Jourdan Barnes**

- **YAYA since '07**
- **Xavier University Fine Art Grad 2016**
- **Artist Photographer**
- **Marketing & Communications**



# Our Goals

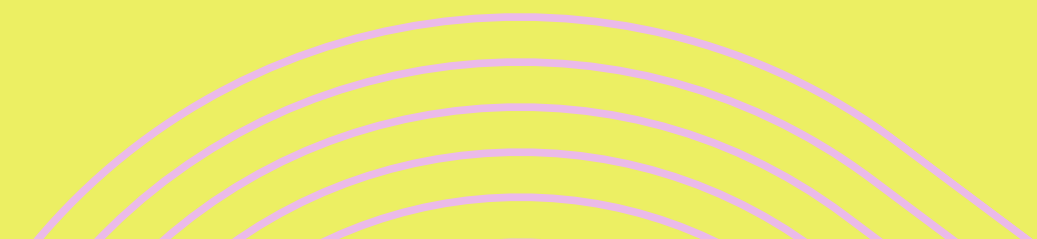
01. ***Be confident in photographing and documenting artwork.***
02. ***Use social media as a portfolio***



At the conclusion of this workshop, we will be able to photograph art work that is presentation ready. We will also understand the importance of social media and how we can use it as a digital portfolio.



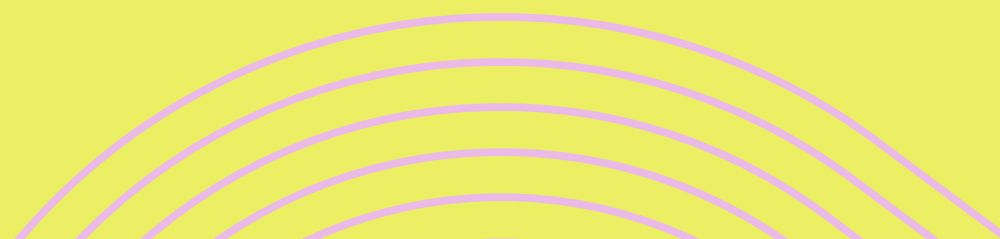
# **Photo documentation**

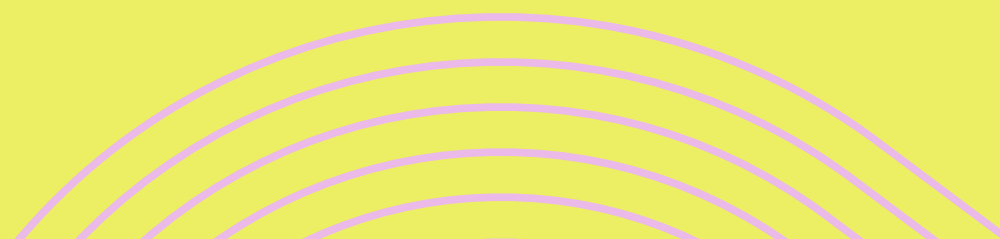


**Why is it important?**





# Photo documentation


- **Helps persuade jurors to choose your application.**
  - **Show off your talent.**
  - **Shows work progression.**
  - **Compliments your written proposal/application.**
- 




# **Photo documentation**



**What if no work exists for the proposed project?**





# **Photo documentation**



- **Present images of previous work**
  - **Show works in progress / process shots**
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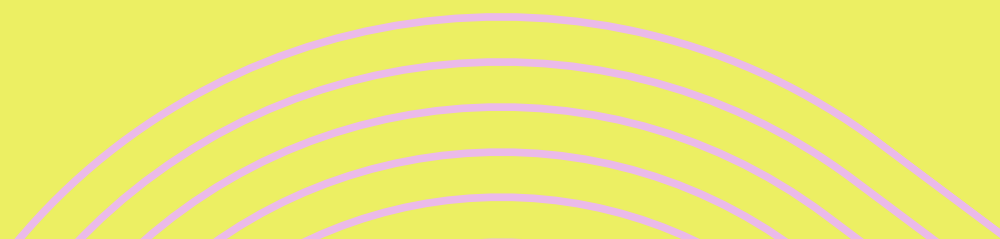
# Photo documentation

**Do work samples have an expiration date?**





# **Photo documentation**

- **Typically, you want to present work that has been created within five years.**
- 

# Photographing your artwork

## Background

- Present the work on a neutral background – white, black, grey, depending on the needs of your work. For example: jewelry might be presented best on black velvet as long as it is doesn't have lint.

## Cropping

If you crop the image, make sure all the edges are shown so the entire artwork can be viewed.

## Lighting

Get proper exposure. The whites should be white, not dingy grey, and the blacks should be fully black. It should accurately represent the represent the intensity or subtly of the colors, textures, and details of the art. If you will be taking your own images, learn how to calculate the white balance of your camera.

Place work so that lighting is even over the entire image – no hots spots of intense light, dark corners or shiny patches of glare.

# Photographing your artwork



# Photographing your artwork



# Photographing your artwork



# Photographing your artwork





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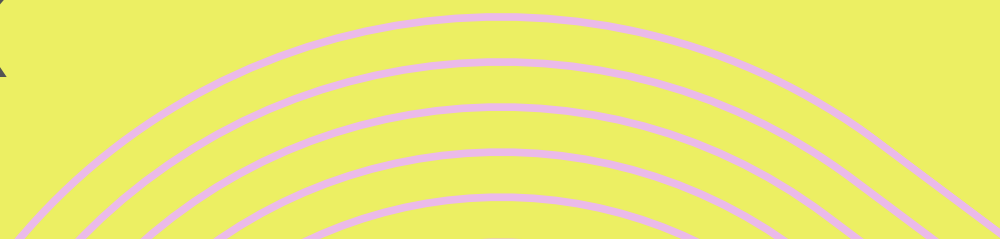
# **Short Artwork Description**

**Why is it important?**





# **Short Artwork Description**

- **Explains your vision/artwork**
  - **Let's the viewer understand why your work is important**
  - **Is also a part of the art work**
- 





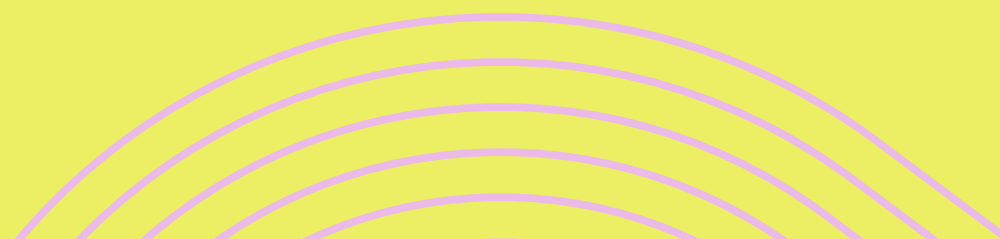
# **Short Artwork Description**

**How do you write a good description?**







# **Short Artwork Description**


- **Be authentic - do work that you love**
  - **Use your imagination be descriptive**
  - **Practice**
- 

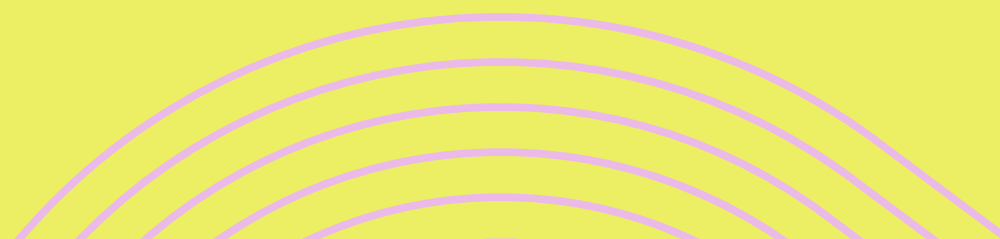


# Short Artwork Description








 **What do you want your  
artwork to say?**





 **Why is your artwork  
important to you?**



 **Who is your audience?**

# Social Media

## Intent / Purpose

Always identify the intent and purpose of your post:

- Who is this post for?
- What do you want your audience to do? [What is your call-to-action? How much info to give?]
- Why should they do it?

## Be the follower

Pretend you have no knowledge of the subject matter you're creating content for:

- When you're "off the clock" would you "like" the post created?
- The most successful post are the most relatable.

## Experiment

Every social media guru will tell you the first step to social media success is understanding your audience (even more than you understand your organization). So, experiment:

- Post at different times and days;
- Post singles, carousels, reels, long format content;
- Engage with your followers- like, comment, and/or repost.

## Be sure to...

Social media standards to note:

- Keep it simple;
- Stay consistent [be realistic];
- Use hashtags;
- Second pair of eyes.
- Sponsor your post

# Platforms



- TikTok Has More Than 1 Billion Active Users
- It's Been Downloaded More Than 3 Billion Times
- It's the Most Popular App Among US Teens and Young Adults
- It Has the Highest Social Media Engagement Rate Per Post
- TikTok's Usage Per Day Continues to Increase.
- 18% Of All Internet Users Use TikTok

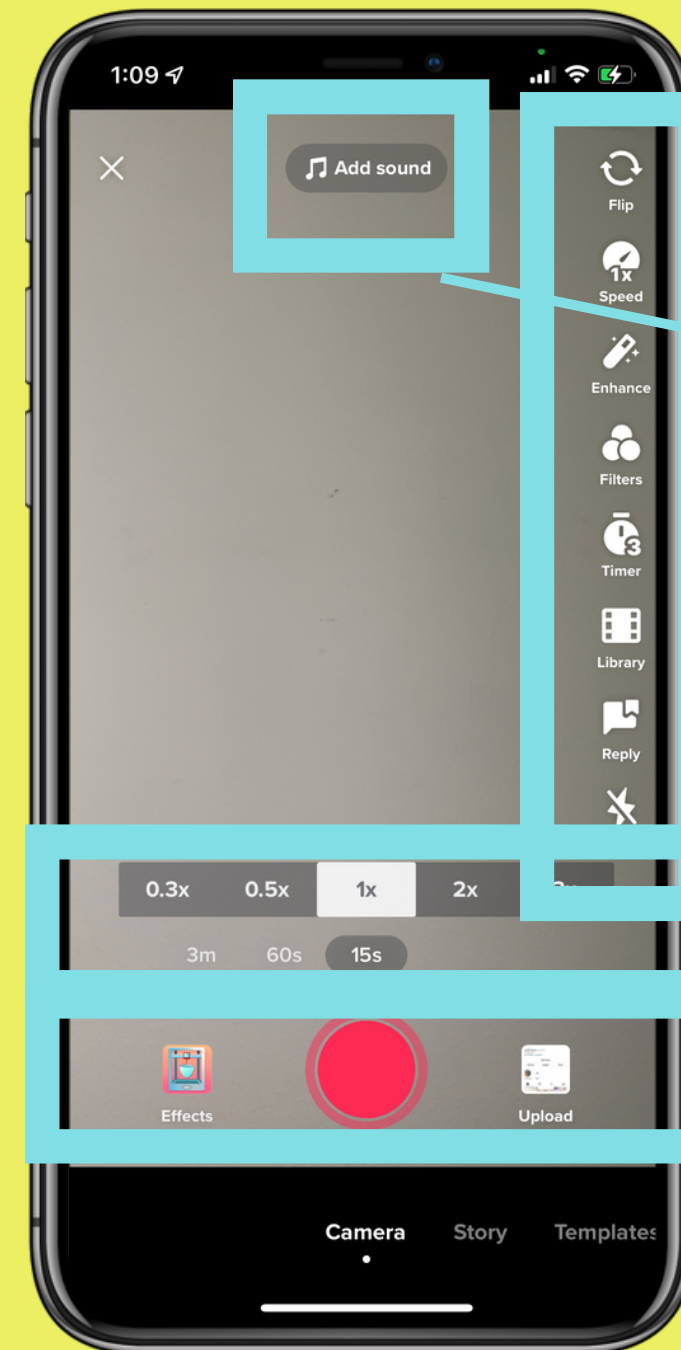
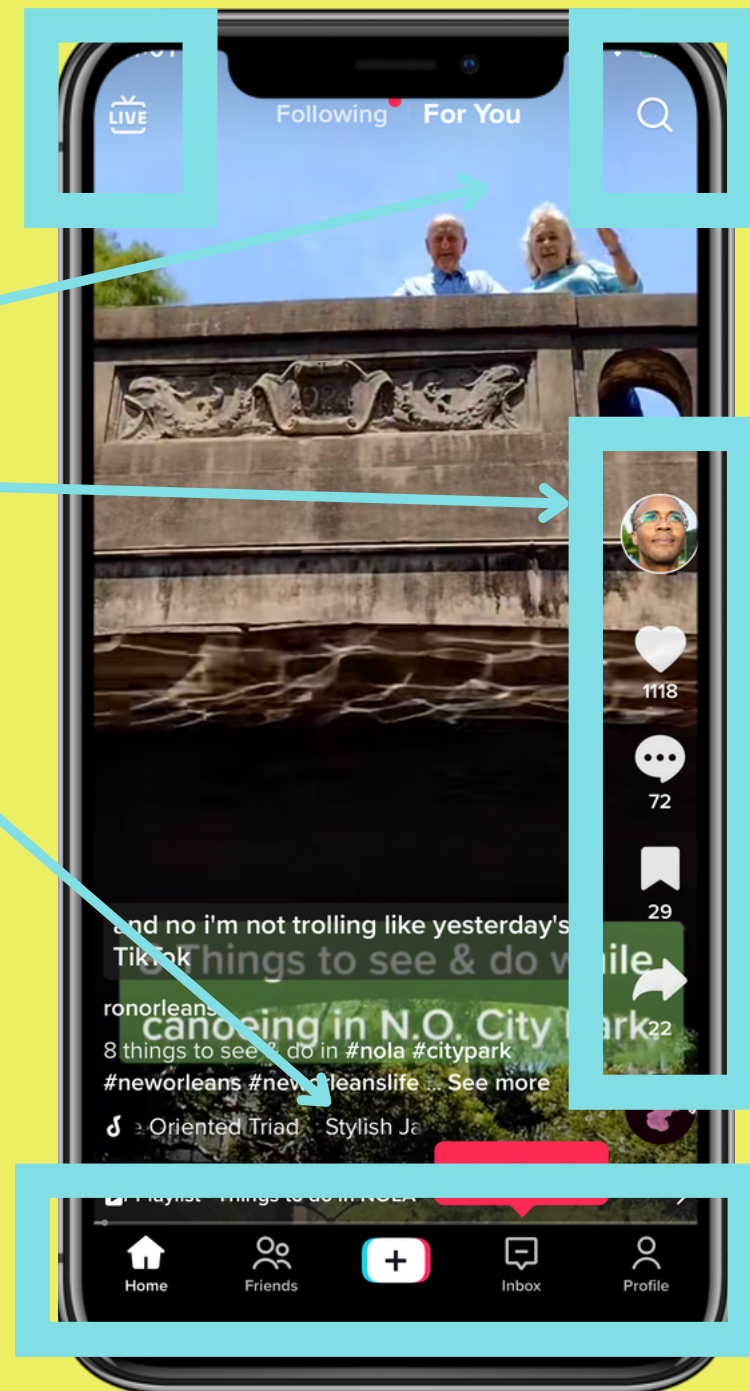




# Platforms



- Watch TikTok Lives
- Search TikTok videos
- Profile, Like, Comment, Save and Share
- Home Feed, Friends Feed, Add content, Inbox, Profile



- Edit Tools
- Add Song/Sound
- Video Duration and Speed
- Effects, Record, Upload video from device.

# Platforms



**Instagram**

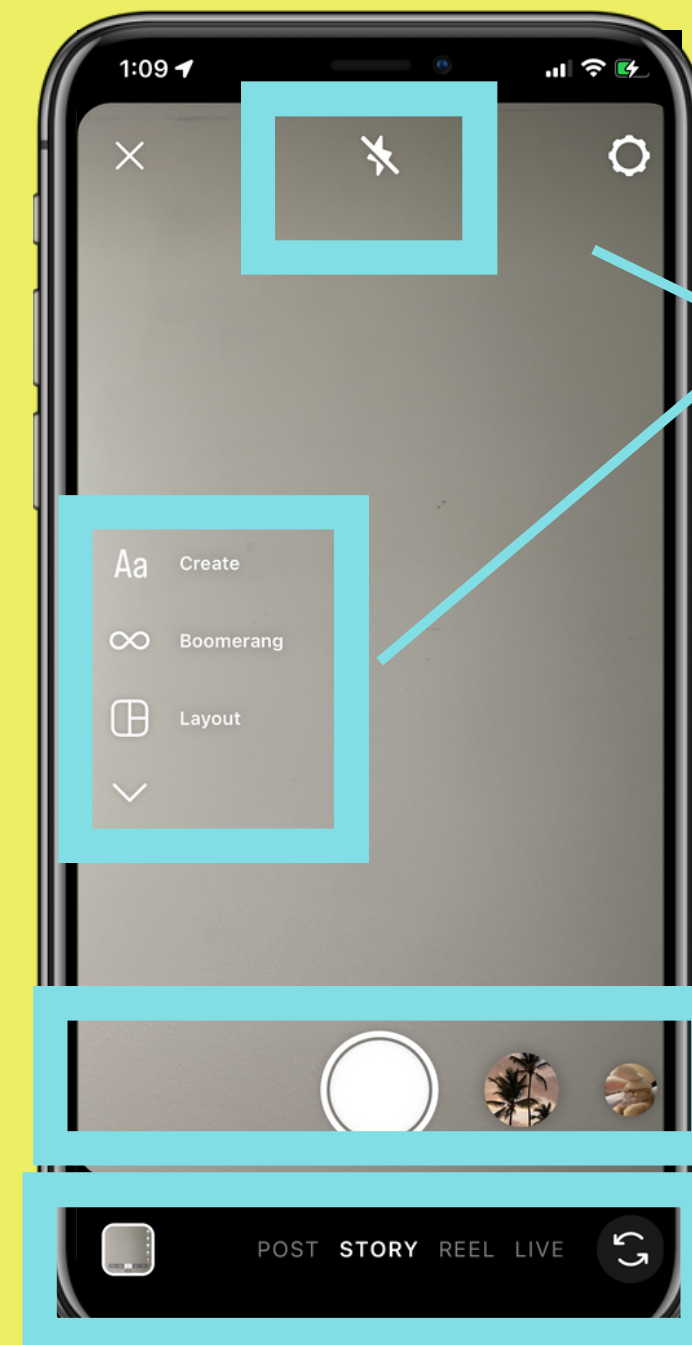
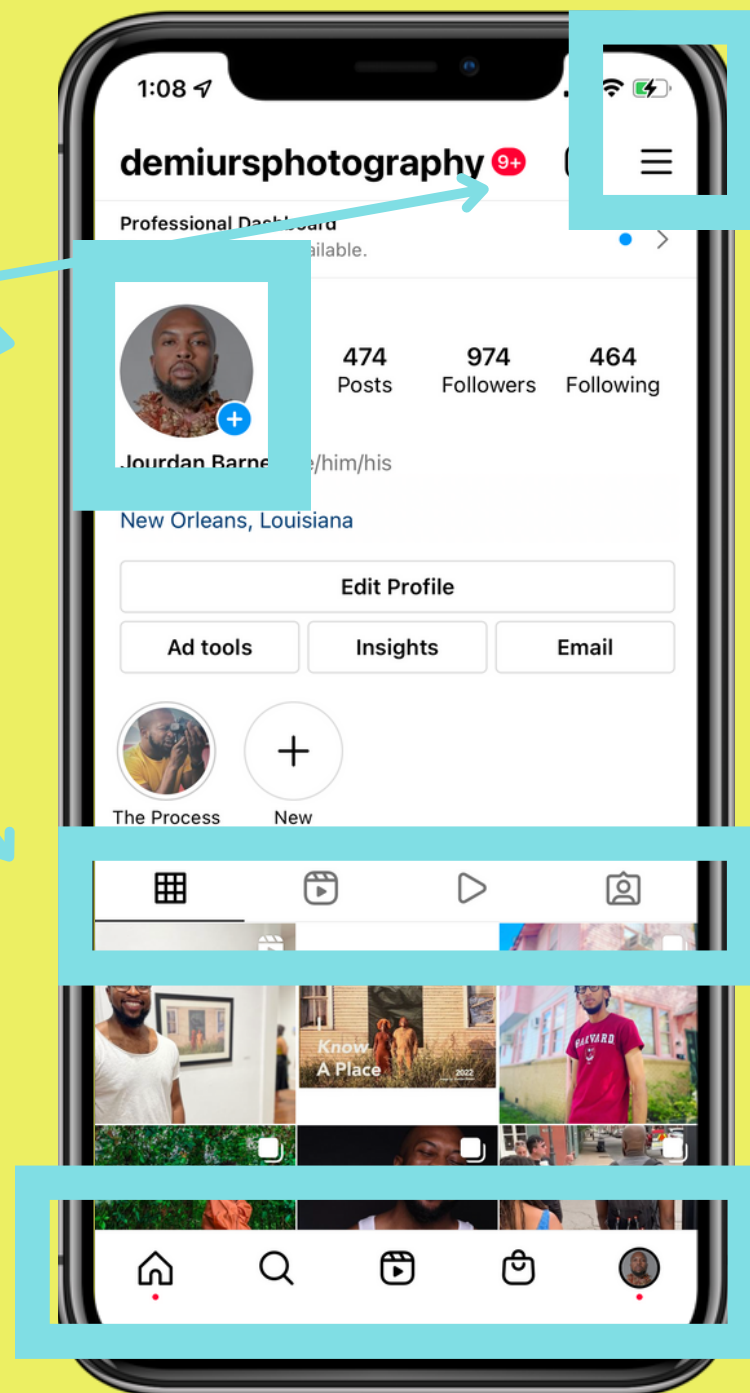
- 60% of Instagram users go on the platform to find new products.
- The total number of Instagram monthly active users has surpassed 1 billion people
- About 995 photos are uploaded to Instagram every second
- Over 4.2 billion “likes” happen on Instagram daily
- There are currently over 140 million Instagram users in the United States.
- The majority of Instagram users are aged between 25–34 (33.1%)



# Platforms



- Profile Photo
- Page settings
- Entire Feed, Reels, Long Video, Tagged content
- Home Feed, Explore page/search, Reels Feed, Shopping, Profile



- Edit Tools
- Flash
- Record, Add filter
- Story, Post, Video, Live

# Platforms



**Facebook**

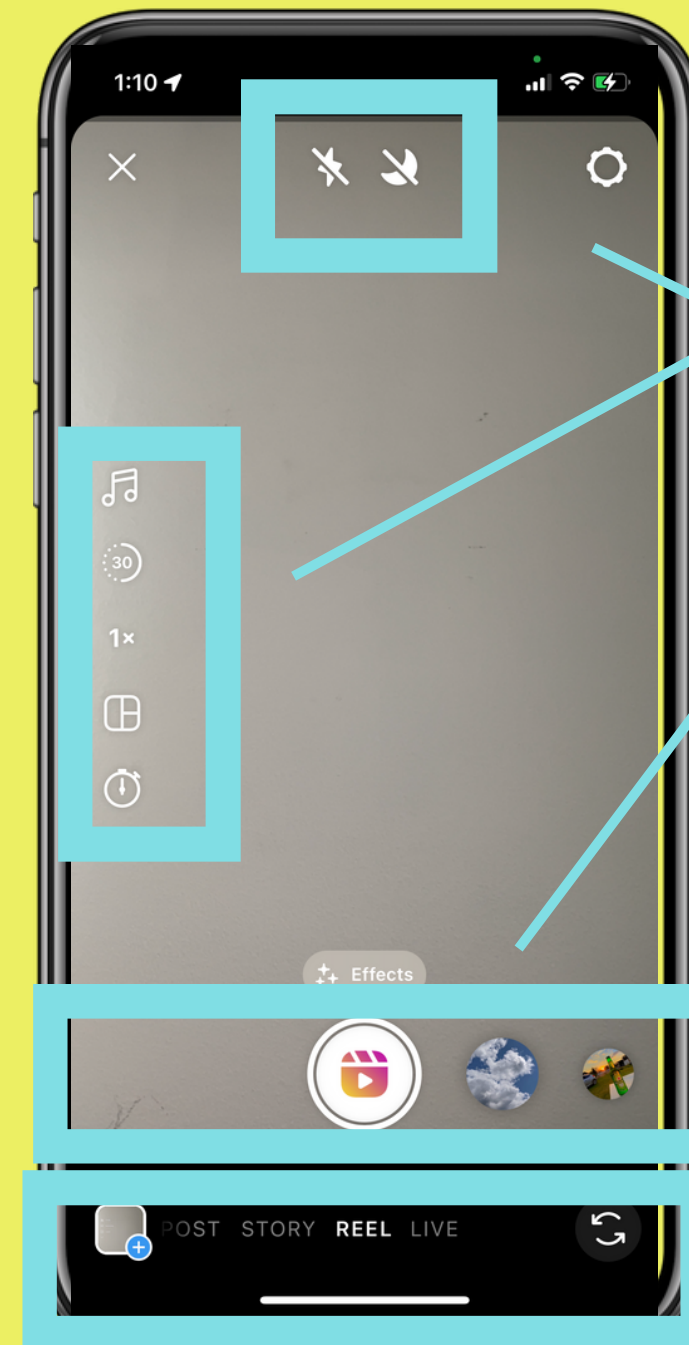
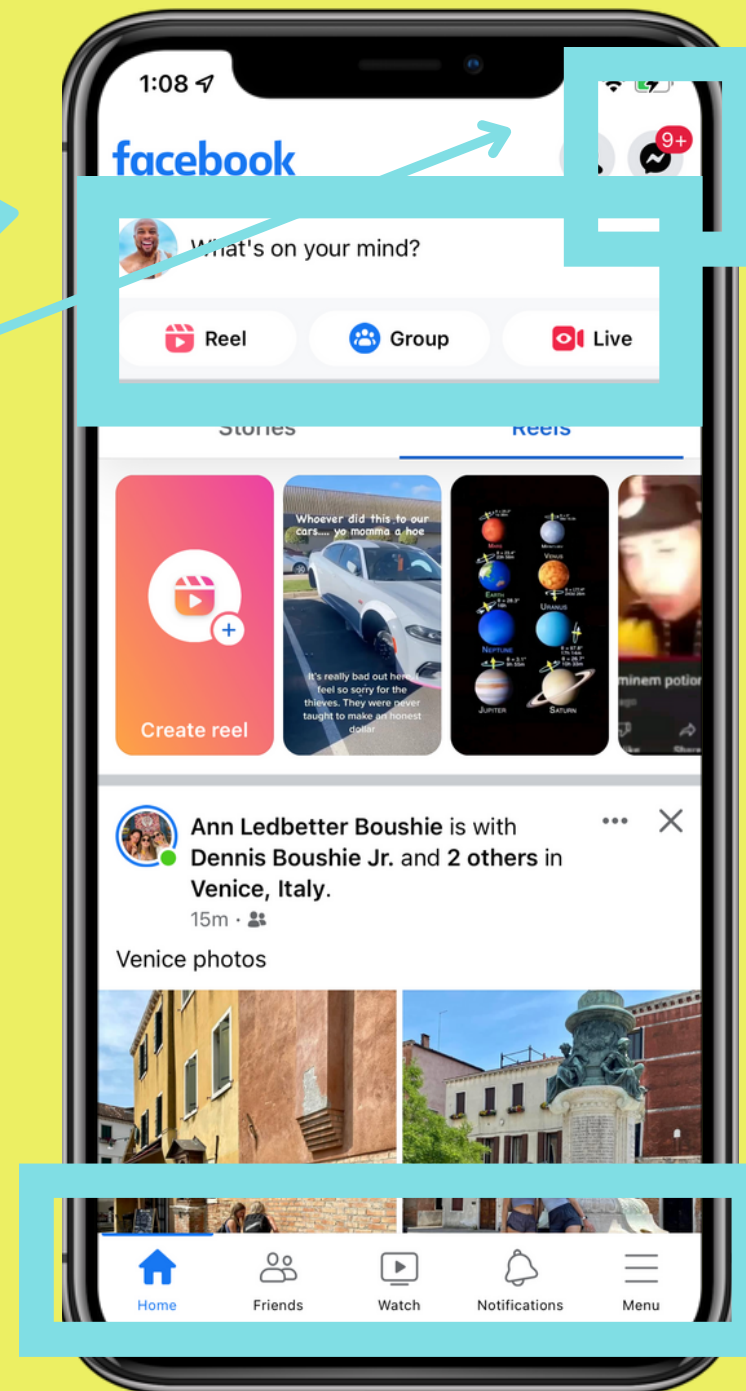
- Facebook has 2.91 billion monthly active users.
- 36.8% of the world's population use Facebook monthly
- 77% of Internet users are active on at least one Meta platform
- Facebook is the 7th most valuable brand in the world
- Facebook has been researching AI for 10 years
- Facebook is the favorite social platform of the 35-44 demographic



# Platforms



- Status Update, Add content.
- Access Messenger App
- Home Feed, Explore page/search, Reels Feed, Shopping, Notifications



- Edit Tools
- Flash
- Record, Add filter
- Story, Post, Video, Live



# Content To Post

- Your art
- Demonstrations
- Walk - Throughs
- Your story
- Explanations
- Conversations



# Examples

- Instagram 1
- Instagram 2



 **Do you have the capacity?**



# Helpful Supplies and Apps

- Lighting Equipment
- Microphones
- Tripod for Cell phone
- Focus Live App



# Thank You

Questions? Comments? Thoughts?

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