



# Designing a Digital Portfolio

*Cynthia L. Baron*

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# Designing a Digital Portfolio

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## **Designing a Digital Portfolio** Cynthia L. Baron

The world has gone digital--which means that a paper portfolio is no longer good enough. These days, as a creative professional, you're expected to be able to show your work on demand--whether that means emailing it to a client, displaying it on a Web site, or delivering it on CD or DVD. This book shows you how. Using a combination of step-by-step instructions and inspiring examples, veteran author **Cynthia Baron** takes you through the entire process of designing a digital portfolio--from developing a concept and choosing a medium, to scanning work created with traditional materials; optimizing digitized art; repurposing digital material; creating a portfolio Web site, CD, or DVD; producing a portable portfolio; and avoiding technical pitfalls when digitizing, organizing, and delivering the final product. You'll also find loads of insights from the professionals who evaluate artist portfolios everyday--agency heads, art directors, and designers--plus handy checklists, a run-down of dos and don'ts, case studies, and tips.

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