Your "Fauxtolio"

An important step in finding your style

Create it Analog

- Collect magazines that are in the genre you believe you want to work in

- Collect magazines that are not in the genre you want to work in

- Spend time looking at both the ads and the editorial to see what gets you excited

Create it Analog

- Full page ads only

- Full page editorial only

- Cut out the pages neatly and save them to a stack of images

- Cut and stack every shot you love

Create it Digital

- Create an account at Pinterest or Milanote

- Start collecting images that meet the parameters of your fauxtolio

- Set a time limit (two weeks?) to get the images together.

Create the Stack

- Do not 'filter' this process at all

- I would like to see you have at least 50 -100 pages in your stack to begin the process

- Leave the stack alone for a week

Edit the Stack

- Criteria is important:

- Is it something you can do with the gear you have?

- Is it something you can do with the support you have?

- Is it something that you can do with the assets you have?

Edit the Stack Again

- Now you have a shorter stack

- Look closely at the images and think how you can do something similar

- IMPORTANT: you are NOT copying anyone's work. You are seeking inspiration only. You absolutely MUST put your own spin on every shot you do

Further Edit the Stack

- Edit the stack down to 6-12 images that you know you could do with your gear, your support team and your assets

- You now have your first 'fauxtolio'...

- You can start to see how your portfolio will take shape...And what it will look like

Make Notes

- Go through the images one by one

- What is it about the image that appeals to you? What would you do differently?

- What do the images have in common (although they were shot by different photographers)?

- How will your approach include/exclude?

Edit the Stack
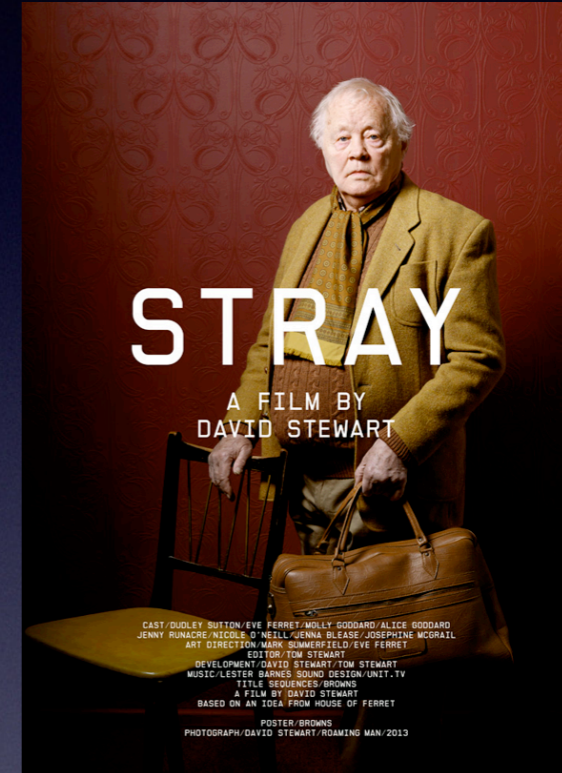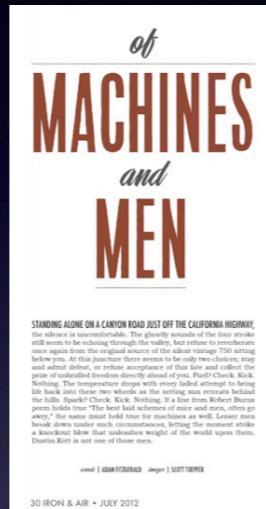
Do a Bit of Research

- Do you know who shot the images? Is there a way to find out?

- Knowing a bit about who shot it may give you additional insight into the industry

- Compare your fauxtolio to the main competitors in your region or city

Additionally…

- You can edit your fauxtolio down to 15 images if you wish - but no more

- Do not try to 'copy' the images themselves, they are there to inspire ideas and in some cases they can lead you to subject matter

- Stick with your fauxtolio portfolio building for at least 30 days before you start editing

The "Fauxtolio"

- Is designed to help you see the end

- Can open you up to new genres and ideas

- Is meant as a learning experience

- Is personal... Do not "pin" it or share it anywhere with anyone but your consultant, staff, significant mentor

- Turn it into a single Jpg and print it

The "Fauxtolio Print"

- Make it big and keep it close to your desk.

- Refer to it as you are planning your portfolio shoots

- Up for 60 days max, if you haven't shot what you need in two months - do it again

Add Your Images to the Fauxtolio collection

- Do they mesh nicely into your existing images?

- What are you doing differently?

- Don't be worried if you struggle a bit, that is natural, to be expected, and an important part of the process

Your Fauxtolio is a Portfolio Roadmap

- It will help you make aesthetic choices and create a more cohesive portfolio as you work your way to a true body of work.