

HELLO Artist

Portfolio Guidelines



PORTFOLIO SUBMISSION GUIDELINES Our Recommendations...

- Create a portfolio of 100 images that showcase your best work, and your voice as a storyteller.
- While submitting a direct link to your web site or Instagram is allowed, it is **HIGHLY** recommended that a separate, curated portfolio be created for your Hello Artist application.
- Using recent work (created in the last 12 months) is recommended. However, older work may be submitted, provided that it fits with your overall style and the flow of your portfolio.
- Be mindful of using multiple images from the same session. We want your portfolio to showcase your range as an artist, and your technical capabilities in a variety of lighting situations and settings. Multiple images from the same session **CAN** be used. However, it is recommended that they aren't too similar and provide a different perspective or use of light.

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helloartist.
with hello storyteller



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Our Recommendations cont...

- Order the photos within your portfolio so that they flow together with a common thread, and feel like a complete body of work.
- Ask for feedback on your portfolio before you submit. It's hard to be objective when evaluating your own work. Use our Hello Artist Prep Group, or have other artists review your portfolio and give feedback prior to your application submission to increase your chances of success.

Do's & Don'ts



DO ensure your portfolio URL works prior to submission.



DO number your images in order of 1-100, so the panel can easily reference specific images for feedback.



DON'T use Flickr when submitting your portfolio.



DON'T put a password on your portfolio.



DON'T submit slideshow presentations, or web site slideshows. These will NOT be accepted.