2020 Unit 2 Portfolio Development/Branding development

Content Area: **21st Century Life & Careers**
Course(s): **Generic Course**
Time Period: **Generic Time Period**
Length: **Weeks**
Status: **Published**

Unit Introduction

A portfolio is very important for a photographer to establish and mantain. It is one of the first steps for a young photographer to complete. This can be done digitally and physically. It allows you to show off your work to clients, family and friends. Your portfolio can be a pathway to an interesting hobby or a valuable career choice.

Standards

9.3.12.AR-PRT.2	Demonstrate the production of various print, multimedia or digital media products.
12.9.3.IT-WD.2	Apply the design and development process to produce user-focused Web and digital communications solutions.
TECH.8.1.12.A.1	Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

Essential Questions

Why is it important to create a portfolio?

What elements should a portfolio include?

What can a portfolio be used for?

What is a brand/logo used for?

Content / Skills

CONTENT

- logo/brand creation
- portfolio creating

SKILLS

- Creating a unique brand for yourself
- Create and maintain a protfolio