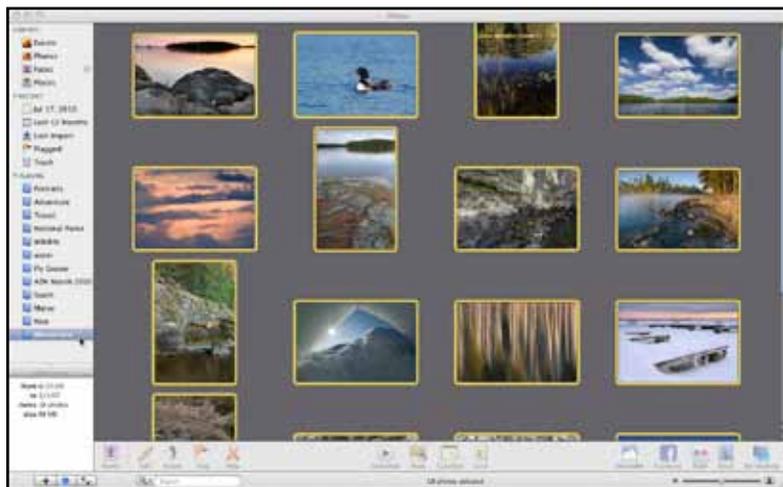


Raymond Klass Photography Newsletter

Creating a Digital Portfolio with an iPod, iPhone, or iPad

by Photographer Raymond Klass

Just a year ago, I upgraded from my simple mobile phone – to one of Apple's iPhones. The switch came rather unexpectedly. I was teaching at a conference in Reno, Nevada, where Apple is one of a few key sponsors, and to make a long story short, they sent several Apple iPod Touch devices for students and instructors to use. My experience with that loaner unit convinced me that the iPod, iPhone, or now the iPad, are great tools for any photographer looking to have their portfolio at their fingertips.



I decided to replace my current phone with an iPhone – which has the same photo display capabilities as the iPod Touch. All of these devices have the capability to display photos – those either taken with the built in camera if available, or loaded onto the device via your computer. One of the unique features I like about this type of portfolio is that you can separate images into different folders – called albums. This gives you the ability to tailor the portfolio to the type of person you're showing it to.

Often for an impromptu meeting, a short portfolio of 20-30 images is appropriate, but other times it's nice to have a wider selection if you think someone would be looking for a specific type of photo. I have albums loaded on my phone that vary in length and content. This way, if someone is looking for a travel photo, I can show a folder of only travel images. It's a nice way to be able to carry hundreds of images without the viewer ever having to sort through them all – you can select the portfolio that's most appropriate.

Another nice feature is the ability to instantly email an image right from the portfolio page. This is helpful for someone who needs a sample image to decide whether the picture will work in a layout. Rather than having to wait until I get back to the office, as long as I've got a data connection, I can send a sample right there on the spot, and it's a simple 1-click process to do so.

The first step in creating a digital portfolio is to gather images you want to include in an album into a single folder on your computer. I typically create a new folder on my Desktop, and then place small JPEG images into the folder – remember that the screens on most mobile devices are relatively low-res, so images can be small compared to print sizes. I usually size my images to about 1000 pixels on the longest side – using Adobe Photoshop, Lightroom, or Apple Aperture to accomplish this.

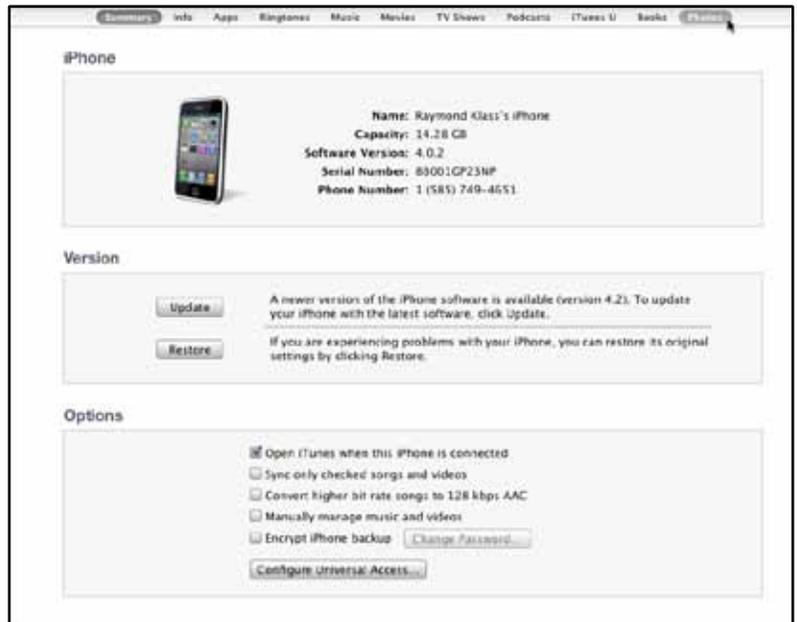
With a new folder created and filled with images, go ahead and open iPhoto. Click the small “Plus” button in the lower left side of the window – this will create a new album. Enter a name for you album and click “Create”



A new, blue album should appear in the left column of the main window – this is where you’ll be importing your images too. Arrange your window so that you can see both the iPhoto window and the folder you created on your desktop. Drag and drop the folder from your desktop into the new album you created – the images should import and populate the album automatically. You can now close iPhoto.



Connect your iPhone, iPad, or iTouch to your computer with the supplied cable. This will automatically bring up iTunes if it’s not open already. Click on your device in the left column of the window. In the top-navigation bar, click on the “Photos” tab. Select the option to “Sync Selected Albums”, and then make sure you click the check mark in the box for the new album you loaded into iPhoto.



Click “Sync” in the lower right side of the window, and your new album of images will be sent to your device. Once the transfer is finished, iTunes should tell you that you are OK to disconnect the device.

When you want to share these images with family, friends, or clients, simply open your device and navigate to the “Photos” app. Click to open the application, and you should see a listing of any albums loaded onto the device. Select the appropriate album, and you’re ready to share your portfolio. I’ve found that many people enjoy flipping through the images themselves, enjoying both the images themselves and the experience of navigating through the images.

