

PORTFOLIO DEVELOPMENT BRAND BOOK

**Jeff Lapid
PHOTO 280
SPRING 2021**

PHOTO 280: Portfolio Development

PORTFOLIO BRAND BOOK BRIEF

NAME:

Jeff Lapid

#1 BRAND STATEMENT:

I am a visual documentarian with strong storytelling skills in lighting and composition who is clever in the approach of discovering the subject with a camera.

#2 ARTIST/PROJECT STATEMENT:

I am hoping to give potential clients a look and feel of what kind of projects I have an interest for and a style of what my work looks like to give them a realistic idea of what I can provide for them. I would like to try and make my images as diverse as possible and try to get shots that are also outside of my comfort zone. I am planning to photograph several video documentary subjects, but I would like to randomly meet someone and try to make a story out of what little I know of them in a short encounter or something similar to that nature.

#3 PROCESS/MEDIA STATEMENT:

Using Adobe Bridge to label and sort through the photos and Adobe Photoshop to edit them. After my ten photos have been selected, I will post them on my portfolio web page on www.jefflapid.com.

#4 MEDIA:

Portfolio Web Page

#5 SWOT analysis:

Strengths:

The photos I am looking to create will be accompanied by micro video documentaries.

The subjects that I am approaching are within the art community.

The organizations I am approaching do not currently have professional photography and videos.

The subjects I am approaching are minority stories.

The stories I am looking for have a positive impact on the immediate community.

Weaknesses:

The project will not have the audience reach that other photographers are capable to achieve.

Making the project during the Pandemic may not have the same impactful images since most artistic events happens with an audience, community, or school.

Completing these projects during the Pandemic may misguide potential clients that I disregard Covid safety standards.

Potential clients may be led to believe that I only shoot in Sacramento.

Audience may conclude that I am not interested in telling stories of Caucasian men.

Opportunities:

Showcasing minority stories.

Recognizing strong women in the community.

Identifying everyday struggles of the lower classes.

Observing social justice issues within our community.

Building a relationship with people involved in these stories and in turn gain an audience.

Threats:

Others may follow this format and make it better.

Covid safety will make people uncomfortable with participating.

Overcommitment to family, work, and school can sabotage my scheduling.

Subjects that commit to the photo shoot may back out.

With people getting the vaccination, I may get bombarded with freelance work.

BRAND ATTRIBUTES

IMAGERY





BRAND ATTRIBUTES

YOUR WORK - samples



YOUR INTERESTS

Cinematography
Photography
Music
Martial Arts
Technology

YOUR FUTURE

Documentary Cinematography
Documentary Photography
Narrative Camera Operation

YOUR TYPE FACE/LOGO

Futura
Jeffrey Lapid Filmmaker

YOUR COLORS



YOUR WEBSITE –

Jeff Lapid

Home Videography About Contact 



YOUR PROMOTION –

1. Thank you cards – I've always valued them and like to show appreciation to others.
2. Brand consistency – Something I've already worked on but would like to make it 100%
3. Updated logo – I love the one I have now, but it seems a little dated. Would like a new one.
4. Print post cards to promote specific services – I like the idea of carrying them on me when I'm working a specific job and handing them out to show someone what I do. I get approached a lot on jobs.
5. Posting post cards and business cards in related businesses – It's hard to gauge where I would get the best traffic, but I can start with close clients and businesses that I do business with.
6. Close inactive social media accounts – I have a couple of them that I need to close down.
7. Put together promotional materials targeted at dream clients – My dream clients currently are New York Times Presents and Vox.
8. Have a static camera record my behind the scenes and eventually hire a photographer to take my behind the scenes photos.

PORTFOLIO CONCEPT

IMAGERY/INSPIRATION



