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Professional Makeup Artist Portfolios by [Dipakdarji](#)

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As a professional makeup artist or even for one in training, planning and executing your very own professional makeup artist portfolios is super important for your career and professional impression. However, having professional makeup artist portfolios doesn't mean that the more photos you have the better on the contrary; too many photos in a variation of quality can scare future clients away!

Depending on what sort of work you are doing or want to be completing in the future, it is wise to keep 2 professional makeup artist portfolios; one for private clients and make-overs (celebrities can also be added here) and another for editorial work in fashion and become a makeup artist (commercial work and celebrities may also be added in this one)

The first step you should take is to choose your professional makeup artist portfolios. It is recommended to get a leather casing as they will a) last you longer b) show a professional side. But as they are quite expensive, or you may not be comfortable with leather there are some great fake leather kinds as well. What is important is that you don't try to get the cheapest one as it will probably come back to bit you a lot sooner than you would want.

The professional makeup artist portfolios should have room for about 20-30 photos each, less is not enough and more is just too long and the client will lose interest. Don't worry if you can't fill up the professional makeup artist portfolios straight away if you are still studying or brand new- they will come before you know it.

When you choose which photos to include you should immediately discard any photos you don't 100% love. Even if the makeup is amazing, you shouldn't use a photo where you are not happy with the lighting, quality or pose as the client might be looking at this as well and wondering if you didn't know this yourself. Once you have the photos you 100% love, start dividing into two files; one which is super impressive in every way (even if the makeup doesn't show that much) and one file where the makeup, of course, is excellent but the photo just isn't as impressionable as the first file.

Start by using the first file on the opening and closing pages of your professional makeup artist portfolios and the second file in the middle section. This will make the client impressed from the second they open the book, then they will see your steady craftsmanship during the middle part and the last photos will give them a lingering great impression of your work.

This concept goes for either professional makeup artist portfolios, but in the "Private clients portfolio" You may also add before photos- as long as it is done in a tidy and attractive manner. You can also add a little more photos here than you would with the Editorial one as private clients often just want to see how much you have done, but still: NEVER add a photo or makeup look you're not 100% happy with just to fill the pages, this will come back to haunt you for sure.

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