

Advice for Sounding Board attendees

We really want you be able to get the most out of your *Sounding Board* session so to help you feel prepared Impressions Gallery have put together a few handy hints.

Sounding Board is primarily a feedback session. We offer feedback and advice on how to develop your project or ideas, and we are not explicitly trying to find work for the gallery programme.

Frequently asked questions....

Who will be reviewing my work?

The reviewers will usually be a member of Impressions Gallery's programming team and a currently exhibiting artist.

How much work should I bring?

There is no one rule fits all with the amount of work to bring for review, it depends on the nature of your work and what stage of a project or idea you are at.

However it is good to remember that 20 minutes goes very quickly so edit your images before hand and think about what images and projects you want feedback on, and any questions you would like to ask.

I'm just an amateur is this suitable?

People at many different stages and levels of photographic practise attend our *Sounding Board* sessions. Impressions reviewers are always interested to see new work and keen to give advice on possible directions for development.

How should I present my work?

The presentation of your images will depend on the nature of your work, how far along you are with your ideas and what level you are at within your photographic practise the reviewers will understand this.

Consider presenting your work in a way that allows it to be viewed quickly and easily.

Many photographers like to present their photos individually in clear acetate sleeves in a portfolio box. This enables the reviewer, to lay the images out all together and aids the editing process.

Top tips

- Spend some time before the review thinking about your work and what you want to get out of the review.
- Look at our website and find out what we do before hand.
- Think about any questions you may like to ask about your work, its development and direction, its strength and weaknesses.
- Bring a notebook, and make a note of any artists, photographers, books, or exhibitions that may be mentioned to you.
- The reviewer will offer constructive criticism, so try not to be discouraged by this. In some respects reviewers are actively looking for the 'problem' or conflict within the work – by discussing this they aim to challenge your ideas and help you develop your work.

Typical questions we might ask include:

- What do you want to get from this portfolio session, and why?
- Whose work do you follow / admire?
- How long have you been working on this series of images?
- How do they relate to work you've taken previously?
- Is the work complete or do you feel you need to add more?
- Have you shown the work to anyone else?
- How do you want to present it?
- What made you interested in making work around this subject area?