

What is the difference between a portfolio and an idea book?

A portfolio is a compilation of decor images that you or your company have built and taken photos of.

An idea book consists of images you have compiled of other artists work. When showcasing this book to a client you should always let them know that these are examples of other artist's designs that you could build for their event. Note: Before including another artist's work into your idea book you should always ask for written permission from the artist as well as give credit to the artist on the picture.

When and how should I use my Idea Book?

Your idea book should only be used during consultations with prospective clients to generate ideas and show clients decor possibilities. It is important to tell the client that the work is not your own, but you can create a similar design for them. Not only is this the right thing to do, it adds to your credibility. Honesty with your clients creates trust and respect. Your idea book should never be used at bridal fairs or other such events where it could be viewed by prospective clients without your narrative and guidance.

Helpful Manufacturers - Many balloon manufacturers have invested resources to assist beginners with building their idea books. Companies such as [Conwin Inc.](#), [Qualatex/Pioneer Balloon Co.](#) and [Betallc](#), provide high quality images that can either be purchased directly or obtained through their distributors. These images are made available to industry professionals strictly for idea books. Instructions on how to build the designs are sometimes located on manufactures websites or may even be included with the images.

Balloon industry magazines – There are several industry publications available today that provide newcomers and veterans alike with images for idea books. [Images Magazine](#) produced by Qualatex/Pioneer Balloon Co. is a quarterly publication providing design ideas and bouquet recipes in every issue. Betallic, LLC also offers design ideas and recipes on its online decor website, B-Gallery. [Balloons & Parties Magazine](#), a publication now offered as an E-magazine, offers decor and design tips as well. Magazines can be shown to clients for design ideas while the creators are credited under each image. Back issues of Images and Balloons Today may be available by contacting the company.

Sources:

Steven Mayhew, Education & Art Director, Conwin Inc.
Tammy Corzine, Celebrations, Delphos, OH

