



**PHOTO MASTERY CLUB**

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# DEVELOP YOUR SIGNATURE STYLE

Course Companion

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Section 1: Develop Your Signature Style

Section 2: Tracking Growth

Section 3: Portfolio Development

# How to Use This Workbook

This workbook is your Course Companion. It is not a replacement for the videos. Watch each video first, then return here to *complete* the activity or reflection that follows.

Each section in this workbook follows the same pattern:

- A prompt to watch the video.
- A short activity or set of reflection questions to complete after watching.
- For videos with a built-in exercise, a signpost to complete that exercise, followed by a short review prompt.

You do not need to write at length. Brief, honest answers are more useful than detailed ones. The purpose is to make the ideas in each video personal to you and your photography.

Some activities carry forward into later videos, so it is worth keeping your answers to hand as you work through each section.

*Tip: Keep your Lightroom library open as you work through this workbook. Several activities ask you to look at your own images.*

# Section 1: Develop Your Signature Style

## Video 1 | Style Drivers

### WATCH

Watch Video 1: Style Drivers before completing the activity below.

### ACTIVITY

This video introduces two groups of Style Drivers that shape your personal photographic style. After watching, work through the prompts below.

#### Group 1 Drivers:

Think about the photography you have done so far. In a sentence or two, note one example of each Group 1 driver that has brought you to where you are right now.

*Something I genuinely find interesting or enjoy photographing:*

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*Something I feel I have become reasonably good at:*

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*The type of locations or scenes I have had most opportunity to photograph:*

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**Group 2 Drivers:**

The video describes three Group 2 drivers: visual style, editing style, and compositional style. For each one, note whether you feel it is already present and recognisable in your work, or whether it is something you are still finding.

*Visual style (the mood and feel you want a viewer to experience):*

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*Editing style (the techniques you use to achieve that mood):*

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*Compositional style (the framing and structural choices you keep returning to):*

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## Video 2 | Exercise: Identifying a Personal Style

### WATCH AND COMPLETE THE EXERCISE

Watch Video 2 and complete the exercise as instructed in the video. The exercise asks you to select a collection of your favourite images in Lightroom, look for patterns, and write a short Personal Style Statement.

*Come back here once you have written your Personal Style Statement.*

### YOUR PERSONAL STYLE STATEMENT

Write your Personal Style Statement here so you have it in one place to refer back to throughout the course.


### REVIEW

Now that you have written your statement, take a moment to reflect on the process.

*Did the patterns you found in your images surprise you, or confirm what you already suspected?*


*Was there anything you noticed in your images that you chose not to include in your statement? If so, why?*


## Video 3 | How to Find Your Uniqueness

### WATCH

Watch Video 3: How to Find Your Uniqueness before completing the activity below.

### ACTIVITY

This video introduces the idea of a Vision Statement and the importance of cultivating your aesthetic through outside inspiration. The video suggests keeping a vision board of images of things that grip you visually.

*Note one source of inspiration outside of your own photography (a photography style, a film, a painting, an art style, a place) that connects with you in some way. Describe what it is and what specifically appeals to you about it visually:*

*Where will you keep your vision board? (e.g. a Lightroom collection, Milanote, a folder on your desktop)*

Tip: create a free account on milanote.com to make your first vision board. It's easy to copy/paste screenshots from your computer directly into it. There's also a mobile app.

Alternatively, create a large photoshop document and use that to copy / paste inspirational visuals into.

Whichever format you choose, the idea is to create a "wall" of images that when viewed from a distance give you a feeling that you can take inspiration from.

## Video 4 | Exercise: Define and Develop Your Vision

### WATCH AND COMPLETE THE EXERCISE

Watch Video 4 and complete the exercise as instructed. The exercise asks you to take your Personal Style Statement from the Video 2 exercise and develop it into a Vision Statement for your future work. It also asks you to identify one gap between where you are now and where you want to be.

*Come back here once you have written your Vision Statement.*

### YOUR VISION STATEMENT

Write your Vision Statement here.

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### THE GAP YOU ARE WORKING ON

The exercise asks you to identify one gap between your Personal Style Statement and your Vision Statement, and to commit to working on that one thing.

*The gap I am going to work on:*

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### REVIEW

*Why did you choose this gap rather than one of the others? What makes it feel most important or most achievable right now?*

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## Section 2: Tracking Growth

### Video 5 | Feedback Loops

#### WATCH

Watch Video 5: Feedback Loops before completing the activity below.

#### ACTIVITY

Before you set up a formal feedback process going forward, try applying the feedback loop questions to a recent set of your own images. Choose a set you have already shot and edited, and work through the questions below as honestly as you can.

*Which images or shoot are you reflecting on?*

*Do these images match your Vision Statement? In what ways do they fall short, or succeed?*

*What could you have done differently, either when shooting or editing?*

*What did work well, and why do you think it worked?*

*What is the one thing you will carry forward into your next shoot?*

*Keep this page. The four questions above are your short-term feedback loop template. Use them after every shoot from here on.*

## Video 6 | How to Fast-Track Your Growth

### WATCH

Watch Video 6: How to Fast-Track Your Growth before completing the activity below.

### ACTIVITY

This video outlines a range of project types you can use to accelerate your growth. Use the space below to note project ideas that appeal to you.

*One long-term project idea and why it appeals to you:*

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*One short-term project idea and why it appeals to you:*

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*One editing-specific project idea (the video suggests working on three images that do not yet, but could, match your Vision Statement):*

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## Video 7 | Exercise: Create Your First Project

### WATCH AND COMPLETE THE EXERCISE

Watch Video 7 and complete the exercise as instructed. The exercise asks you to define your first short-term project, keeping it small enough to complete within one to two weeks.

*If you are unsure what to focus on, try returning to the gap you identified at the end of Section 1 and making that the focus of your project.*

*Come back here once you have completed the project and run it through your feedback loop.*

### YOUR PROJECT

***Project goal (what you set out to do):***

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***Timeline you set for yourself:***

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### REVIEW

Once you have completed the project and run it through your feedback loop, answer the following.

***How well did the project results match your Vision Statement?***

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***What is the one lesson from this project that you will carry into your next shoot?***

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# Section 3: Portfolio Development

## Video 8 | The Purpose of Your Portfolio

### WATCH

Watch Video 8: The Purpose of Your Portfolio before completing the activity below.

### ACTIVITY

This video makes a key distinction between a portfolio with a specific purpose and your broader body of work. It also outlines a range of audiences and purposes a portfolio can serve. Work through the questions below to begin defining the purpose of **your first portfolio**.

*Who is this portfolio for? (yourself, peers, social media, print buyers, competitions, or another audience)*

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*What is the purpose of this portfolio? (personal development, enjoyment, sharing your work, selling, competitions)*

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*What excites you about creating it? What story or theme do you want it to communicate?*

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### YOUR PORTFOLIO PURPOSE STATEMENT

Using your answers above, write a single sentence that clearly states the purpose of this portfolio.

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## Video 9 | New vs Ongoing vs Retroactive

### WATCH

Watch Video 9: New vs Ongoing vs Retroactive before completing the activity below.

### ACTIVITY

This video describes three approaches to building a portfolio: starting fresh with new images, developing an ongoing project, or working with images you have already taken. Consider your current situation and answer the following.

*Which of the three approaches best fits the portfolio you have in mind, and why?*

*What are the main challenges or gaps you can already foresee? For example: do you have enough images, are they consistent in style, do they need re-editing?*

*If you are taking an ongoing approach, note the three check-in questions from the video here as a reminder to use them regularly:*

*(1) Does each new image fit the theme? (2) Are there gaps to fill? (3) Is the project staying true to your original vision?*

## Video 10 | The Art of Selection

### WATCH

Watch Video 10: The Art of Selection before completing the activity below.

### ACTIVITY

Before you go through the selection exercise in the next video, take a moment to define your own criteria. A strong portfolio is built on clear, personal standards, not just instinct.

*In your own words, what does a technically and creatively strong image look like to you?*

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*How will you judge whether an image matches your style and Vision Statement?*

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*How will you judge whether an image fits the purpose of this portfolio (as defined in Video 8)?*

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*Keep these criteria visible when you do the shortlisting exercise in Video 11.*

## Video 11 | Exercise: The Art of Selection

### WATCH AND COMPLETE THE EXERCISE

Watch Video 11 and complete the exercise as instructed. The exercise asks you to build a shortlist of 10 to 15 images, and then remove three more.

*Come back here once you have your final shortlist.*

### REVIEW

*Which images were the hardest to cut, and why? What does that reveal about what you value most in your own work?*

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*Looking at your final shortlist, does it feel like a coherent set, or are there still images that feel slightly out of place? Note any you are still uncertain about.*

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## Video 12 | Image Sequencing and Cohesion

### WATCH

Watch Video 12: Image Sequencing and Cohesion before completing the activity below.

### ACTIVITY

Before working through the sequencing exercise in the next video, spend a few minutes with your shortlist from Video 11 and make some first-instinct decisions.

*Which image feels like the strongest opener? Why do you feel it sets the right tone?*

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*Which image feels like the strongest closer? Why does it feel like a natural conclusion?*

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*Are there any images in your shortlist that feel like they belong together as a group? What connects them (subject, colour, mood, light)?*

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## Video 13 | Exercise: Image Sequencing and Cohesion

### WATCH AND COMPLETE THE EXERCISE

Watch Video 13 and complete the sequencing exercise as instructed. The exercise takes you through placing your opener and closer, grouping similar images, building the flow between groups, and reviewing for consistency.

*Come back here once you have a complete sequence.*

### REVIEW

*Note one sequencing decision that surprised you. Did moving an image change how the portfolio felt overall?*

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*How does the portfolio feel as a sequence compared with when it was simply a collection of shortlisted images? What is different?*

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# Notes

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