

All a “deck” is is a presentation that I’ve created for a potential buyer. Usually, I create these proposals for offices or designers who have a project they need to find art for. I’ve also done these for individual buyers who are not ready to chose a particular artwork. The key to making these is to keep them professional looking and to address the needs of the client. Usually, they are looking for specific sizes or content in the art selections and that is what I provide.

You also want to answer as many questions that they will have about collecting the art as possible. I will usually try to answer those questions in the back of the proposal.

I made this deck using Adobe Indesign. You can also make these with any modern word processor or Photoshop.

Do:

1. Have a Cover Page with you contact information
2. Present a tailored selection of your work per the client’s needs
3. Provide plenty of white space to view the art.
4. Share the stories.

Don’t:

1. Include art outside of the the client’s needs.
2. Make too many options available as to overwhelm your client with choices
3. Forget to personalize the Deck if possible.