

**ADVISORY COMMITTEE NOTES**

Name: Don Bartletti  
Title: Photojournalist retired  
Company: Los Angeles Times

1. What are current trends in technology that you see emerging in the field?

The bomb just dropped a month ago with the Covid19 so everything is changing. Newspaper and magazine still photographers must be adept at transmitting deadline images from anywhere and at any time. As we see on the nightly local news, television photographers and reporters send from the field and home studios like never before. The obvious things to learn are how to create a space at home with decent lighting, background, microphone and camera...and of course a solid Internet connection. As you well know, teaching photography remotely from outside the classroom and often from home is not easy but has become the norm. Future teachers must be inspired to develop a commanding presence even when they're reduced to the size of a telephone.

2. What skills do you believe professionals in your field need to attain entry-level employment?

For newspaper photojournalism it appears as if the the end is coming but in reality a new beginning has yet to emerge, but it will come. Content creators (photographers) cannot be replaced so their need will endure. As in the past, a powerful portfolio must include strong photo essays, picture stories, portraits and features. We are all but drowning in photographs on so many platforms that even an entry-level position will be filled only with a photographer who has a powerful, unique style.

3. Do our current course offerings meet the needs of students to find potential employment and/or internships? If not, what are we missing?

The Business of Photography remains very important. A passionate eye for making fantastic photos is as important as knowing how to demand fair compensation. Current trends in the market are well tracked by the National Press Photographers Association (NPPA). I would advise every college teacher to have their students join the NPPA. The

monthly magazine and online posts highlight trends, workshops, internships, contests and much more.

4. What are the skills you wished you would have learned in college?

I wish I had be taught to make photographs that would stand the test of time rather than shooting the obvious like the weather, or an accident or a pretty sunset. After I graduated from Palomar and started working for the Vista Press, I assigned myself a weekly photo essay about crap I hated in the town and stuff I loved. By choosing subjects that touched me, I found the confidence I needed. I did layouts and wrote stories on things like visual blight, big ugly signs, overdevelopment of our beautiful hills, terrible civic landscaping and on the good side, the joys of childhood, the beauty of old age, farmworkers. I wish I had more classes that taught this longer form of photojournalism. From experience at the paper I might suggest that the way to start is have the student look into what they like or care about, or detest. If the never-ending relevance of homelessness, pollution or drug use is too scary a topic to tackle, start with something more personal like life at home, or habits of your relatives or the plastic in their own trashcans.

5. When considering a potential job candidate what degrees/training do you usually require? Do you ever hire employees without bachelor degrees?

6. Anything else students need to succeed in this field?

The most recent hires at the Los Angeles Times have a BA from a university journalism program, internship experience and a killer portfolio. Ironically, I was the only Times staff photographer without an undergraduate degree, only my AA from Palomar with an emphasis on photography. I got my foot in the door with experience at smaller papers and a great portfolio. As the industry moves away from a staff positions to all freelancers, college photo grads will find themselves best represented to editors with a strong website drop dead photographs and super well written captions.

scott b. davis  
executive director  
medium photo

1. What are current trends in technology that you see emerging in the field?

use of video. it is a tool artists are using more and more, both for creative output and (perhaps more importantly) to illustrate their work, studio, practice overall.

2. What skills do you believe professionals in your field need to attain entry-level employment?

communication skills. the drop off on responses to email (and the inappropriate use of social media to communicate) are troubling. needing to send second or third email reminders in a professional setting is completely inappropriate and unacceptable. it wastes everyone's time and lowers productivity and morale.

3. Do our current course offerings meet the needs of students to find potential employment and/or internships? If not, what are we missing?

they look excellent to me. diverse and well rounded, though I don't recall seeing anything related to video (which I think was something you said film/television handled at Palomar). nice to see the professional practices in there, perhaps video and social media (i.e. communications for professionals) could be slipped in without anybody noticing.

4. What are the skills you wished you would have learned in college?

technical skills about lighting, workflow skills about organizing your stuff. i was in college until 2000, so the workflow thing wasn't really worked out yet, but I've developed some solid digital workflow and organization skills on my own though I'm sure an expert would blow doors off what I've built. it kind of blows my mind to see how sloppy people are with basic file maintenance, naming conventions (or lack thereof), and general archiving of their own work.

5. When considering a potential job candidate what degrees/training do you usually require? Do you ever hire employees without bachelor degrees?

Anything else students need to succeed in this field?  
i hire people almost exclusively on their work ethic and capacity, though most have a bachelor's degree by default. i look for people who deliver, who take initiative, and can intuit what needs to be done in the big picture. all skills that seem bred into our dna more so than learned in a classroom. (though i value formal education tremendously)!

Name: Larry M McDaniel  
Title: EDU Coordinator/Instructor  
Company: Georges Camera

1. What are current trends in technology that you see emerging in the field?

Digital technology continues to advance faster than the capability of equipment. There is an interesting aside to this...the resurgence of film-based imaging! The concentrated focus is in the mirrorless equipment. Because most of the major designers went back to the "drawing board", throwing out the traditional SLR/DSLR concepts and redesigning the camera body to allow for closer sensor proximity and larger aperture mounting ring, we will now see advancements in sensor types and optical design technology. (.95 lenses and +/-100MP coming) Manufactures have kept some of the traditional ergonomics...a grip/hold on the right side and rectangular shape which is not necessary but probably more appealing.

Lighting technology is changing. LED lighting has taken over Tungsten, quarts, and FLO except in movie production studios. Flash and strobe has advanced and become less expensive with the caveat being color and exposure consistency being of concern for commercial, product and industrial pros.

Software has never been a forerunner in the industry, but mostly playing catch-up. Which is one important

reason for the photographer to know how to use the equipment to best advantage so they can reduce post workflow.

2. What skills do you believe professionals in your field need to attain entry-level employment?
  - a. Strong understanding of equipment technology and the ability to incorporate new and appropriate technology as becomes available.
  - b. Strong work ethic.
  - c. An entrepreneurial spirit with solid business capabilities even when working for company
  - d. A sense of creativity and technique with a passion or the craft.

3. Do our current course offerings meet the needs of students to find potential employment and/or internships? If not, what are we missing?

Former discussions on the various curriculum pathways the college has created would indicate that there are significant offerings for the student. Things change. Requirements change. We know that there is always a need for review.

4. What are the skills you wished you would have learned in college?

Business, marketing...I fortunately married my business partner...

5. When considering a potential job candidate what degrees/training do you usually require? Do you ever hire employees without bachelor's degrees?

In retail degrees are a plus but not required. Communication skills, equipment knowledge, work ethic, and possibly specific experience...

In education... the ability to communicate and impart skills and knowledge so that the learner will understand and be able to use what is being taught