

Questions for Photographic Technology Advisory Council

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

Jenna:

- Video first and foremost.
- A new type of business model emerging wherein photography is only one part of the offering.
- It is usually a collective of people with the same style who can provide a one-stop-shop type situation for the client, usually with some combination of photography, video, copywriting, and web design.

Will:

- Augmented reality, Virtual reality, 3d stuff in photoshop.
- Visual storytelling and lifestyle are even more important.
- Simple clean lighting.
- need to be fluent in both photo and video.

Larry:

- Camera Technology is progressing into the mirrorless digital world. Sony is already there but Canon and Nikon went to the camera design in a new way, trying not to rely on 35mm camera concepts or DSLR concepts. This allows for new lens designs, less in-body loss of light, larger circle of view, better optical “sharpness”, and more...
- Lighting is moving more to LED lighting with a high CRI.
- Constant light has become very popular. Flash is still here and for studio, wedding, event photography.
- Tethering as a part of the workflow.

Don:

- The ability to shoot, download to a smart phone and share with an editor, client or to social media. Most if not all SLRs and mirrorless cameras have built in WiFi.
- There is a software program called FotoQuote/Foto Biz, <https://www.cradocfotosoftware.com/store/> that I have found to be extraordinarily valuable for writing contracts to book publishers, articulating copyright protection and negotiating prices for photos for publications, advertisers, movies, documentaries, etc.
- Los Angeles-based photographer Todd Bigelow is one of the leading authorities on how to make money as a freelancer. His book, *The Freelance Photographer’s Guide to Success: Business Essentials* is the Bible every photographer should have. His blog/website <http://thebigphotoblog.com/> is a very good teaching aid.

- The demand for video shooting and editing is inevitably going to creep into the business of photography whether it's documentaries, wedding videos, music videos, movies, or television.

Rob:

- CGI items placed in photographs or product photography being done full or partially in CGI
- Dual pixel RAW tech and potentially Z-axis sensing in the next ten years (select focus after the fact).
- Use of LED bi-color lighting and LED strobes/modelers.
- Li-Ion battery everything, wireless everything.

Scott:

- Top 3 trends and skills: mirrorless cameras, video, and analog.

J Grant:

- Drone photography, self-publishing, self-promotion, Social Media, creative apps

2. What skills do you believe photographers need to attain entry-level employment?

Jenna:

- The biggest skill is PERSEVERANCE. You must be a go-getter and really fight to get even an entry-level position these days. You must actively seek these jobs again and again.
- Aside from that: basic camera skills, an ability to eloquently talk about your work and what you want from the industry, and a drive to continue learning.

Will:

- focus on the site, to show initiative without being a know it all (because they don't), doing what and when they are asked, care for equipment(like how to roll up a cable or to sandbag the c-stand or gaffer tape the power cord), management of digital files.

Larry:

- Learn to assist as well as shoot.
- Lighting is of key importance and not just in the studio.
- Work ethic, work ethic, work ethic...including customer/client relations...on time and prepared.

Don:

- a photographer must first be a good writer, speaker, and storyteller. An editorial story proposal or a magazine travel idea or a portrait assignment is most likely going to demand that the

photographer be able to tell the editor or client how he or she will go about tackling the assignment.

- One way to practice that at Palomar might be for students to stand before the class and explain his or her possible approach to the photo story, portrait or even a studio still-life assignment. (Top Chef is a perfect example – contestants articulate their recipes before they go nuts cooking them).
- The student should also narrate his or her completed assignment and show it to the class by sharing anecdotes, how problems were solved and the backstory about some of the photos. I bet you already do this Amy, but believe me I've been in situations where my ability at public speaking made a huge contribution to groups of editors. I passed along my enthusiasm for both the proposal and later for the finished work.
- A photographer must not be shy about it out in the field either. The photographer must be able to verbally express professionalism, confidence, and appreciation.
- PHOT 209 - Photographic Portfolio may already include website creation - strong web-based portfolio site. This will be the primary form of expression that editors, publishers commercial photographers, corporate PR reps, and even the general public will examine in order to evaluate the photographer's worth to them.

Rob:

- High-level proficiency in Photoshop, Lightroom, Capture One.
- Ability to write proposals and bids, ability to operate a range of monolights, and wrangle grip equipment.
- Ability to navigate Mac and PC proficiently.
- Basic video editing skills in Davinci and/or premiere.
- Ability to use consumer programs like iMovie and snapseed for social media.

J Grant

- Post Production, image work flow, Social Media

3. Do our current course offerings meet the needs of students to find potential employment?

Jenna:

- Art students can always use more business courses, so that's one area you (and every photography school) could beef up, but yes, I think your course offerings are well rounded.

Larry:

- This is an area we have discussed many times and depending on the student's pathway, there are great opportunities for the student to get a head start on being ready and even certified.

Will:

- Yes. I think you offer a wide range of classes. Much more than the UC/Cal State schools for a student getting a BA in Photo.

Don:

- The 16 current Photographic Technology courses at Palomar are astonishingly comprehensive. However, I don't see a video course?
- the demand for video shooting and editing is inevitably going to creep into the business of photography. It could be a wedding video, an ad for a plumber. If the dream comes true it will come to those who also know how to shoot a music video, a movie, or a television series.

Rob:

- I guess you mean working for another photography studio? Because I feel like most of us are freelancers/independent business owners and there are very few staff photography jobs these days.
- The list of classes seems good but I would like to see specifically focused offerings like Lightroom / Photoshop workflow for the entire semester, or Capture One / Photoshop workflow.
- Specialties should probably be more specific for example "commercial photography" is a super broad category. Some specialize in still life only while lifestyle photography is an entirely different thing, then you have automotive specialists or commercial portrait specialists or food/bev photographers.
- I feel like there's room for more specificity.
- As far as darkroom/film - I don't know anyone using that commercially nowadays, (except the very rare successful fine art gallery photographers) its a good "background /foundational skill" but I don't see it as a staple anymore.

J Grant

- I think so, all of my business comes from my Social Media, especially Instagram

4. What course offerings or programs could we create to address growing needs in the field?

Jenna:

- Business classes.

Will:

- More Business classes or infuse the business into the classes, a new technologies class looking at other ways to use photoshop(augmented/VR, 3d modeling, animations, cinemagraphs, after effects, and video), an available/location lighting class geared to senior portrait/wedding/engagement/family portraits the most accessible market as a starting photographer,
- Cross-curricular production capstone class where student from multiple disciplines work together(like advertising, graphic design, tv/film, music composers, and photographer working together to create projects where they all use their skill sets to produce a final product. Much like how it is in real life, all collaborating to create the end result).

Rob:

- maybe add a Cinema 4d or Blender class because understanding lighting, texturing, and framing a 3d model is actually really good for physical photography skills. Increasingly, photographers are asked to shoot video commercially so having the ability to shoot and edit video is important.
- Perhaps something like a one-semester "videography for Photographers" type class.

Larry:

- Not as easily done as said, but keep up with the technology and make sure you can still apply the fundamentals. You have the classes, or had them before covid, so it is mostly about being able to keep up with tech.

J Grant:

- Self-promotion thru Social Media and Self Publishing

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