14-WEEK PERSONAL PHILANTHROPIC PHOTOGRAPHY PROJECT

For this term-long assignment you will create a photography project dealing with a cause that you *believe in* and wish to contribute to.

You will partner with a client (company, organization, non-profit) on a project that involves the creation of original photography on your part, and a commitment from the client to use your images in a specified manner.

Critical project MILESTONES must be completed on the following schedule. These MILESTONES *are* your weekly assignments and are used to compute your final grade.

Remember, although this can be a one-time project, consider the choice of cause/client carefully. If this is truly a cause you believe in, you could establish an on-going relationship to support for years to come.

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The purpose of this assignment is threefold:

1. TO CREATE AND COMPLETE YOUR OWN PERSONAL PROJECT AND UNDERSTAND ITS VALUE TO YOUR ARTISTIC GROWTH, YOUR BUSINESS AND YOUR COMMUNITY

2. TO ENGAGE IN COLLABORATION WITH A CLIENT CREATING RESULTS WHICH MEET THEIR NEEDS AS WELL AS YOUR OWN

3. TO EXPERIENCE THE VALUE OF A PHILANTHROPIC INTENTION IN YOUR PROFESSIONAL PRACTICE

Practical skills you will learn which are essential to your success as a photographer:

1. Conceptualizing personal projects – this is how you keep your portfolio fresh, attract new clients, generate stock, build a body of work, discover new interests and talents in yourself

2. Enlisting the collaboration of partners for artistic and commercial growth

3. Presenting your ideas to a client and securing their approval

4. Producing a profitable shoot on a budget

5. Utilizing your IMAGING 3 skills on a real-world assignment

6. Implementing an efficient workflow for better quality results in less time

7. Discovering and developing the creative opportunities that occur within a structured assignment

8. Pre-visualizing outcomes to ensure proper planning and production

9. Realizing the benefit of reduced stress when creating and implementing a professional production plan

10. Experiencing the satisfaction of completing a project that meets the needs of both you and your client.

Your MILESTONE assignments are due as follows:

Class #2   DUE: Your list of 3 potential "clients".

For each include a 2-sentence description of the photography project you would like to propose to them. Sentence 1 should describe the images you intend to create. Sentence 2 should describe the way the client could utilize the images to their benefit.

INCLUDE the organization's name, the cause, the website address, telephone number and CONTACT NAME & TITLE for each client.

Class #3   DUE: Based on telephone and/or personal contact with all 3 potential
                      clients, present your project choice for your project.

Class #4   DUE: A 4-paragraph PROPOSAL for your project + SCHEDULE.

                      PROPOSAL:
                          1 Title and description of the project
                          2 What you, as the photographer, will supply
                          3 What the client will supply
                          4 The terms of your contribution. Include quantity of images, format, use license you are granting, value of the work, credit required, and reference to an attached schedule for evaluating satisfactory completion.

                      SCHEDULE:
                          Working with your client, create a schedule for the project, with the finished project delivered no later than Week #13 of our class.

Class #5   DUE: Final proposal/schedule/budget + STYLE BOARD of visual
                      examples for your project. This is what you will present to your client for approval and signature before the next class.

Class #6   DUE: SIGNED proposal/schedule + your BUDGET (time + materials)

Class #7   DUE: LOCATION SCOUT images and ONE TEST IMAGE

Week #7   **- YOUR PROJECT'S PHOTO SHOOT IS THIS WEEK -**

Class #8   DUE: Present SHOOT SELECTS ONLINE + 3 TREATMENTS
                      OF ONE HERO IMAGE

Class #9   DUE: SHOW PROGRESS ON IMAGE ENHANCEMENT

Class #10   DUE: FINAL IMAGES posted ONLINE and APPROVED BY CLIENT.
                      IN CLASS: Final files in PSD and output format

Class #11   DUE: Present output intentions
                      (book layout, print options {papers, sizes, frames}, web layout)

Class #12   DUE: SHOW PROGRESS ON FINAL OUTPUT

Class #13   DUE: FINAL PROJECT DUE

Class #14   DUE: Report on delivery of final project to client.
                      Document final output/presentation.