



Photo by Lisa Kaulback

PRODUCTION FOR PHOTOGRAPHY

This course introduces students to the large scale shoots that most successful photographers eventually have to tackle, be it in fashion, advertising, wedding or fine-art photography. It looks at estimate building, identifying and managing pre-production tasks (casting, locations, styling, props etc), conveying your vision as a photographer and helping the client realize theirs. The course also covers hiring and managing the appropriate crew, sticking to budgets and timelines, working with art directors and clients, scheduling a seamless shoot day, wrapping the job, meeting retouching deadlines and finally delivering the finished image!

Through group discussions, hands-on problem solving (sometimes within an actual advertising campaign), self-guided shoots and a handful of guest speakers, students are exposed to the many tools required to succeed in pleasing clients. Students will also gain first-hand knowledge of what is required by each member of a team to help a photographer succeed, what scale of jobs you can manage on your own and when you need to bring in the appropriate professionals to make everyone's job easier.

Instructor: **Lisa Kaulback** has found expression for her obsessive attention to detail in the world of production, a role that involves helping photographers quote and manage commercial photography shoots. Her diverse portfolio on large scale stock shoots and award winning advertising campaigns dates back over 9 years and has taken her to Australia, on an Alaskan cruise, to the mountains and the desert, and into the strange world of taxidermy. In the classroom, she is credited with high standards, demanding assignments, wit, and compelling anecdotes.

WEEK BY WEEK SESSIONAL OUTLINE

- 1 Lecture: Overview and Estimate Building.
- 2 Lecture: Photographers terms, Advances and Pre-Pro meetings.
- 3 Lecture: Brief Encounters viewing and Work Back Schedules.
- 4 Assignment: Students present shoot ideas to Lisa and Greg Blue for approval.
- 5 Lecture: Hiring your Team and Work Back schedule review.
- 6 Lecture: Post Production and Retouching with guest Paul Lang.
Demo: shooting and composing plate shots.
- 7 Lecture: Production Books and Managing the Shoot Day. Personal shoot progress check-in.
- 8 Lecture: Reps and what they offer with guest Gina Hole.
- 9 Shooting session: Open shooting session or one on one consultations for students
- 10 Lecture: Photographers experience thriving with guest Noel Hendrickson
- 11 Lecture: Industry Resource review.
- 12 Image and course critique.