

# Professional Photography

## Course Project

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### Instructions:

The underlying purpose of this course is to support you in working professionally, regardless of your photographic aspirations. In this course project, you will define an identity that represents your photographic talents and aspirations in a professional context. You will also initiate efforts to promote your intentions and qualifications and plan to address how you will legally protect your work.

In **Part One**, you will answer questions to help you determine your photographic identity, develop a professional mindset, and prepare to market yourself in alignment with your intended photographic purpose. You will also work on your online presence as a photographer.

In **Part Two**, you will identify what equipment and facilities you need to achieve your aspirations.

In **Part Three**, you will define an action plan to protect your work legally and maintain your professional reputation.

*Complete each project part as you progress through the course. Wait to submit the project until all parts are complete. Begin your course project by completing Part One below. A submit button is on the Project Part Three page. Information about the grading rubric is available on any of the course project assignment pages online. Do not hesitate to contact your instructor if you have any questions about the project.*



## PART ONE

# Determine and Promote Your Photographic Identity

1. What are your aspirations around photography?

Consider what it is you want to get out of photography. Do you want to earn a living, earn extra income, or simply create photos without regard to income?

I view photography as both an academic and artistic tool to document and visually represent learning and discoveries I experience as a Naturalist. I create photos without regard to income.

2. What types of photography interest you and what do you want to pursue?

This combines genre and focused interest. For example, you may be interested in pursuing fashion photography in the commercial, journalistic, or art genres. Alternatively, you may be interested in portraits in the genre of journalism, commercial art, or social activism.

My goal is to improve my ability to understand and apply photography skills as a way to enhance learning how to better observe, interpret, and share information about the natural sciences. I'd like to hone my skills as a photo-naturalist who can create photos that inspire others to: define their own connections with nature, understand why those connections are important, and, in turn, pass those inspirations on to others.

3. Consider your answers to Questions 1 and 2. Summarize both your professional and photography aspirations. For example, "I want to fully support myself as a freelance wildlife photographer," or "I want to be full-time staff in a photography department," or "I want to share my love of travel through photographs."

I strive to be a photographer who uses images and thoughts to enrich awareness and understanding of Nature and the natural sciences for myself and others.



4. What opportunities do you see that would enable you to pursue your aspirations?  
 For example, if you want to advance your career as a sports photographer, you might volunteer to be the official photographer for a local athletic team in exchange for permission to use the photos in your advertising. Or if you want to be a photographer who works in the world of performance and entertainment, you would look for photographer position openings in magazines or businesses in the entertainment industry.

I see myself remaining open to photo opportunities that share Nature with others. I am currently using my photos of birds with children in my neighborhood as part of a little weekly Bird Club. The photos are used for games at our meetings and on a website I created for them as a resource and, eventually, a place for them to share thoughts and images, too.

I also incorporate my photos into published works I share with family, friends, and others.

5. Given your aspirations, identify five to seven actions you will take to promote yourself.  
 Ideas include: create a logo, create a website, create a photography-specific profile on social media, obtain business cards, join local art or photography clubs or guilds, submit work to local publications, advertise, etc.

1	I created a logo that is used on my calling card, website, and any hardcopy published work I create.
2	I have two websites- my personal website, and one created for the children's' bird club.
3	I have an Instagram account.
4	I'd like to look into a local photography club.
5	I'd like to submit work for photography exhibitions at local venues.
6	Maybe... pursue entry to Nature photo competitions.
7	Inquire about submitting work to our Oregon Master Naturalist newsletter



## Self Promotion

Having an online presence is critical to promoting or sharing your work, whether you are working as a professional or amateur.

1. If you do not have an online presence for your photography work, create a website or social media profile you can use to get started. Include the following items as appropriate to you, your goals, and the website or social network. If you prefer not to have a visible online presence at this time, you can create a temporary or draft website and not publish it, or create a site or social media account that is private and requires your approval or a password to enter.

- a. If you already have a website or social media profile, evaluate it against the listed criteria.

Yes	Your name <del>or the name of your business</del>
Yes	Your <del>business goals</del> or personal aspirations (photography related)
No- will add	Your photography skills and capabilities
No- NA	<del>Your facilities and equipment capabilities</del>
In progress	A portfolio of your work
Yes	Contact information

**Note:** If you choose to create a website, there are many free or low-cost services to enable you to do so. Here are some website creation sources you may choose to investigate:

- Wix
- Squarespace
- Sitebuilder
- Wordpress

2. Provide the URL to your site or profile. If a profile, indicate the platform.

Personal website- WordPress	<a href="https://justanothernatureenthusiast.org/">https://justanothernatureenthusiast.org/</a> Just Another Nature Enthusiast
Children's bird club WordPress	<a href="https://feathers-and-friends.club/">https://feathers-and-friends.club/</a> Feathers and Friends Bird Club
Instagram	<a href="https://www.instagram.com/jane_wilson/">https://www.instagram.com/jane_wilson/</a>



## PART TWO

# Identify Equipment and Facilities

In this part, you identify the equipment and facilities you need to pursue your goals.

### Equipment and Facilities

1. Identify the facilities and equipment you will need to achieve your photography aspirations.

**I changed the chart to one that illustrates the equipment I identified earlier in my photography pursuits and have since been able to gradually add to my gear. My facilities include a dedicated work room in my home, and a fantastic little RV for travels into Nature. I am blessed with all I could ever need.**

Camera	Additional Lenses	Accessory 1	Accessory 2	Accessory 3
Nikon D7100 (this was my DSLR Bundle) On Amazon this bundle currently lists at about \$1200.00	18-105mm	55-300mm		
Nikon D500	Tamron 150-600G2	Tamron 70-200mm	Tamron 24-70mm	Rokinon 14mm
Nikon D850	The above lenses are interchangeable with D500	Gitzo tripod w/ball head	L-brackets for D-500 D-750	

2. Considering your goals and your budget, identify the top three items you will seek to obtain and how you plan to approach obtaining them.

**I am not planning to purchase any more equipment. Planning, saving, and purchase of my photography equipment was accomplished as part of my transformation of life goals when I retired.**

**The only “equipment” that I foresee needing is replacement of XQD or SD memory cards, or camera battery... and reservations at State or National Parks!!**



## PART THREE

# Protect Yourself and Your Work

In this part of the course project, you will define a plan to protect your work and your reputation.

### Section A: Legal Protection

1. Research photography copyright and legal issues in your country or legal jurisdiction. You may consider starting with an internet search using terms such as “legal considerations for photographers” or “copyright for photography.”
2. Identify three legal issues potentially affecting you and describe your plan to learn more and ensure you and your work are protected and in compliance.

	Potential Issue	Your Plan
1	No protection RE: ownership of my photos	Use Creative Commons Copyright notice
2	Digital signature on my photos	Learn how to watermark images
3	Copyright infringement	Learn about Digital Millennium Copyright Act



## Section B: Your Reputation

1. Consider the reputation you want to create and maintain. Identify five practices you will incorporate into your photography approach and operations management processes to develop and maintain that reputation. Explain the rationale for each of your practices.

	Practice	Your Rationale
1	Respect creative work of others	Just as I do not want others to infringe on copyrights to my photography, I do not want to violate the copyrights connected with the work of others including: photographs, works of art, architecture after 1990, written works. If my photographic pursuits include any of the above creative works of others, I will do my best to be informed of pertinent copyright restrictions and proceed accordingly.
2	Respect privacy of others	Just as I do not want others to infringe on my privacy, I do not want to violate the privacy of others. If my photographic pursuits include other people, I will do my best to seek appropriate permissions, and proceed accordingly.
3	Respect restricted places	Just as I do not want others to infringe on my rights as a property owner, I do not want to trespass upon or disturb the property of others. If my photographic pursuits include entry to places that belong to others, either solely or collectively, I will do my best to obtain appropriate permissions, and proceed accordingly.
4	Respect animal rights	I will respect feeding, sheltering, and other natural interaction between wildlife during my nature photography activity.
5	Respect habitat/environment	I will respect the habitat and natural environments found in all ecological systems and do my best not to disturb, damage, or harm the life sustaining features wildlife requires for survival

To submit this assignment, please refer to the instructions in the course.

