

STRATEGIES FOR THE PHOTOGRAPHER



© Jade Duskow

Whether your interest is in gaining concrete information for marketing and editing your work, exploring a new direction, learning good practices to protect your rights, or how to enter the world of photography, these courses are designed to provide you with a myriad of ways to engage with the photographic community.

For faculty bios, see: icp.org/people/faculty

HOLIDAY NOTE: January workshops will not meet on Monday, January 16 (Martin Luther King, Jr. Day).

NEW THE PORTFOLIO PROJECT

17WCEMA211 | Jade Duskow
Jan 26–Mar 30 | Thurs 2:00–5:00 pm
\$655 + \$30 FEE

This class is geared to photographers looking to move a current project to the next level, whether preparing for portfolio reviews, gallery meetings, school admissions, or other related professional goals. We will engage in in-class critiques and discussions to hone and perfect a body of work. Topics such as concept, logistics, type of printing and paper that best suits the subject matter, scale of presentation, and Photoshop work will be addressed. There will be several trips to museum and gallery exhibitions to relate students' work to current trends in the medium. Weekly assignments will reflect each individual project, and students will be expected to bring new work to each class.

PREREQUISITE: Photography II or portfolio review

NEW THE INTERVIEW TOOL FOR GRANT PROPOSALS, EXHIBITION CATALOGUES, ARTIST STATEMENTS, AND PUBLIC PRESENTATIONS

17WCEMA212 | Wendy Richmond and Susan Hodara
Feb 25–26 | Sat & Sun 10:00 am–5:00 pm
\$380 + \$25 FEE

You are a visual artist, but you must use words to support your work—whether for a grant proposal, an exhibition catalogue, an artist statement, or a public presentation. In this two-day intensive workshop, students interview each other (using the instructors' guided exercises) to develop language that accurately and compellingly describes their photographic work. Students should bring three of their photographs and a notebook.

Wendy Richmond is a multimedia visual artist, writer, and educator. She has had an ongoing column in *Communication Arts* magazine since 1984; her most recent book is titled, *Art Without Compromise*®. Susan Hodara is a writer/journalist/teacher who has written more than 350 articles about artists and the arts for *The New York Times* and other publications.

PREREQUISITE: Photography II or portfolio review

Book Production

THE PHOTOBOOK IN PRODUCTION

17WCEPV132 | Jason Burstein and Christina Labey
Jan 25–Mar 29 | Wed 6:30–9:30 pm
\$820 + \$175 FEE

Photobooks—artist books, zines, and other forms of printed matter—are currently redefining the contemporary practice of photography. This course frames the photobook in a critical, professional, and practical context. Students will acquire the technical skills to design and lay out their own photobooks through Adobe InDesign, along with knowledge of the book production process and best practices, whether printing a book themselves or working with a commercial printer. Through in-class demonstrations and visits to Conveyor Arts to observe the printing and binding process, students will gain a solid foundation in book production. The final outcome of the course will be a printed and bound book dummy that blends concept and design to create a format that best suits the content of the work. This workshop is designed for photographers with basic Photoshop knowledge. Students should have a series or collection of photographs and/or text for creating a book.

PREREQUISITE: Photography I or portfolio review

EARLY REGISTRATION SPECIAL!

Now through December 30 use code **PG17W15** to receive 15% off tuition on all Winter Term Continuing Education classes. ICP Members receive an additional \$25 off. Not valid on any prior purchases.

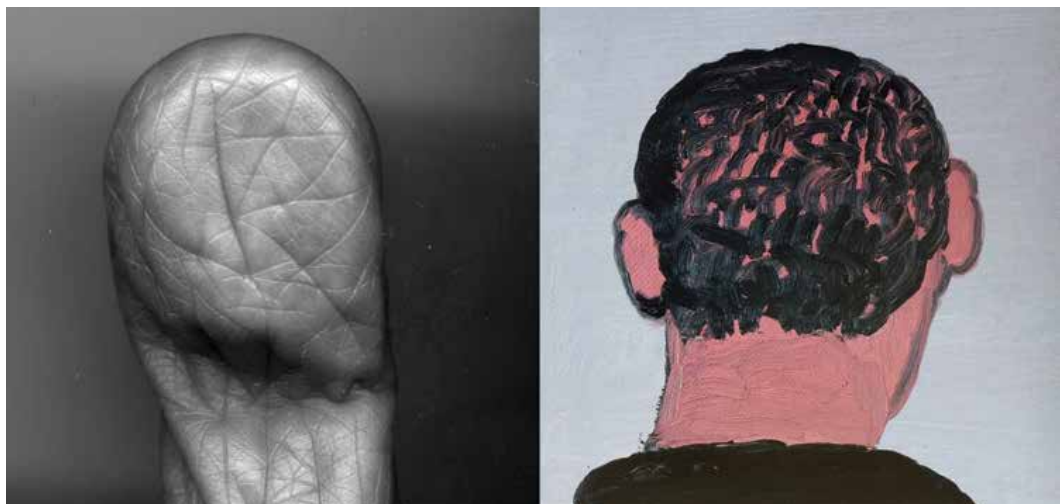
NOTE: Early Registration Special is applicable to Continuing Education courses only. The discount does not apply to Travel Programs or yearlong classes.

Best Practices & Strategies

MAKING WORK...NOW WHAT? GETTING OUT INTO THE ART WORLD

17WCEMA006 | Alice S. Zimet
Jan 28–29 | Sat & Sun 10:00 am–5:00 pm
\$380 + \$25 FEE

Taught by a 30-year photography collector and former corporate arts professional, this workshop is geared to participants with a growing body of images who want to get their work into the marketplace. The weekend will begin with an in-depth presentation on the fine art market today, and how collectors buy and build collections. We will discuss nonprofit resources, as well as the for-profit world, along with the best ways to approach visiting an art fair. Other topics will include: where collectors shop, questions collectors ask, pricing issues, editing and labels, nonprofit benefit auctions as a "public portal," and tips for showing work at a portfolio review. Because strong communications tools (print and verbal) are essential today, students will analyze each other's business cards and present a five-minute "elevator speech" on their work, followed by class critique.



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