

The Business of Photography



Join photographer Todd Bigelow, whose work has appeared in publications from *Smithsonian* to *Sports Illustrated*, for a workshop named one of the 50 Best Photography Workshops world wide by *Photoshelter*.



See back for group discount offer!



THE UNIVERSITY
OF ARIZONA

THE BUSINESS OF PHOTOGRAPHY

Description: Geared toward photographers with an interest in producing images for various media outlets as well as for those interested in working with nonprofit, foundations and corporations, this workshop provides practical advice and information on the business of photography derived from over two decades of professional freelance experience. This course is presented as a classroom discussion using real experiences and scenarios as the basis for discussions regarding copyright basics, licensing for revenue, contracts, rate and term negotiations, client development, social media integration, portfolio presentations, legal & tax issues, agency representation, image workflow and more. Students leave the workshop with a sound understanding to successfully handle the significant business matters they will face on a daily basis as a professional freelance photographer.

The workshop was named by *Photoshelter*, a leading company serving professional photographers, as one of the 50 Best Photography Workshops worldwide. The course has been offered multiple times at UCLA Extension as well as at Otis College of Art & Design, Santa Monica College, San Diego State University, The Sports Shooter Academy and will be hosted in February 2015 by the American Society of Media Photographers (ASMP) in Portland, Oregon.

University Services Building, Room 312 (\$235)

Saturday and Sunday, November 15 and 16 from 9:30 a.m. to 5:00 p.m.

Groups of four or more registering at one time can enjoy this workshop for \$200, a discount of \$35 off the full price. Call 520-626-5093 to register.



Todd Bigelow has worked as a professional photojournalist for over twenty-five years for some of the world's best publications including *Sports Illustrated, Smithsonian, TIME, Newsweek, People, The NY Times Magazine, National Geographic Traveler, The LA Times, USA Today, Washington Post* and many others. He also works for leading foundations and corporations including the James Irvine Foundation, The Southern Poverty Law Center, The US Holocaust Memorial Museum and Costco Wholesale. Todd's work has been exhibited internationally and his images reside in the permanent collection at the California Museum of Photography and the Oakland Museum of California. Todd has also taught many photography and photojournalism courses at California State University, Northridge as well as Street Photography and Portrait Photography at UCLA Extension.