ANTELOPE VALLEY COMMUNITY COLLEGE DISTRICT
Lancaster, California
MINUTES OF THE
Antelope Valley College Photography Advisory Committee
February 16, 2011

OPENING & INTRODUCTION

Call to Order – The meeting of Antelope Valley College Photography Advisory Committee was held on February 16, 2011, at Antelope Valley College, 3041 West Avenue K, Lancaster, California. Lisa Karlstein, called the meeting to order at 6pm in APL 215

Handouts – Copies of course offerings and Degree and Certificates.

Attendees:

Present
Isaac Bame
Lisa Karlstein
Heather Kincaid
Kiley Kraft
Mark Malloy
Randy Moorley
Peter Torres
Orin Yost

Meeting

Mark Malloy, Los Angeles based Commercial Photographer, proprietor of Renegade Studios, previous Department Lead in the area of Commercial Photography at Appalachian State University, and now Professor with the Academy of Art MFA online program. Isaac Bame, previous AVC student, now based in Los Angeles as a Graphic Artist. And Peter Torres, Lockhead Staff Photographer, all agreed that students need access to industry standard equipment and state of the art and software. 90 percent of the advisory committee members use Apple Computers and Adobe Software. Most of the photographers made switch to digital years ago.

All agreed that it is vital for students to have access to equipment from checkout on and off campus. Mark Malloy felt that it is important for Faculty to attend industry conferences to be able to learn new technologies in the area of photography and teaching, such as The Society for Photographic Education Conference. It is important for students to FIND a mentor, set a goal, and learn marketing strategy.

Curriculum & Instruction

The committee felt that it would be important to add the following courses to the Photography Program:

Portfolio Review in Photography: Students bring in their work, one-on-one review with instructor. Students learn to critique their own work in a professional matter.

People usually talk themselves out of a career in photography, they need a strong support system. And mentoring and internship opportunities are key, as well as making industry connections.

Dealing with buying, leasing, billing, budget, legal, and business entrepreneurial understanding, such as advertising and learning to market yourself and negotiating.

The students have to be aggressive and willing to go out and get the job, work with what they can bring to the job site, and make the shot happen. Students have to have curiosity and tenacity, passion and desire, motivation, eagerness, and confidence.

We have to recognize that some students will have an innate ability and just trying out something new, seeing if it is something they like and can do.

From a small business point of view there is a network of photographers who own small businesses who need to be able to hire students. The demand is great for an entry level photographer who wants to freelance and not get into the business side of running their own company. They need to have the opportunity to practice and build a portfolio to show a potential client or employer.

AVC is a first step for the photographer who chooses the educational route, before continuing onto another school to finish a degree program.

You can take a wedding photography class, learn some generic poses, and be making money that weekend. But, you need to have a portfolio of work, and it is recommended to have it available online and hard copy as well. It depends on the client and the market what you need to have prepared.

The Antelope Valley has a limited market for photographers. What are our real options for internships and cooperative education between photography and graphic design classes? The photographer needs to learn to take direction and have a common vocabulary to talk through and communicate with the client and designer.

The teacher's job is difficult to balance the support of the student with the brutality of a critique and showing ones work. From a work perspective, not fine art, the work must be in focus or your motives as a student are questioned.

Equipment and Software

- 5D Mark II - 21.6 megapixel
- Full frame format, higher ISO
- Printers have finally caught up to camera capabilities
- Students need access to industry standard equipment and to be able to check out equipment to work off campus to be competitive in a professional environment.
- 4x5 or other medium format camera, for the experience
- Digital Scan Back photographic system.
- Students tend to put emphasis on camera and forget about the lenses, having a few prime lenses would be important for students education
- X-rite passport color checker
- Continuous lighting systems for ability to shoot video as well
- Show students a $20 5-in-1 reflector for versatility in using simple lighting setups and available light.
- College checkout policies should allow students to be able to use the equipment off campus. Our current checkout policy restricts students from taking equipment off campus, but a recent grant has given AVC the ability to loan some equipment.
- Software needed Creative Suite 5, Lightroom 3; all running Mac. Knowing both is a selling point for students. InDesign is making a huge come back, a lot of printers have switched from Quark. A great page layout tool for photographers to be able to market themselves and create product for clients. Lightroom is replacing Photoshop for the basic color correcting and editing. Photoshop is only going to be for higher end compositing.

Creating new classes, especially online, based on social media, product class, photo illustration/journalistic, methods and materials (technical and new trends/styles), field experience/pro studio.

Personal Vision, 1/3 on composition, then 2/3 project driven

ADJOURNMENT
The meeting was adjourned at 8 p.m.
Recorded by: Kiley Kraft