

The essence of the freelance life is freedom. Idleness is part of freedom and shouldn't alarm you: you will find soon enough that you have more than enough on your plate. Relish these periods of rest.

To be freelance it is also necessary to know, to know profoundly, that one is going to be all right—however unlikely it seems at any particular distressing moment. *This faith your friends cannot give you; it is something you have to discover in yourself.*

—letter from V. S. Naipul to Paul Theroux

If you don't see the world in a very special way,
maybe you should not be a photographer.

–Burt Glinn

Business Vision

Bookkeeping Basics

Photography Value and Markets

Sales

Making Business Agreements

Negotiating

Legalities

Stock Considerations

The Future

Final Topics

Market Segments

Advertising— as an element in mass media

Art— as artifact

Commercial— as a tool for selling

Corporate— as tool for corporate interest

Editorial— as content

Event— as record

Portraiture— as retail product

Stock— as licensing commodity

<http://woodypackard.com/ritbiz>

Photo Business Management

Resources

Assignments

Examples

Progress Reports

Lecture in Webb on Tuesdays, 5-6.

Section 01 meets Tuesdays 8-10pm, Room 1440.

Section 02 meets Wednesdays 2-4pm, Room 1440.

The text book for this course is *The Real Business of Photography*, by Richard Weisgrau. It should be available from the bookstore.

And, if you have lost your course intro that I handed out at the first class, you can get another one [here](#).

Just a reminder of several things you need to do to do well in this class are to

- Show up for class
 - Turn in assignments on time
 - Do good work, which means think about what we're trying to do here.
 - Ask questions when you don't understand something. It's the best way we have to get answers when we're stuck.
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Photography is dead.

Long live photography.

Photography—*seeing for keeps*— demands intelligent seeing as well as technique.

There are no rules, no fixed procedures to seeing. It is largely flavoured by our own attitudes and experience.

The time honoured topic, *Is photography art?* misses the whole point of photography. One might equally ask, *Is writing literature?*

Photography now has such wide applications that it offers major contributions both to science and art.

The ultimate test of a photograph is, *Does it communicate the idea the author intended?* — no matter whether the picture was created to please himself or to carry information between third parties.

As with every other medium of communication, if it arouses no emotions and offers no information to the viewer, the photograph fails relative to that viewer.

This is as near as we can get to defining good and bad in photography.

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Business.

Any activity, enterprise, or transaction designed to provide consumers with goods or services for a profit.

The art of satisfying clients' needs while providing for your own

Management

The process of setting an organization's goals and directing the activities by which they may be achieved;

The process of planning, organizing, directing, and controlling an organization's resources.

Needs, Wants, and Means

Market Segments

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Assess your:

Interests

Strengths

Assets

Assignment

Read Chapter 1

Write a description of what your business will be like. Consider your strengths, skills, interests, and other assets or liabilities; state who might want to pay for your service or product; tell how you might make such a venture possible.