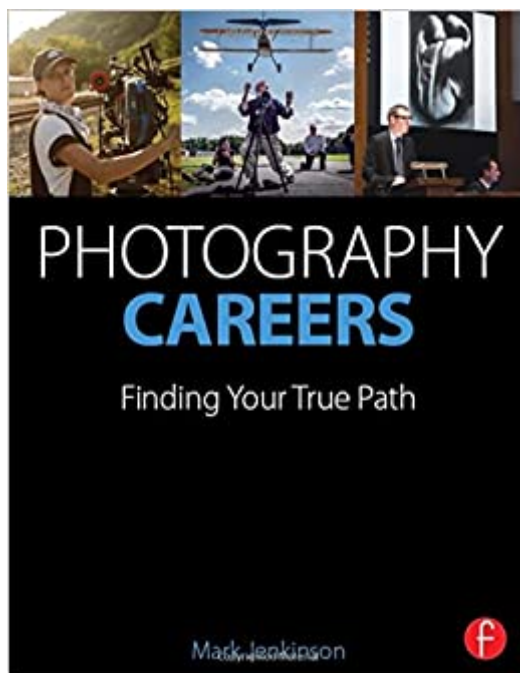


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# Photography Careers: Finding Your True Path



## Synopsis

Photography Careers offers students an indispensable guide to beginning their professional journeys as photographers. This book presents the variety of career options available to those entering the competitive and comprehensive world of photography. With the insight and advice from industry mavens and the author himself, Photography Careers will help you change the way you evaluate your strengths as an artist and find your place in the photography community. Features include: Interviews with successful young professional photographer in a wide range of photographic specialties, from fashion photography to cinematography, and other industry related fields such as retouching, fine art sales, and photo editing Tips for how to find unique approaches in a saturated market Best practices for student looking at graduate programs, a budding career, and as a personal business

## Book Information

Paperback: 272 pages

Publisher: Focal Press; 1 edition (December 10, 2015)

Language: English

ISBN-10: 1138780294

ISBN-13: 978-1138780293

Product Dimensions: 9.6 x 7.4 x 0.6 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #275,478 in Books (See Top 100 in Books) #37 in Books > Arts &

Photography > Photography & Video > Business & Careers #335 in Books > Textbooks >

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## Customer Reviews

Mark Jenkinson has been a working professional photographer for over 25 years with an estimated 50,000 photographs published in virtually every major magazine in the world, including Time, Newsweek, Fortune, Vanity Fair, GQ and Vogue. Corporate and advertising clients include The Ford Motor Company, J.P. Morgan Chase, Phillip Morris, and Hershey. His fine art photography projects have been featured in numerous group and solo photography exhibitions. As a committed advocate for photography and visual literacy, Jenkinson has been teaching photography at New York University's Tisch School of the Arts, Department of Photography and Imaging for over 25

years.

About 90% of this book is composed of verbatim interviews with various professionals (mostly photographers but also people in related fields). Whether Mark Jenkinson is an excellent interviewer or just an excellent editor of these same interviews doesn't matter as the end result are very very readable and worthwhile interviews that cover a wide range of topics. The author could have written this book not as verbatim interviews but as summaries of these interviews but I think it works better this way as we get a better sense of the real people that he has interviewed. Without the verbatim interviews it might have been more generalities and less real specific people that tell real-life stories. The author also interjects with a substantial amount of his own thoughts to give context to these interviews and to note his own experiences and observations. The author has a unique perch as a long time teacher of photography at NYU and as an active and successful practicing professional who has done a wide range of professional work. This has given him a place to watch many people go from students to professionals and to track their careers. The author obviously has an impressive Rolodex of people he has met as a teacher or working professional in which to call on for these interviews. One gets a good survey of the main topic of this book (Finding your true path) from all these interviews and the authors introductions and observations. The following is not a criticism but simply a couple of suggestions if there ever is a second edition of this book; The author interviews one wedding shooter but the one he picks is not IMO representative of most wedding shooters. The one he interviews is at one end (the very high end) of a spectrum. I would suggest adding an interview with a more average wedding shooter. Interviewing someone whose main business is events (corporate / lifecycle) in general might also be a good addition. I would also recommend the next edition include a couple of portrait / headshot specialists. The book seems geared for someone graduating with a degree in photography and trying to figure out a career path. This book IMO is excellent for that group of people. Given that the author has spent many years teaching photography at a university this makes sense. My recommended additions for the next edition of this book are probably not what most photography students are aiming at whereas the interviewees in this book are in the realm of what photography students might indeed be aiming at or considering. FWIW, In addition to this book, I also recommend another book What They Didn't Teach You In Photo School: The secrets of the trade that will make you a success in the industry that should interest those who find this book's topic interesting. Bottom line, I highly recommend this book!

Photography Careers is a great addition to the few books concerning professional development for photographers and is aimed at a group that could most use the advice: Recent graduates. In addition to its target group, it should be very useful for anyone considering a career in photography. It's filled with interviews with photographers and photo professionals of many different disciplines, providing an overview of different parts of an industry that is quite varied but is often lumped together as one large, amorphous whole. Particularly useful are the interviews with artist Hank Willis-Thomas (who discusses how necessary having some measure of both realism and delusion are for a career) and accountants Richard and Evan Glass (who talk about the kind of financial planning needed to sustain a long and varied career). The bulk of the book is the long interview section, but there's also a couple sections aimed at providing some advice to actually getting started. These sections cover some basic business concepts (managing your money, networking, contracts, negotiating, etc etc) as well as some more specific aspects to this industry (copyright, pitching stories, assisting, etc). All in all, it should provide a variety of good answers to the question "What do I do with a photo degree, anyways?"

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