

THE IMPACT OF THE WEB ON PHOTOGRAPHIC EDUCATION

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Panelists:

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Panel discussion questions:

I. Impact of web on teaching

Using the web to teach

1. How has the web changed the way you teach? **(Jeff)**
 - What online tools are you using and why?

2. Do you do web based critiques of student work in your classes? **(Rob)**
 - If so, how has it been working i.e. benefits, difficulties, and student responses?

3. What portion of your photo program is traditional and what portion is digital?
(Mark)

The Web as a research tool

1. Do students use the web to research well known or significant photographers?
(*Mark*)

2. Is looking at sites such as Flickr affecting students aesthetic sensibilities by creating value and appreciation for good photography? (*Jeff*)

II. Teaching Branding, Marketing and Business Development in a web driven marketplace.

1. What information do you present to your students about how they should be addressing branding, marketing and business development as a photographer overall and in regards to the web? At what level in their development does the light bulb go on about the importance of this in their success. (*Rob*)

2. What methods of web marketing are you teaching your students about in order for them to get their work in front of art directors, photo buyers and other potential clients in today's highly competitive web driven marketplace? (*Rob*)

3. Please list the 3 key pieces of information a teacher can give their students on how to best build a successful business that would best prepare them for success as a photographer when they leave school. (*Mark*)

4. What would be your suggestions for the 3 key marketing tools? (*Jeff*)

5. Discuss the greater possibilities of reaching a worldwide market via a photographers website, students awareness of this and their options for tapping into. *(Jeff)*

6. What methods of electronic self-promotion are being discussed? i.e. email campaigns through list providers such as Agency Access, sites such as PDN photoserve, on line forums, photography databases like WorkBook and PDN that have paid online portfolios? *(Mark)*

Do you visit these sites in the course of your instruction?

Website tools for students

1. Does the concept of their website as more than just a marketing tool get addressed? *(Rob)*

2. Are tools like a shopping cart on a website for image sales getting mentioned or used by students? *(Mark)*

3. Do you address tools like Private Client Access as a vehicle for sharing work from a shoot with a client, via your website, get discussed? *(Jeff)*

On line Presentation, Archiving and long term value of ones photography.

1. Please give your thoughts on the most effective methods for online exhibition of photography work for your students. i.e. liveBooks|edu and other options. (*Rob*)
2. Is there discussion or use of online distribution software? i.e. Photo shelter, Digital Railroad, on line forums with exhibition space or on line galleries. (*Jeff*)
3. How is archiving and protecting of digital work being addressed? Are students grasping the importance of having a good archiving system and the long-term value their personal archive is to their livelihood? (*Mark*)