

Contact: Steve Whittaker

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Program Description

“It’s an art form but it’s also a business.”

The business aspects of commercial and architectural photography encompass many aspects that constantly require attention. Estimating, licensing issues, scouting assignments, creating that shoot list — all are important factors. Once the client signs that contract and pays the 50% retainer, project coordination comes into play. That includes security clearances, site preparation, transportation arrangements, permits, releases and authorization. All of these areas need to be conveyed to the client. This presentation covers all of that and more.

Topics covered:

- Estimating, contracts, stock issues
- Assignment project coordination
- Permits, release forms, film commissions
- Risk Management, safety issues
- Assignment preparation, scouting
- Assignment execution / post production
- Case studies-business, lighting and safety issues
- Case Studies: assignments / copyright infringement
- Post-production

Steve is originally from the San Francisco Bay Area, moved to the Portland area in 2013 and covers local, regional and national assignments. His assignments include aerials, architecture, life style and interior spaces. His specialty is illuminating the exterior surfaces and interior space of buildings for dramatic dusk images. His clients include architects, interior designers, advertising agencies, graphic designers, construction, hospitality, editorial and corporate direct clients.

Steve is past President of ASMP Oregon, served two terms as an ASMP National Director and is a past President of the ASMP Northern California Chapter. He encourages both emerging and practicing photographers to get involved as advocates in promoting best practices in business and in advocacy to further the interests in professional photography.