

# *Northwest Exposures Photography & Imaging*

## Learn Photography from a Professional

We appreciate your interest in taking your photography to ‘the next level,’ and our coaching service can help you get there. We combine decades of experience in both photography and teaching, and have the knowledge and resources to help anyone improve their photographic skills.

Our goal is to find out about your interest and to determine whether our services are a good fit. What follows, below, is information about our individually-tailored coaching services. Feel free to contact us with any questions you may have, or to schedule a time to chat about your interest in coaching. An informational consultation is completely free of charge and no-pressure. If we cannot help you, we will certainly try to point you in the right direction to have your needs met.

### *Individualized Learning—Our Specialty*

We love to work with people who have the interest and motivation to improve the quality of their photography—whether you are a beginner, intermediate, or advanced photographer. The only prerequisite for working with us is a desire to improve your knowledge and skills, and a commitment to learning.

### **Types of Service**

- The scope of our coaching ranges from an hour or two of assistance in understanding and using your photographic equipment, an equipment sales consultation, or a fully developed Individual Learning Plan.
- Coaching can cover any topic of importance to you. Popular topics include—how to use a digital camera, transferring and working with digital files on a computer, taking better family / sports / vacation photos, help with a personal photographic project, tips and techniques from a pro, shooting theater and concerts, photographing children, indoor lighting, or just help understanding what equipment to buy—among many others.
- When you choose an Individual Learning Plan, we will develop a fully structured course around your specific interests, skill level, desired pace of progress, and learning style. A Plan may be based on a specific photographic genre, such as portraiture, landscape, or sport photography, and will include a range of rich and pertinent curriculum to be used during the coaching sessions and for guided self-study.
- Small group coaching / workshops. We can put together a coaching session or workshop on topics of interest to you and friends who wish to learn together.
- We cater to people from all phases of life, whether you are a working person, retiree, or aspiring professional photographer seeking a career change. We recognize that many people require an

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extra degree of scheduling flexibility, and we can arrange to meet with you during evenings and weekends as well as to integrate phone and on-line coaching into a program for you.

- Inter-session Coaching. We are available between coaching sessions by phone and email to answer your *brief* questions, review your work, or offer advice when you get stuck. We encourage our coaching students to take advantage of our mentoring, and to make sure they are getting the help they need—when they need it. We do *not* charge for brief consultations, but we do expect our students to respect our private time.

## Other Services

- On-line Coaching / Guided Assistance. All of our coaching services are available on-line, by appointment, using Skype or a shared desktop service. Contact us for details.
- Computer Support. If you need help with your PC or Mac to learn how to download, store, back up photos, or how to use photography software, we can help.
- Small Group / Special Topic Workshops: If you would like to learn photography with your friends or family, we can provide a group rate. Or, if you and friends would like to have a workshop on a particular topic, we can create one for you.

We also offer custom-tailored weekend workshops that may consist of a field work project, portfolio critiques, lab sessions, or a combination of these. Depending on the interest and number of participants, we may choose to conduct the workshop on location in Oregon or elsewhere. The cost of these workshops will vary, depending on location and scope.

## Fees

### Initial Consultation

We appreciate that “chemistry” is an important part of the learning experience. We want to make sure that we are a good “fit” for the kind of instruction you need and that we have a shared vision of working together.

- We conduct an initial consultation interview—at no charge to you—with all of our coaching clients and workshop participants. Our goal is to understand your interests, assess your current experience and skill level, and ensure that your goals and aspirations align with what we are able to offer.
- Consultations may be done over the phone or in person (if you are in the Eugene / Lane County area). We also have an interest / skill assessment survey that we will ask you to complete, again, so that we may tailor our offerings to your individual needs.

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## Hourly Rate

- The cost of *individual coaching* varies with the number of sessions or whether we develop a multi session program for you. Our base rate is \$55, first hour (this includes travel to a local meeting place), \$45 for additional consecutive hours. Rates are reduced for students with Individual Learning Plans or whom we are mentoring, depending on the number of hours per month. For our “frequent flyers” (those purchasing 10 hours of coaching at a time), we offer a “bulk” rate of \$35 / hr.
- Group rates. We will give the second person a 50% discount when coaching two or more people during a session. For our custom-tailored workshops, a half-day (typically 4-5 hours) run \$150 per participant with a 2-person minimum. Full days are \$225 / person. *Organizer discount:* If you form a workshop participant group of at least 3 members, you will receive a 50% discount on your participation fee.
- *Our Sliding Scale Policy.* We are working photographers with a commitment to the craft, and we want to encourage and enable anyone with an interest in learning photography to have the chance. We believe that finances should not be a barrier to your photographic education.

Hence, we are willing to adjust our rates to accommodate interested, motivated, and hard working participants who might otherwise be unable to work with us due to financial constraints. We try to meet these needs on an individual basis, as determined by consultation. If needed, we can also arrange for loaner equipment for the duration of your coaching session or workshop. Tell us what you can afford, and we'll try to make it work.

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## *Photo Coach Biography*

Joshua Daniels has been shooting pictures for over thirty years. He is both an enthusiast and a working professional with diverse photographic interests. A seasoned world traveler, he has shot in many locations around the globe, including Australia, Japan, China, Mexico, and Latin America. He is currently a partner in Northwest Exposures Photography & Imaging, which specializes in photography of families, children, special events (such as weddings and bar mitzvahs), and the performing arts. He has done several *pro bono* photography projects, including several for the University of Oregon's Community Music Institute.

With more than ten years teaching English and literature at the university level, Joshua is also an experienced teacher and mentor. He enjoys working with students of all ages, aptitudes, and learning styles. His passion for photography helps inspire students, while his years of teaching experience provide a range of strategies and methods for helping learners reach their potential and find joy in photography.