

Northwest Exposures Photography & Imaging

Learn Photography from a Professional

Thank you for your interest in working with us to take your photography to the next level. This document contains information about our customized photography coaching and workshop services. After reviewing these materials, please contact us with any questions you may have or to schedule an appointment.

Coaching and Workshops

- **Individual Coaching**—We love to work with people who have the interest and motivation to take their photography to a higher level—whether you are a beginner, intermediate, or advanced photographer. The only prerequisite is a desire to learn and a commitment to your photography.

We offer custom tailored instruction ranging from an hour or two of assistance in understanding and using your photographic equipment to multiple sessions and longer term customized coaching programs.

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.

We offer one-time or multiple coaching sessions. We can also develop a tailored and structured coaching program around your interests, pace, and learning style.

We cater to working people who may require an extra degree of scheduling flexibility, and we can integrate phone and on-line coaching into a program.

Having goals is a crucial to advancing in photography. If you are interested in a multi session coaching program, an important step is determining your goals. During the initial consultation (at no charge to you), we will discuss your interests, assess your current skill level, and help you develop a strategy to reach your photographic goals. Based on what we learn about you, we will create a coaching program that fits and helps you reach your goals.

For single session coaching, you can simply give us a call, describe your interest, and we will arrange a convenient time for the session. If you prefer to work on-line or by phone, that may be arranged as well.

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- **Workshops**—We offer customized workshops, ongoing throughout the year. Our workshops form on an as-interested basis: we keep a list of inquiries for a given type of class (e.g., Digital 101, Making Fine Arts Prints, Shooting Children's Sport and other Events, etc.), then contact you once we have a minimum number of participants (min is 3, max about 5-6) and arrange the schedule.

Unlike some workshops, ours are tailored to a specific group of participants and their photographic interests and goals. For example, a parent group may be interested in photographing their children's sports, theatrical, or other events, or to improve the quality of candid, family photos; others may wish to understand how to make the most of a new digital camera, or how to use current imaging software; and yet another group may focus intensely on a technical area, such as working with RAW files, working with flash, producing archival inkjet prints, macro photography, or developing a digital workflow from camera to final print, or learning to shoot panoramas. Workshops may combine topics or focus on a particular "genre" such as landscape, theater and dance, portraiture, or location / travel. There is no limit to the workshops we can create around your photographic interests.

Participant groups may consist of friends, colleagues, or associates from an organization, company, school, church, or other community who wish to take a workshop together. Or, you may contact us, let us know your interest, and get on a list. We will contact you once we have the workshop organized. Workshops may have as few as two participants and we prefer to limit the number to six or fewer.

Participants should have strong overlapping interests and similar levels of experience with photography. We find that this overlap helps ensure that all participants get maximum benefit from our instruction and allows us to pace the materials appropriately.

A workshops may be as short as half a day or go the full day or weekend—depending on the scope of the topics covered. Time may be spent in discussion / mini-lecture, doing hands-on activities with the camera or computer and software, or going into the field and shooting. Workshops may also evolve into an ongoing coaching program for all or some of the participants.

Both film and digital photographers are welcome to participate. We, ourselves, shoot both digital and film, and offer instruction in both types of media.

If you're interested in forming a workshop participant group or getting on our list for the next workshop, please contact us (see below for the organizer's discount).

- **Field Work**—Many of our coaching programs and classes have a field work component. This may consist of our leading a group on a photographic outing or accompanying you on a shoot of your own arranging. Field work can also be arranged independently of coaching or workshops. For example, we can accompany you on a shoot, provide guidance, and help you with specific technical, esthetic, or craft-related challenges.

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- **Portfolio Critique**— Often, a seasoned pro can provide helpful tips and techniques that are specific to the work you're producing now.

We encourage most of our clients to develop a project-based portfolio. However, if you are already engaged in a project, or have produced a portfolio, you may wish to have an experienced professional comment on your work. We can provide specific suggestions of where and how to make improvements, and engage in a dialogue about technique, creativity, or craft that may help you push your work to the next level.

- **Lab / Digital Darkroom**—Both our coaching and workshops offer opportunities to do hands-on work, which may include our working closely and intensively with you to process, enhance, or print your images using current digital techniques.

Fees

We are working photographers with a commitment to the craft, and we want to encourage and help enable anyone with an interest to benefit from our knowledge and experience.

Coaching: 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 / hour, plus travel time, for the first hour, and \$45 for additional hours. We may adjust our rates based on the number and length of sessions you choose. If we are mentoring you long term, we will adjust rates accordingly and have a "bulk" rate for ongoing consultation by phone or on-line.

Workshops: Half-day workshops run \$150 per participant with 2-4 members, and \$125 with 5 or more. Full days are \$225 / \$185, respectively. We also conduct weekend workshops that may consist of field work, portfolio critiques, lab sessions, or a combination of these. Depending on the interests of the workshop 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.

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 love what we do and want to share it with you. 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.

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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.

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.