

SHOOTING FOR STOCK

Colin Hawkins is a professional, freelance photographer who has been supplying images for Getty Images, Cultura, Alamy and Superstock for over 12 years. Colin shoots both in the studio and on location for commercial clients creating images for the global market place. View portfolio & images at www.colinhawkins.co.uk

This workshop is aimed at helping you to get the most from your images with the potential to licence and sell them through image libraries & other stock suppliers. It will show you how you can make your images more competitive and be more productive when shooting.

You will also learn about the various licensing agreements available, the creative process in creating stock images. This will include in-depth advice on concept creation, models, locations, release requirements, submission standards, keywording and good practice in post-production.

Workshop details

Licences: micro-stock, royalty free (RF) and rights managed (RM).

The pros and cons of these licence models offered by libraries and what it means to you as a photographer.

Concept creation: what to shoot and why?

Coming up with concepts and how to shoot images that sell.

Briefs- what is needed in the market?

Shoot production:

Models - how to find and choose models and getting the most from them on the day.

Location - shooting effectively on location especially when travelling.

Equipment - cameras and lighting production techniques and examples.

Post production:

Editing - choosing the right images.

Releases - model and property release requirements.

Captioning and keywording - using the right key words and common errors.

Submission standards - requirements and good practice advice.

Tracking sales.

The workshop is aimed at all levels of photographic experience. No experience needed, though particularly suited to photographers who already actively shooting images that might have a stock value.

It won't be possible to give individual advice on suitable images though the talk will hopefully give you enough information to make those image choices yourself.

Times: 10.30am – 4.30pm

Address: The Royal Photographic Society, Fenton House, 122 Wells Road, Bath BA2 3AH

Map: <http://goo.gl/maps/XdVcl>

Parking: There is no parking at the RPS on week days but there are spaces available in the surrounding streets. At weekends you can park in the RPS car park which is accessed to the left of the building through a gateway.