



Learn the business of photography

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PRESS RELEASE

MILWAUKEE... From stock photography to grant writing and personal project development, photographers can develop their business acumen through two continuing education courses beginning in March at the Milwaukee Institute of Art & Design.

“Stock Photography: Essentials for Making Money with Your Camera,” an eight-session class, is an intensive submersion into the \$2 billion stock photography industry. Strategies to convert shooting skills into profitable stock pictures and marketing options are among the curriculum, as are two stock shooting “assignments.” The class begins March 7 and meets Wednesdays, 7 – 9 p.m. Cost is \$235. No pre-requisite.

“Photography: Personal Project and Grant Development,” helps photographers with basic experience to develop aesthetic and technical aspects of their work and grant research/writing skills. Through discussions, critiques of ongoing work and lectures, each student will explore a personal approach to making photographs and search suitable grant opportunities. The class begins March 3 and meets Saturdays from 9:30 a.m. – 12:30 p.m. (No class April 7.) Cost is \$235. Basic photography skills required.

The two courses are among eight photography courses offered in MIAD’s Continuing Education Program, which also includes courses in drawing; painting; sculpture; and web, digital and interactive design. All classes meet at the college’s Third Ward campus, 273 E. Erie St.

Discounts are available before February 15. To register or view courses, visit miad.edu. To obtain a catalogue or for more information, call MIAD’s Continuing Education Department at 414.847.291.3273 or visit miad.edu.

MIAD is Wisconsin’s only college devoted exclusively to the education of artists and designers. Founded in 1974, it enrolls 650 talented students from across the country who are taught by artists and designers recognized regionally and nationally for their professional and educational accomplishments. Its unique academic approach blends curricular and extracurricular experiences, a community service course requirement, and liberal studies in 11 majors toward the bachelor of fine arts degree. With 80% of its 2,000 graduates living and working in Wisconsin, the college contributes a vital “brain gain” to the state that shapes its creative and economic future.