

About Passion & Mission *for* Jeff Curto's Photography Workshops

Planning for our Photography Experience

What do you care about? How can your photographs express that interest?

Without a sense of purpose, the photographs we make together may end up being just a group of unrelated images; beautiful in their own right, but my objective is to help you create something with greater substance.

An initial step is to find out what you are passionate about. To get started on thinking about this, I'd like you to make a list of the things that are most important to you in your life. Pretty much anything can be on the list... people, places, things, types of things, foods... but it's critical that the things you choose are things that are genuinely important to you.

You should write this list down... you won't have to "turn it in" so it can be scribbled anywhere: here if you'd like:

What's Important:

Once you've completed your list of What's Important, find at least one list item that really pulls you in and offers up possibilities for photographs. It does not matter what it is. It could be a word, an idea, a place, a person or an event. The key thing is that you have a strong connection to it and that it is one of the most important things on your list.

Once you have that in your head, think about how that passion can be translated into a set of photographs. In other words, *how can you tell the story of that passion in pictures?*

To begin to answer that question, first answer these:

- What are you interested in talking about?
- What does the body of work look like? (in your imagination)
- What is the tone (positive, negative, romantic, ambiguous, etc) you want the statement to take?

In writing, one of the basic concepts that writers learn is "write what you know." We have the dilemma of going to someplace we don't know and trying to figure out how to make our photographic response to it be one that is personal and uniquely our own. The objective of this exercise is to help you start to connect the things that you find important to the way you approach photography. It's that connection that will help you make the strongest and most personal images that you can make.