

CHAPTER *one*

Image by James Marcus Heney



WHY CHAPTER ONE?

Let's face it, females are vastly under-represented in pro photography. Just 15% of professional photographers are female. It's time to rewrite the story.

To help re-address this gender balance within the next generation of photographers, Sam I Am have created Chapter One, a unique mentorship program designed to give the very best young female talent out there a new start.

For this group of young women it will be a new beginning to their stories.

A start they both need and deserve.

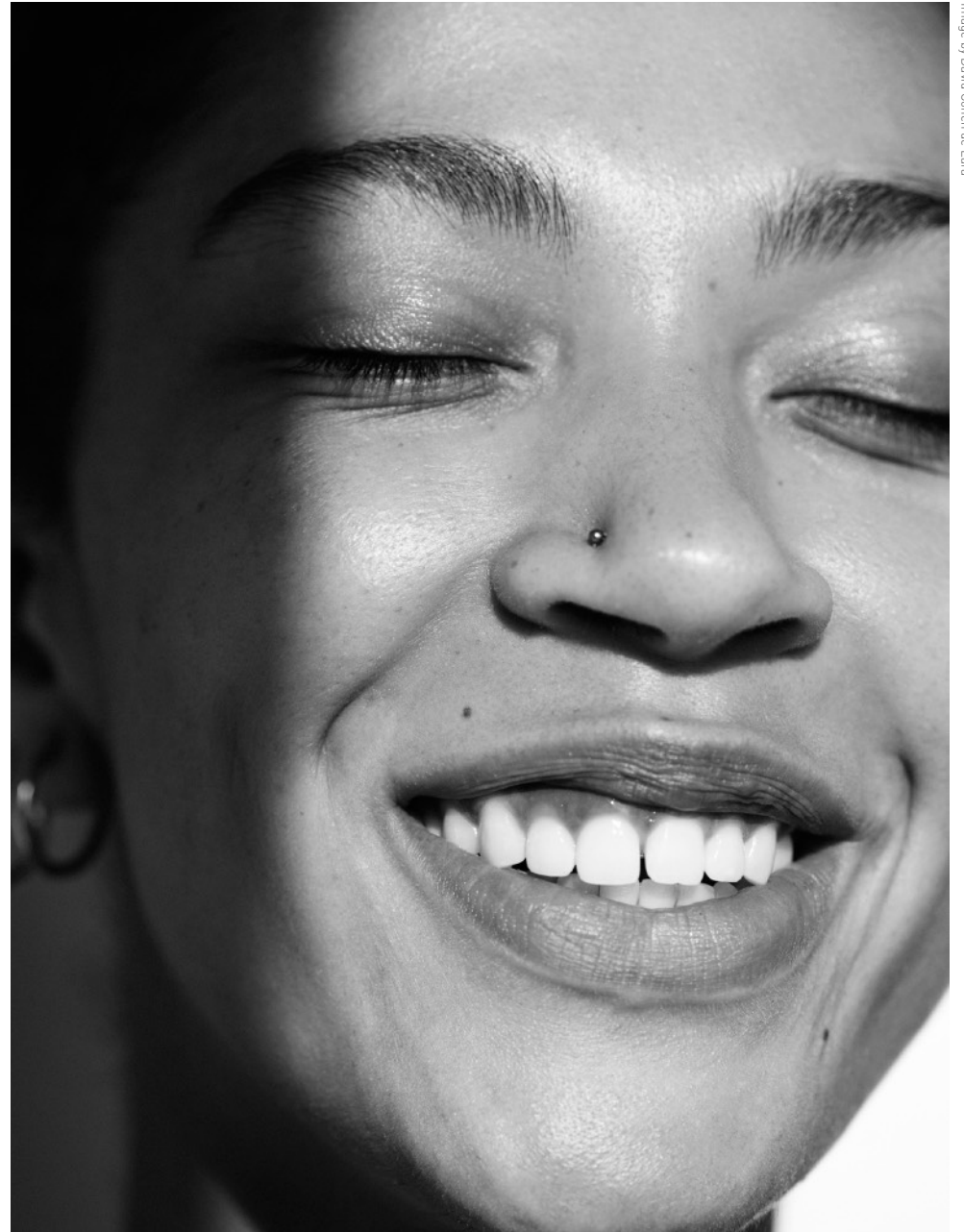


Image by David Cohen de Lara

WHAT IS CHAPTER ONE?

Chapter One offers something money can't buy. A genuinely hands-on one-on-one experience within a commercial photography practice.

Sam I Am are offering a unique 3 month Mentorship Program where each successful applicant will be paired with a Sam I Am artist.

This means they'll gain invaluable knowledge and access to a range of diverse talent and skillsets - stylists, assistants, retouchers, producers, agency creatives and more - all successful and well known within the industry.



Image by Tobias Rowles

WHAT'S YOUR STORY?

This is all about you.

We're looking for the visual story you want to tell, the series you want to make.

Over the three months the successful applicants will have one-on-one access to their Sam I Am mentor who'll help to tell it.

You'll be guided through concept development & refinement, pre-production, shooting your vision, working with your mentor to edit your image or series.

Ultimately your final work will be shown in an exhibition attended by industry creatives.



Image by Paul Barbera

WHAT DO I NEED?

Passion. Determination.

All of our Sam I Am artists are enthused and committed to Chapter One.

They'll be devoting their personal time and commitment to your development.

That's what we'll expect of you too.

Sam I Am represent a diverse range of artists for you to learn and grow from. Depending on your skillset and the direction you'd like to take with your work we'll pair you up with someone that will help to hone your vision and guide you over the course of the program.

All artists work and bio's are available at <http://www.samiam.com.au>



Image by Billy Pummer

WHAT WILL SUCCESSFUL APPLICANTS GET

A MENTORSHIP PROGRAM FOR YOUNG WOMEN WANTING TO GET A FOOT IN THE DOOR AND MAKE A CAREER AS A PHOTOGRAPHER.

The Mentorship will include:

WEEK 1 - Initial meeting with your mentor to introduce yourselves and become acquainted.

The SIA photographer will come along with his producer and will give you an overview of the 3 months and how it will play out. You will be taught the importance of a creative concept and will then be asked to go away and think about an idea for the shoot we will be bringing to life.

WEEKS 2 & 3 - Concept development.

During this time you will be actively working on your idea, what it looks like, how you'd approach it, all of this will be pulled (by you) into a mood board of images that align to your idea, along with a written overview.

WEEK 4 - Concept review.

For this stage of the mentorship we will bring in a Creative Director or Art Director that your particular mentor resonates with. You will present your concept to your mentor first and then make any adjustments and then together review it with the creative. This is helpful as you'll gain insight into what works within the advertising industry.

WEEK 5- Production kick off meeting.

You'll meet with your mentor & their SIA producer to discuss the production requirements for your creative idea. Whether the shoot would take place in studio or on location, styling requirements, lighting & equipment - they will arm you with the tools you need to execute your idea successfully.

WEEKS 6 & 7 - Pre-Production

While the Sam I Am team will be here to provide you with guidance you will be producing your shoot yourself.

WEEK 8 - Shoot

Shoot in studio (or on location) with your mentor to bring your concept to life. The studio space, camera and all lighting equipment will be provided by our partners.

WEEKS 9, 10 & 11 - Post production.

You'll work with your mentor on the importance of editing your work!

Processing of selects, retouching and ensuring the end product is as you envisaged. The best image(s) from your shoot will be chosen by you and your mentor and printed to be shown at the Chapter One Exhibition which will be held with an agency partner and open to the industry.

WEEK 12 - Exhibition

SIA + Chapter One Exhibition where you will be one of the guests of honour.

****Throughout this timeline there may also be the opportunity to join your mentor on set in Sydney.**



HOW TO APPLY

Applicants must:

- Have a passionate interest in a career in photography.
- Be young women aged between 18-25.
- Be NSW or VIC based or in the case of our International Artists, Australia based and happy to work via Skype for the mentorship.

Submit your proposal to: chapterone@samiam.com.au

Applications Open: 26th August

Applications Close: 13th September

Tell us:

- Why you feel you'll benefit from the program and what you love about photography.
- Your story in photography so far and where you want to be in 5 years.
- Include 5 x images you have shot as part of a series.
- Tell us about the series or image you'd like to shoot and exhibit as part of your Chapter One journey.



Image by James Marcus Haney

OUR PARTNERS



SPECIAL

GLUES©IETY

alex reznick



Cream Electric Art

