



Programs and Workshops Short Descriptions

Be an Artist (Short Program)

Find Your Purpose, Find Your Sword

“People don’t care what you do. They care why you do it.” – Simon Sinek

Whether you already have a photography business or would like to start one, this inspirational program will set you on the path to finding your passion. When your work is your passion, it stops feeling like work. You can be excited to do it every day. Find Your Sword is about finding passion in your work again and the legacy you leave behind.

When your passion is your work, your work is more genuine. Your clients will be attracted to that passion and you gain not just clients, but fans.

Whether you already have a photography business or would like to start one, this inspirational program will set you on the path to finding your passion. This candid talk will cover not only the successes, but the mistakes that led me to where I am now – with two published books, a successful photography business, and a burgeoning art business.

Be Noticed (Short Program)

Branding, SEO, And Social Media for Photographers

What is branding? With Instagram, Facebook, Twitter, Blogs, SEO – how do you know which one is best for your brand? This program will help you define your brand and your message. You'll receive insight on how to use social media to present that brand so the world and grow your reach the best way – organically.

What Are You Afraid Of? (Short Program)

A Primer for Print Competition

Print competition is one of the best opportunities for education available. It is also the most intimidating. This program will teach you what print competition is and how it works. Learn how to fight your fear and get the most out of the entire process – and get on the path to the prestigious Master of Photography degree.



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Postmodern Pinup (Short, Long, and Multi-day Programs)

Sexy, Flirtatious, Fun – Today's Pinup

The Pinup style has been around for a century and has seen a resurgence of popularity in recent years. This program covers the evolution of Pinup, from it's early days as covers for naughty magazines to the War Years of posters "pinned up" above bunks and painted on the noses of bomber aircraft to the present day. We will discuss the psychology of pinup, how to style your own sessions, and how to market them.

The long and multi day programs will both demonstrate these methods and have plenty of opportunity for working with models to start your own pinup portfolio. We will design, style, and create a pinup from start to finish.

Multi day programs will teach you how to create your own Pinup Brand, have additional opportunities for creating images, and teach more elaborate pinups from your and your client's imaginations.

Perfect Location Not Required (Short, Long, and Multi-day Programs)

Great Results in Lousy Locations

Are you feeling stuck because you don't have great locations to photograph your clients? You don't need to worry. You can create magic anywhere with the right technique and a little imagination. In this program, you will learn how to use posing, lighting, angles, depth of field, and some outside of the box thinking to create fantastic images wherever you may go. The longer programs include live demonstration of these techniques and some simple post processing to get even more out of your images.

Don't let the idea of the Perfect Location stop you from creating your best photographs.



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Meet the Speaker

Brad Barton, M.Photog.Cr

Brad Barton is a North Texas based artist who tells people's stories and captures their emotions in sometimes fantastical, sometimes bizarre, sometimes surreal ways. Using his imagination, camera, and digital tools, he has created work for clients big and small. His work has been published in nationally distributed books and magazines, has been featured in feature length motion pictures, and has won numerous awards.

His book from Amherst Media titled Retro Glamour & Pinup Photography was published in January 2017. His second book, Beautiful Monsters was published in May 2018 and he is now working on some new, exciting projects.

He holds Master of Photography and Photographic Craftsman degrees from Professional Photographers of America and continues to teach and write about art and photography.
#ImaginationCaptured

For more information about any of these workshops, please contact Brad at 214-356-2389 or brad@bradbarton.us.