



Why You Should Pursue a Degree in
Professional Photography

BrooksInstitute

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Why Choose a Degree in Professional Photography?

This is a question you should be asking if you are a potential student or the parents of a potential student.



With all the new apps for smart phones, inexpensive point-and-shoot cameras, and online tutoring available, you may wonder why you should spend the time and money needed to get a BFA degree.

The short answer is that you are creating a future with the opportunity to use your college education in Professional Photography to compete in the industry at many different levels.

One of the biggest elements you miss without a quality education in Professional Photography is the ability to think in a different and creative way. Along with the critical thinking component, having a complete and thorough knowledge of the fundamentals is essential.

You could also develop the ability to add value for a specific job or assignment that you might be competing for, and ultimately learn the difference between just taking a photo and making a professional-level image.

Becoming a professional image-maker requires technical skills that become intuitive no matter what type of situation you face, allowing you to identify what equipment will work best for every assignment. You also need to be a critical thinker and see the subject through your own unique perspective.

Ready to start preparing for the future by choosing a photography school? Here are two things to keep in mind:

A **good** photography school or online tutorial will offer you directions on how to set up lights and a camera.

A **great** photography school will offer you a tradition of great faculty, facilities, resources, unique courses, business acumen, and proven outcomes (alumni) to help you become a great image-maker.

Photo credits:

1. Casey Fyfe
2. Thorsteinn Jones Sigurgjornsson

Brooks Institute cannot guarantee employment or salary

About Brooks Institute

Whether you are interested in pursuing a degree in photography, film, graphic design or visual journalism, you can find a program at Brooks Institute that meets your needs. The undergraduate and master's degree programs cater to students who are new to the fields of photography, film, graphic design and visual journalism as well as those who seek new skills to advance an established career.

Brooks Institute's multidisciplinary approach to education promotes collaboration, critical thinking, and creativity to help students become technologically adept and visually sophisticated. The faculty of award-winning industry professionals and academics help students discover their creative style as they grow toward becoming trained professionals.

Brooks Institute is celebrating over 67 years of educating students in the visual and media arts. With campuses in Santa Barbara and Ventura, California, the school offers undergraduate degrees in the fields of professional photography, visual journalism, film, and graphic design, as well as a Master of Fine Arts in Photography.

We practice an educational philosophy of learning by doing. This hands-on approach makes our graduates responsible, resourceful and accomplished. Our degree programs emphasize experiential learning as essential for success as visual/media artists and communicators. We provide a balance between art and technology, and between creativity and business skills.

Photo credits (front):

1. Hillary Moore
2. Stephen Guterrez
3. Thorsteinn Jones Sigurgjornsson

Photo credits (back):

1. Erin Feinblatt

