

Bakers Dozen.

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There are a variety of ways to make a reputation, but the only satisfying way is to make work that is both exceptional and authentic.

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13 Principles, Practices, and Processes to transform your art practice.

We've built an intensive 2 Day curriculum around 13 different types of ideas that fall into three different categories of active learning - Principles, Practices, and Processes - and finding effective methods to communicate each idea that goes well beyond just a talking head at the front of the room.

Principle (noun): a fundamental proposition that serves as the foundation for a belief, behaviour or chain of reasoning.

Practice (noun): the actual application or use of an idea, belief, or method.

Process (noun): a series of actions or steps taken in order to achieve a particular end.



Who is Bakers Dozen for?

If you're a full-time wedding photographer with 5+ years of experience looking for longevity, better art practice, business growth through making better work and you feel stuck but can't put your finger on why... then this is crafted for you. You might fall outside of this and decide to join us anyway, and we're certain that you'll lap it up, but rather than chance it, here's the firehose you'll be drinking from.

Syllabus



3 X Hands-on Shooting Toolkits

1. Natural Light toolkit

How to move from fluking great light to seeing, understanding and consistently finding it everywhere. Based on the premise that light flows and behaves in the same way as water, we'll show some detailed processes focussed on how to see and use this magical starry stuff to carve out a variety of feels in unlikely locations wherever you are. We'll look at; Types of light (hard, constrained, interior), the physics of light flowing like water, creating shapes, hard light 101, scouting and anticipating the light you need, and using a triangle approach to shooting.

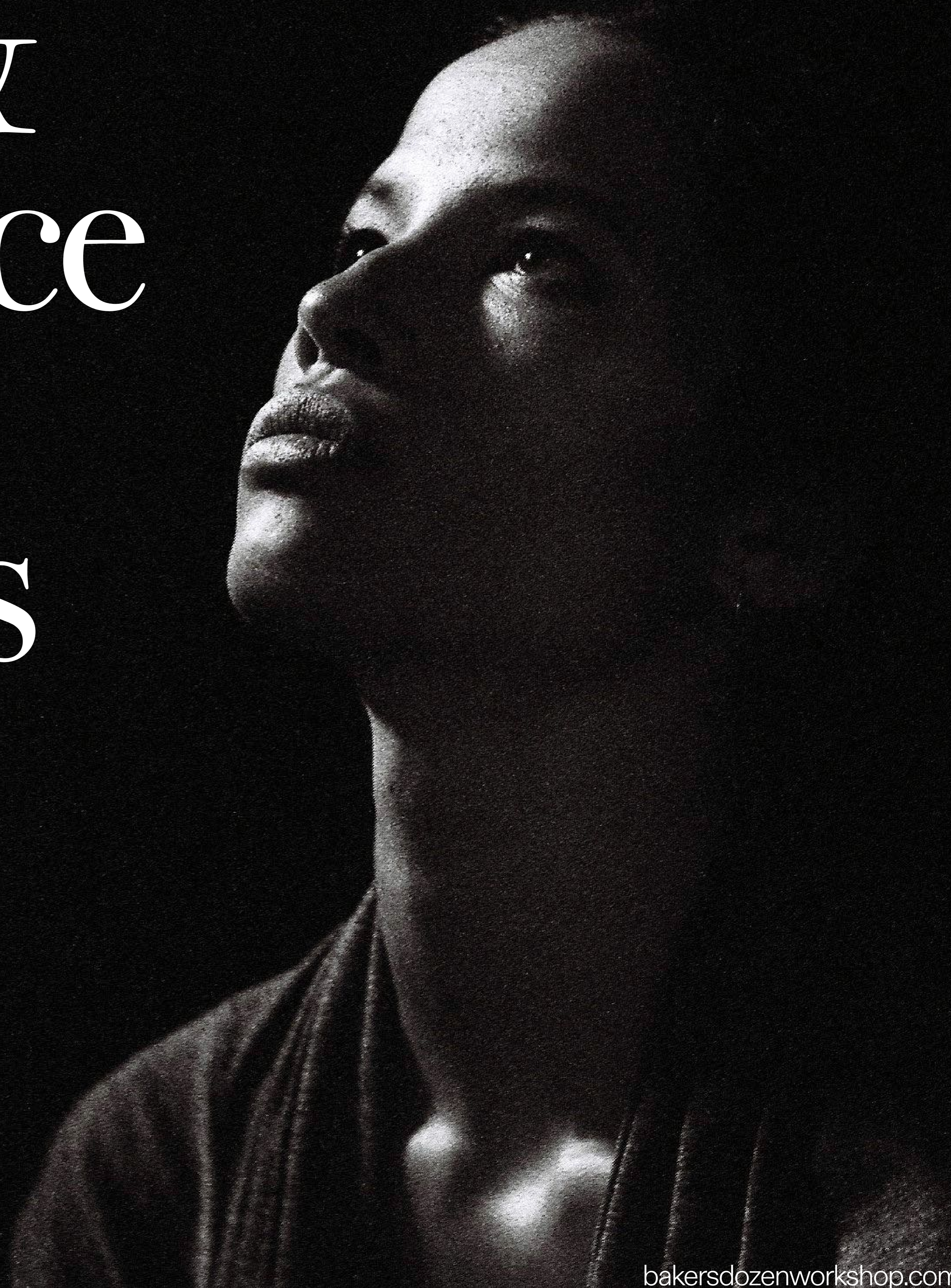
2. Composition toolkit

How to understand the intersection of shape, depth and colour palette in crafting benchmark frames that contribute to great storytelling. We'll cover; leading lines, thirds, limited colour palette, forcing layers, the hero/horizon principle, lens distortion and compression, and forced perspective.

3. Cinematic Narrative toolkit

Great cinema captures, enraptures, and leaves you coming out of the exchange wondering what planet you'd been drawn into for 90 minutes. In this class we'll cover simple cinematic devices and time-honoured techniques that bring a 'can't look away' emotional connection to your work through shooting and curating for storyline and narrative. We'll cover a hands-on approach to understanding flow, perspective and connection, the 7 story arcs, how to actively use story telling devices in real-time, reportage and documentary ideas that work in the wedding context, and we'll practice short form photo essay execution with 4, 6, and 12 images.

3 X Art & Commerce Business Processes



4. Building Fans

What kind of artist gets people travelling across continents and oceans, spending thousands of dollars just to see them do their thing? (Oh yeah, the Taylor Swift analogies are gonna flow thick and fast). Good artists make work that people pay for, but great artists make work that people become lifelong obsessive fans of - welcome to the science of Fandom 101: Brands have consumers, but Artists have fans. Brands own wallets for a season, but artists own hearts for a lifetime. Brands have a message, but artists have a voice. At the intersection of Art and Commerce are passionate fans, and if you want to grow your business and free yourself to make the work you want, then nurturing great fans is key.

5. Understanding your Audience

Get ready to get your geek on. Behavioural economics is the study of how humans make decisions and why, and the particular humans we're interested in is your audience. Welcome to the science of who your people are, and why they choose you over everyone else. Getting a baseline understanding of behavioural economics will change how you present your work, gain market separation, and communicate more strongly, while demystifying how your different economic, ego and evangelistic audiences work to get eyes and hearts engaged.

6. Curating for Commerce

Whether you're in the 'Less is more' Mies Van der Rohe camp, or the Miles Davis 'It's the notes you don't play that really get attention' camp, we're all speaking the same language - curating your work is the key to having a definitive voice. In our 'more is more' attention-driven economy it seems like the art of brevity and exclusion has been well and truly beaten out of us. In this class we'll deep dive into what it means to curate thoughtfully, to find breathing room with strategic selections, and to move from desperation to confidence in the work we show and sell to the world.

4X Creative Foundations Principles

7. Creative Diet

Everything about you is the product of what you put in: Your eyes are constantly eating, your ears are constantly feeding you, your friendships and collaborations are constantly pouring stuff into you. Your tastes, your passions, the stuff you're good at, the stuff that naturally comes out of you - it turns out that humans are really just simple regurgitation machines - and when it comes to creativity, input is everything. This is creative calibration 101 and in this class we ask, 'If you are what you eat, how's your diet?' as we investigate at the principles of cultivating a very deliberate set of inputs to ensure you get the creative output you've always dreamed of.

8. Creative Trajectory - playing the long game

More often than not we're surprised by our success or failure - both creatively and in business - but it turns out that we can plan for it, especially over the long term. If you want to get good, the first thing to figure out is how to not give up, so we'll look at the markers for maintaining a successful long term art practice through the lens of Significance, Satisfaction, and Sustainability and unlock the secret sauce of long-term personal, creative and career trajectory. Think, plotting your progress and growth so the future isn't quite the mystery it often feels like.

9. Analog Ideas for a digital world

The creative world has experienced a huge resurgence of analog methods in the last few years. Film-makers, musicians and, in particular, photographers rediscovering the tools, processes and methods at the root of their craft - for us that means, shooting on film. Now there's a million good reasons why we'd suggest you pick up an old camera and bang a few rolls out, but probably the most overwhelming one is not so much for the end results, but rather to learn a handful of principles from the analog world that have been the fountainhead for visual art creation in the last half of the 20th century. These ideas also happen to translate to the digital world very easily and can completely transform your creative process. We'll do a deep-dive on Calibration, Constraint, Pre-visualising, the science of Expectation, and understanding good Process to give you some transformational ways to reconsider your everyday.

10. Future-proofing your creativity

(Or, 'How to not get disrupted 101'). Believe it or not, our craft isn't new. People have been trying to figure out how to get paid for taking photographs for over a hundred years and the craft has been constantly evolving and responding to wave after wave of newness that always felt like it was a threat. So the question is, how do you future-proof yourself, your business, and your art so that the 2024 version of you keeps evolving into the 2034 version of you. How do you distinguish between fly-by-night fads and trends, and key shifts in how humanity sees and uses imaging? Good question... stay tuned.



3 X Human Skills Practices

11. Communication - How to become a human whisperer

This is, quite literally, 'How to Read the Room 101'. Communication, observation, and developing and understanding of how all the different tiers of relationships work on a wedding day is the difference between generic and world-class work. The craft of the wedding photographer is less about taking photos, and more about paying attention as you build a very deep level of trust very quickly with a group of total strangers. How do you get them to let you in? How do you find yourself on the inside when the door's been closed? How do you read the room - and the people - to always be in the right place at the right time? Human Whispering class is officially in.

12. Intimacy - Telling the most human of stories

This is story-telling theory for when the story is always the same. Two people in love, surrounded by their crew, doing what people in love do. Rinse, repeat. Sounds like a wedding day... except for the fact that love stories are as wild and varied as stars in the sky, so how do you unlock the story of a couple in the space of a few short hours as a third wheel with a camera and do it justice? The real question is 'How does documenting Intimacy work?' It isn't about fabricating moments, it's about understanding the subtle arts of careful observation, and safe-space making. Understanding these two things leaves us understanding how to serve both twin goals of honouring our own artistic leanings, while showing your couples a version of themselves that maybe they haven't even seen before.

13. Ego - Understanding yourself to unlock your strengths

Finding your own unique creative voice in an incredibly generic-looking industry can be hard, but once you've unlocked it you'll find that long-term confidence and a sense of belonging as an artist will settle even the most fragile of egos. We'll take a deep-dive into the ins and outs of understanding yourself and how you think/work/play in order to understand how and why you make the work you do. This is about tapping into your unseen strengths and turning them into absolute artistic and business silver bullets.

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