

Understanding the Value of Your Work Within Multiple Markets

A lecture by Mary Virginia Swanson

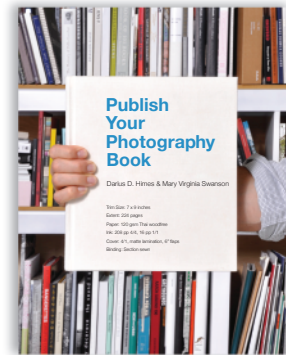
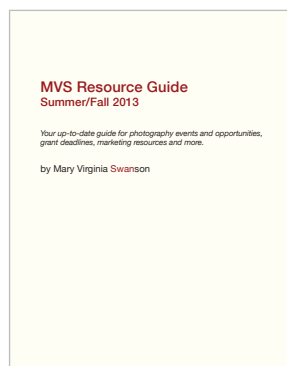
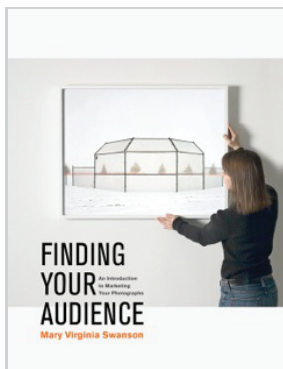
Thursday, September 26, 2013, 7:00 pm

Q&A to conclude lecture. Book signing with photo-eye to follow.
Free and open to the public.

Santa Fe University of Art and Design

1600 Saint Michael's Drive
Santa Fe, New Mexico, 87505

One of the most exciting recent developments for photographers is the growth of new markets for their work. Whether a fine print is shown in a museum or in a corporate office, reproduced as book cover illustration or featured within product advertising, the value of that photograph is different for each buyer. In this seminar, Mary Virginia Swanson will provide an overview the value of your work within today's diverse photography marketplace.



Mary Virginia Swanson is an author, educator and consultant who helps artists find the strengths in their work, identify appreciative audiences and present their work in an informed, professional manner. A trusted mentor and advisor, her public seminars and lectures on marketing opportunities have proven to aid photographers in moving their careers to the next level. Read her blog and recent articles at www.mvswanson.com.

Ms. Swanson will be teaching a workshop "Finding Your Audience: An Introduction to Marketing Your Photographs," September 23-26 at the Santa Fe Photographic Workshops.

