



(Photograph: Brooks Institute Illustration Department)

**The best place to start a career
in professional photography**

**BROOKS INSTITUTE
Santa Barbara, California**

Ernie Brooks II, president of Brooks Institute, answers the most common questions about a career in photography.

It's not surprising that I chose the career of photography: my father is a photographer, and he founded Brooks Institute back in 1945. I grew up around photography, and it seemed to me a photographer went further and saw more of life.

So, unlike most people, I didn't have a hard time choosing a career. Through photography I was able to pursue my own adventures. My particular interest is the sea, and in exploring and photographing in and around the ocean, I have SCUBA-dived under the ice cap at the North Pole and filmed shark attacks in Micronesia. The rewards and satisfactions have been substantial.

Students who are trying to make a career decision ask many questions about Brooks Institute. Here are the most common questions - and the answers.

What is Brooks Institute?

Brooks Institute is a unique school of professional photography that prepares students for a career in photography. More than 5,000 photographers have been graduated from Brooks Institute.

During World War II my father helped develop advanced photographic techniques for the armed forces. After the war he was one of the first to realize that the accelerating evolution of photographic technology, and the explosive growth in visual communications would make the traditional apprentice system obsolete. Photography had become so complex that no one person could know it all.

He envisioned Brooks Institute becoming what it is today; an educational and information center where experts can gather and pass on their knowledge.

The nationally-recognized Association of Independent Colleges and Schools accredits Brooks Institute as a senior college, and through our intensive, year-round schedule, Brooks is able to grant a Bachelor of Arts degree in just three years, and a Master's degree in an additional year.



Ernest H. Brooks II, president, Brooks Institute

(Photograph: Jerry Gay, Brooks' alumnus, and Pulitzer Prize winner)

Jesus of Nazareth), a team of Brooks' students and graduates, led by Brooks' faculty, brought back thousands of images of the controversial shroud. When Jacques Cousteau explored the headwaters of the Amazon River, Brooks was represented. The career of a photographer is virtually unlimited.

Is Brooks the best way to become a professional photographer?

The best way to become a photographer is to plunge into it with dedication and preparation. All you really need is a camera. If you love photography and commit yourself to its study and practice, you cannot fail. But there is much to study. Gaining a professional's competence takes time. What Brooks Institute offers is an intensive three-year program that teaches you not only the mechanics of taking pictures, but also the art, science - and business - of MAKING photographs.

We stress the importance of conveying ideas and emotions to other people.

In your first semester at Brooks Institute you will gain a complete grasp of the fundamentals of photography, and become comfortable in dealing with lenses, cameras, and chemistry.

With that foundation of knowledge and experience, gained through the program, you will then be able to spend your final semesters developing your own areas of interest. After just three years of study you'll graduate with your Bachelor of Arts degree in professional photography.

Do I really need a degree to be a photographer?

If you want to go far you do. Brooks Institute trains you not just for a job, but for a career. As your career develops you will find out that technical photographic expertise is not enough. Promotions, advancement, and career opportunities come faster for the photographer who also has an academic degree.

Why should I go into a career in photography?

Photographers are visual communicators, and there has never been a time when visual communications were more important. Photographers are the eyes of our civilization.

Photography is an avenue to the whole world of communications and visual arts—a springboard for many careers. Photographers are needed in every field of endeavor.

When my father opened Brooks Institute there were only 38,000 photographers in the whole nation, and most of them were trained as apprentices.

Since 1980 alone, 120,000 new jobs have opened up in the communications equipment industry, 27,000 jobs on newspapers, 42,000 jobs in publishing and magazines. There are many good jobs for the right people.

When Mt. St. Helens exploded, Brooks' graduates were there to film the volcanic eruption. When scientists were allowed to examine the Shroud of Turin (believed by many to be the burial cloth of

Professional photography as a career:



(Photograph: Brooks Institute Illustration Department)

Robin White, Brooks' student, has fashion and glamour goals.

Hi: My name's Robin White, and I'm a student at Brooks Institute. I first thought about photography as a career when I was a sophomore at Temple City High School, California, and I did what most other students did - checked out a lot of photography schools. I heard about Brooks, and really liked the idea of going there, but I thought I wasn't ready for the program too soon after high school. Of course, that was just me, you might want to go when you've graduated from high school, and finished your required college courses. I did an A.A. course in photography at Pasadena City College, and took care of my general education prerequisites at

the same time. My city college course was excellent, but I wanted to be a professional photographer, and felt I needed more education. So, I chose Brooks, and I'm really glad I did. It's an intensive program here, but it's great. A lot of students are almost straight out of high school, others have college degrees. But, we're all here for the same reason - to get the best start in professional photography. I'm majoring in illustration-advertising, and have my eyes fixed on an editorial fashion and glamour career. When I graduate, I'll probably work in either Los Angeles or New York for a while, before heading to places like Milan and Paris. I'm really glad that I'll

have a Brooks' education to launch my career. If you want to be a professional photographer, this is a great place to go to school. The faculty and staff are enthusiastic and friendly, my fellow students are from all over the world. Brooks is a neat place. So is Santa Barbara. I know you'll enjoy your time at Brooks - I did. Good luck.

Robin M. White

THE INTENSIVE BROOKS' CURRICULUM TRAINS YOU IN THE TRIAD: ART, SCIENCE, BUSINESS

Why do I need academics? I just want to study photography.

Pushing the button that takes the picture is just a mechanical process that anyone can do. A professional photographer brings a lot more than mechanical equipment to the job. The best photographers make photographs with their brains, not just with their cameras.

To create visual communications you must be aware of as many aspects of the human condition as possible. You must learn to communicate with people who are unlike you; you must also (as a professional) communicate an idea which is your client's, not your own.

You'll need a strong grasp of English composition. You'll need to study the formal elements of design. Mathematics and economics are necessary if you are to become a well-rounded professional. At Brooks you'll study marketing and business practices as well, and gain a thorough grounding in business computers.

A true professional never stops learning and sharing information. Graduates return to attend (and conduct) seminars on the latest technological innovations. Outstanding photographers visit the school to discuss their own careers, share market information, and inspire students that their hard work will be worth it in the end, providing role models of how to be a professional.

Making a career decision is a big step. What if I'm not sure this is what I want to do?

Be sure you know what it is a photographer actually does. Visit photographers and ask them, read biographies of photographers. You'll discover that photography is a universal language used in every line of work.

Once you have your degree from Brooks Institute, your career possibilities will be wider than ever. Our graduates often use their skills to go into related fields. Learning photography helps them put a sharp focus onto their own true interests.



(Photograph: Linda Castelli)

Imagination, and humor, are important ingredients of many successful images.

What photographic experience do I need?

Obviously any photographic experience is helpful, but because you are taken step by step from the basics to more sophisticated levels of photography, it is not necessary. If you're the kind of person who can visualize great photos, but doesn't know how to get them on film, then Brooks Institute is the place for you.

What about your schedule?

Brooks operates on trimester calendar. Each course is seven weeks long, or a half-trimester, with a break in between. There are vacations of four weeks during summer, and two or three weeks in the winter. And there are six entrance dates a year.

What are the advantages of six entrance dates annually?

Instead of one large class in September, you can join smaller classes throughout the year, especially if you start in February, April, or July. Also, our rolling admissions system facilitates six graduations a year, so the industry is able to rely on Brooks Institute to produce highly qualified, employable photographers throughout the year.

How do you start? What's it like to go to Brooks?

From your first day in class you will jump right into the actual planning and production of photographic images. You will learn by doing: you will physically operate large-format cameras, develop the film, and make prints. You will also study academics like English, math, business and marketing.

Large-format photography teaches you to think ahead and plan and solve problems. When you go to the trouble of setting up a large-format camera, you find yourself paying a lot of attention to your location, lighting, and time of day. You learn to plan the picture in advance to achieve pre-visualized results. Once you've mastered the basics on large-format cameras, you will be proficient in handling any camera.



(Photograph: Glen A. Derbyshire)

Glamour assignments are included in Brooks' curriculum.

What's Santa Barbara like?

Santa Barbara is on the Pacific coast 90 miles north of Los Angeles. It's a small city (population about 80,000) with the conveniences and cultural amenities of a much larger community. The Brooks Institute campuses are in the foothills of the Santa Ynez mountains with a fine view of the ocean and Channel Islands.



(Photograph: David Keevil)

While there's a market for automobiles, there'll always be a need for excellent car photographers.

After I graduate, what careers are waiting for me? How will I find a job?

There's a strong nationwide demand for trained photographers: visual communications is a fast-growing field. Photographers are needed in photojournalism, advertising, fashion, sports, movies, television, portraiture, computer graphics, space research, high technology, medicine, anthropology - just to name a few areas. Brooks Institute trains you not just to take pictures, but how to get jobs. Our entire curriculum is career-oriented. And our Alumni Services is always available to assist Brooks' graduates with resumes, and referrals to positions.

You'll become part of a network of photographers who look after each other, and our graduates often become employers who hire other Brooks' graduates.

Should I visit Brooks Institute before I enroll?

We strongly recommend it. You and your parents are invited to call or write for an appointment. You can talk to our staff, faculty, and current students. We also offer three-day workshops at various times during the year, when regular school is on break. You might like to learn more about Brooks Institute, and Santa Barbara, while taking one of these workshops.



(Photograph: Rob Mustard)

Lighting, posing, and catching the right moment are essential in photographing people.

For an appointment, or any other inquiry, please call or write:
Brooks Institute of Photography
801 Alston Road
Santa Barbara, CA 93108
Ph: (805) 966-3888, or use our toll free numbers, 1-800-522-2259, or 1-800-522-2293 (Calif.)

If a visit is not possible you may order a loan copy of our 12-minute, half-inch VHS video cassette about Brooks Institute.

What kind of people go to Brooks? Where do your students come from, and how many do you have?

Our enrollment is around 650, with an approximate 60/40 male/female ratio. As on any college campus, Brooks' students are all ages, but the average age is about 22 or 23. Around 20 per cent are from foreign countries, with about 35 nations represented at any one time. Brooks' students develop lifelong friendships and contacts within the international photographic community.

What courses should I take in high school?

Take the strongest academic courses you can. Develop your writing skills, take as much math as you can, and include science and social science classes. If you are strongly creative, include fine arts classes.

When should I apply?

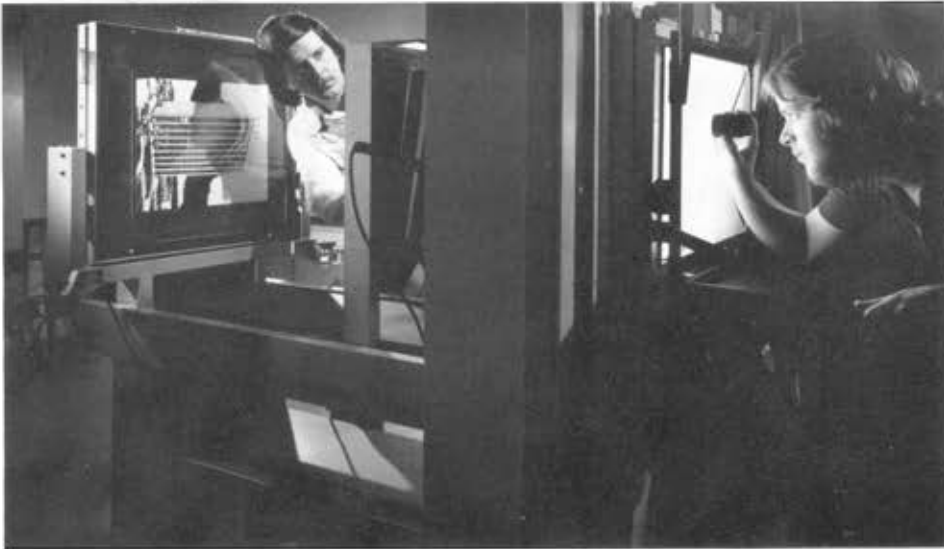
Send your application when you can include your final high school transcript. If you have a high grade point average, we can reserve your entrance date while you complete your required college courses.

What does it take to be accepted at Brooks?

You must be a high school graduate, and have already completed at least 15 college credits, including at least three units in English composition.

You mean I have to go to another college first?

Yes. Brooks accepts only those students who have demonstrated their ability to succeed with college-level academic courses.



(Photograph: Brooks Institute Industrial/Scientific Department)

Industrial Scientific students have access to a variety of equipment, including the process camera.



(Photograph: Jen Jones)

Marketing is an important aspect of professional photography, and here instructor, Vicki Prentice-Osten, discusses marketing plans with a group of Brooks' students.



(Photograph: Jerry Gay, Brooks' alumnus, and Pulitzer Prize winner)

The photograph's been made but there's still post production, such as opaquing negatives.

Cover: Santa Barbara is an ideal place to study professional photography. Just ask this group of excited, happy, Brooks' students.

The Santa Barbara environment is ideal for photography, and groups of Brooks' students making photographs are a common sight. Among photographic subjects are historic architecture, seacliffs, exotic wildfowl in botanic gardens, and colorful pageantry, all in a quiet, clean community of great beauty. The climate is mild, and the people are friendly.

What does an education at Brooks cost?

Tuition is about \$2,000 per trimester (14 weeks), or about \$6,000 per year. Plan on another \$2,500-\$3,000 a year for books and supplies.

What about other costs? Where will I live?

You'll need a 35mm camera, a 4x5 view camera, and accessories. A car will be necessary. There is no on-campus housing, but our Student Services maintains a listing of current rentals. At times we can offer temporary housing at nominal rates. A room in a private home is about \$350 a month; a one-bedroom apartment is about \$550 a month. Some students rent a large apartment (\$900) or house (\$1,200) with three or four bedrooms, and share the cost.

How do students finance an education at Brooks?

Most students rely on a combination of sources: grants and loans, if they are eligible; part-time work; savings; help from the family. Some merit scholarships are available from the Institute after the first year. Our Financial Aid office can supply more information about loans, grants, and scholarships.

Most students work part-time and some interrupt their studies to work full-time.

How much do photographers earn?

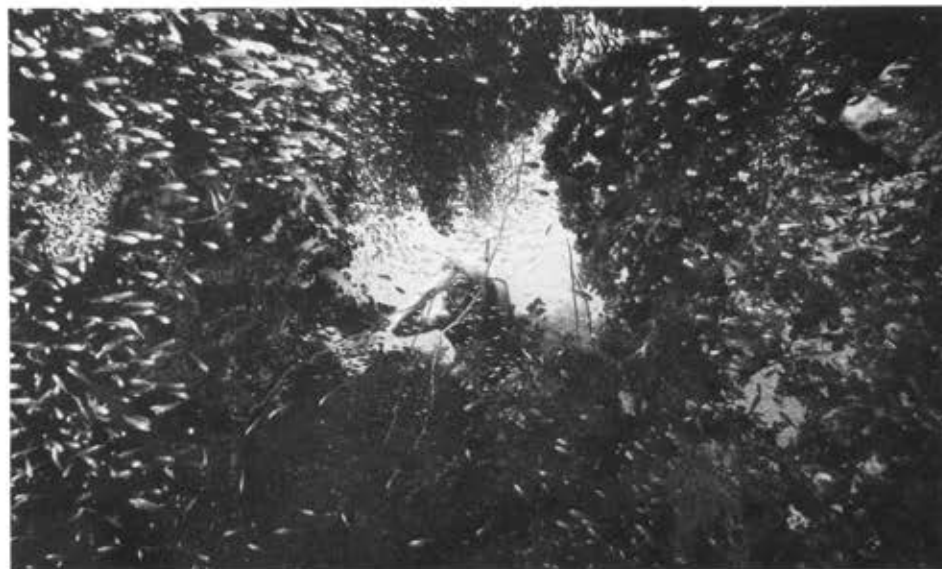
There are too many variables to give a hard and fast answer, but a recent alumni survey showed that more than half of Brooks' graduates are self employed. Their annual incomes ranged from \$10,000 a year to \$1,000,000. Their day rates ranged from \$600 to \$2,500.

Government sources indicate that opportunities for photographers are expected to grow faster than other occupations through the mid-1990's. Mid-level salaried photographers averaged between \$21,800 and \$26,000 annually in early 1984.



Architectural photography requires special skills.

(Photograph: Rob Mustard)



The undersea environment offers excitement, and unlimited photographic opportunities.

(Photograph: Ernie Brooks III)

- I am in my senior year of high school. Please send the Brooks Institute catalog and application.
- I will graduate in 19 . Please put me on your mailing list for news about Brooks Institute of Photography.
- Please send me a loan copy of your VHS video cassette about Brooks Institute.

Name _____ Phone () _____

Address _____

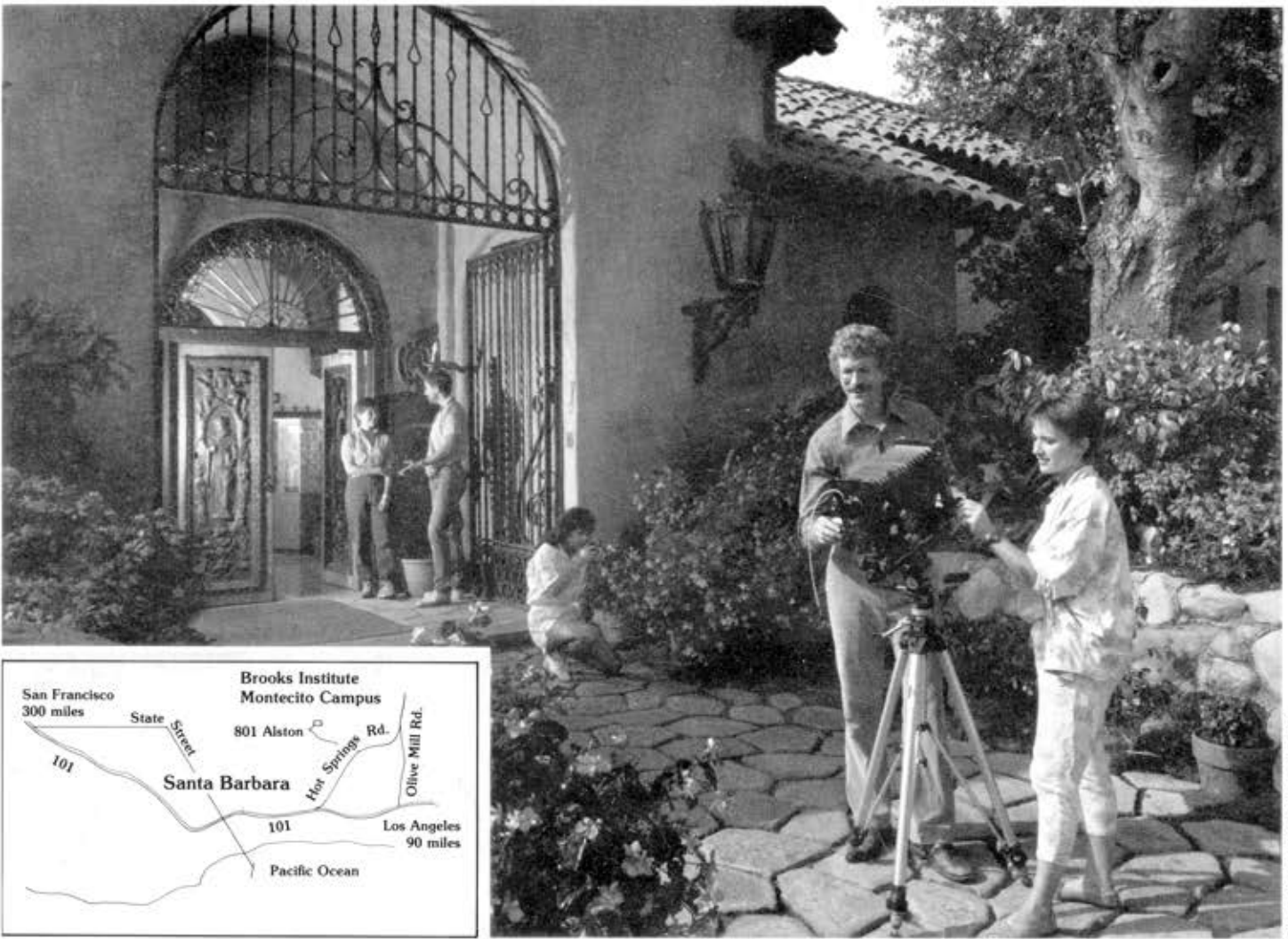
City _____ State _____ Zip _____

High School _____

Address _____

City _____ State _____ Zip _____

My high school photography instructor is _____



(Photograph: Jack Quinn/Doug Peck)

Brooks Institute's Montecito Campus is an historic building with distinctive Spanish architecture. The picturesque campus is also an ideal photographic location.

The Institute has three locations in Santa Barbara, California, and our campuses are open from 8:00 a.m. to 5:00 p.m. Monday through Friday. The Admissions Office is at the Montecito Campus, 801 Alston Road, and guided tours of this campus are offered at 10:00 a.m. and 2:00 p.m. each weekday when the Institute is in session.

You are invited to call or write for an appointment with our Admissions staff when you are planning a visit. Santa Barbara is served by major airlines and by ground transport from Los Angeles International Airport.

There are many hotels, motels and other accommodation houses in Santa Barbara. For your convenience we list several convenient places to stay: Arlington Inn (805) 965-6532; Beach House Motel (805) 965-9275; El Prado Motor Inn (805) 966-0807; Ming Tree Motel (805) 966-1641; Harbor View Inn (805) 963-0780.

Brooks Institute of Photography, 801 Alston Rd., Santa Barbara, CA 93108.

Telephone: (805) 966-3888 (800) 522-2293 (within California) (800) 522-2259 (other states)

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