

## Lukasz Polowczyk: KILLING IT WITH THE PRESS PHOTO! - a hands on workshop

### Angebot für

Bisheriges Studienmodell > Musik > Semesterkurse > Musikalische Praxis > Auftritt Berufsfelder  
Bisheriges Studienmodell > Musik > Semesterkurse > Musikalische Praxis > Musikmanagement / Musikbusiness

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|---------------------|---|
| Nummer und Typ      | DMU-WKMP-4502.21F.001 / Moduldurchführung |
| Modul               | Musicbusiness advanced                    |
| Veranstalter        | Departement Musik                         |
| Leitung             | Lukasz Polowczyk                          |
| Minuten pro Woche   | 30  |
| Anzahl Teilnehmende | maximal 15                                |
| ECTS                | 0.5 Credits                               |
| Inhalte             | Language in class will be English.        |

Next to the LP cover, the press photo is by far the most important promo asset for an artist, if not the most important one! Considering the fact that it's a direct depiction of the artist themselves. Unfortunately, nine times out of ten, press photos at an indie level don't contribute anything to the narrative or the emotional textures of a given release. They're usually neutral, ie. they lack emotion and have nothing to say, apart from: look there is a person in front of a wall. I'm exaggerating, but just a little bit. The reality is such that these photos don't make for good communication tools, nor are they memorable images.

In the first part of the workshop, we will look at what makes for a good press photo, one that communicates emotion and a narrative; is engaging formally and works to highlight the uniqueness of a specific artist. In the second part, we will do a series of exercises that will:

1. help the artist to overcome inhibitions during a shoot.
2. increase on camera presence.
3. give the artist a vocabulary of expressions that will make for stronger photos.

At the end of the workshop, the participants will not only walk away with a new understanding of a press photo, as a communication tool, and some practical skills, but might even walk away with some decent press pics, as well!

Because we will be taking photos in pairs, and it's imperative that we have enough cameras for these exercises, we will first accept students who have access to a digital camera. Once we have half of the class with cameras, we will accept those without any. The workshop is, of course, also open to photographers who are interested in working with artists. After signing up, every will receive an email with a list of things to bring (regarding styling etc.).  
Max. 15 participants.

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| Termine        | Freitag, 10.00 bis 17.00h, inkl. 1h Mittagspause, Freitag 16. April 2021, Raum tba |
| Bewertungsform | bestanden / nicht bestanden  |
| Bemerkung      | 4502   |