

*****Video-The Future of Photography*****

When:

Saturday, September 20, 2008 – 9:30 AM to 12 noon

Where:

Little Theatre of Kean University, 1000 Morris Avenue, Union, NJ 07083 (for directions, visit <http://www.kean.edu/directions.html>)

Admission Fee: \$25

\$15 with advanced reservation (call Sergio at 973 241 4908 by Sep. 10)

\$10 surcharge for non-ASMP members - free for Kean students and faculty

Speaker - Gail Mooney (<http://www.kellymooney.com>)

Program Summary:

Are you asking yourself – what's the future of still photography? Do you hear more and more about video and multi media and want to find out if it has market potential for you? This workshop will give you an overview of what's involved in transitioning into video and multi media and the opportunities in these areas. Gail will talk about the various facets of video production, equipment options, editing and output options, as well as marketplace ideas and resources. She will also offer some shooting tips for both still photos and video and how to combine them in multi media projects.

Take Away Points:

- Learn what it takes to transition to video
- Tips on how NOT to shoot video like a still photographer
- Market ideas – potential markets for video

Speaker Biography:

Gail Mooney, along with her partner Thomas Kelly, run Kelly/Mooney Productions, a visual communications company in New Jersey. Gail has 30 years of experience in still photography, shooting for international magazines, major corporations and advertising agencies. Gail started shooting 35mm motion footage for stock in 1996, and in 1999 started producing and shooting video projects. Since then, her company has become fully integrated with multi-media. She has also produced two short documentaries: The Delta Blues Musicians and Through the Hearts and Hands of Children – about the New Jersey Youth Symphony.

Gail sees many opportunities for still shooters to expand into video and multi-media, and she feels that this is just the beginning of how technology will transform how we, as visual communicators, will deliver our message in the future.