

DO YOU WANT TO BECOME A PROFESSIONAL PHOTOGRAPHER?

What Your Parents Might Want to Know

You and your parents both know that you are a unique individual! And we all know that there is no “one size fits all” for how a high school graduate can achieve their dreams. For some young people, a four-year college is a great fit. For others, not so much. It all depends on who you are and what you want for yourself.

rmsp
rocky mountain
school of photography

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Reasons Why
Going to **RMSP's Professional Intensive**
Makes More Sense Than Getting a
College Degree in Photography



1. RMSP is less expensive.

A college degree normally costs a minimum of \$100,000 for four years of tuition, fees and living expenses at an out-of-state, public university (according to collegeboard.org).

In comparison, RMSP's eight-month *Professional Intensive* program costs only \$27,950 with living expenses averaging about \$12,000. Compare \$40,000 total to \$100,000!

2. Professional Intensive speeds up your learning.

A traditional degree will take four years to complete. RMSP's *Professional Intensive* program is only eight months long. The straightforward skills you gain in an intensive program will shorten your path to a career in photography and get you started making money and building experience sooner!

3. RMSP's education is tailored to the discipline.

What you don't get at RMSP are classes that are irrelevant to a career in photography. You won't be required to take Mathematics or Intro to Psychology. All the courses at RMSP are designed with a creative professional photography career in mind. No time is wasted.

4. The instructors at RMSP are relevant.

Most photography careers are entrepreneurial by nature. This means that most working photographers don't have enough time to teach semester-long courses at a college. Therefore, most professors at a typical college are not working photographers. They wouldn't have time to be if they were teaching at a college all the time! Often, college professors haven't worked as an active photographer in decades!

RMSP instructors are primarily working professionals who have their own active businesses in photography, videography, fine art printing, business administration, and graphic design. Your education is coming from relevant professionals who can advise you on the state of the industry today.

Because of the large variety of instructors, RMSP teaches many genres of photography. So, instead of having one or two photography professors who may have limited experience in the field, at RMSP you have many different instructors from different backgrounds who can speak to all the different paths available in photography and how to succeed in them. That means mentorship in your unique niche!

5. Most opportunities in photography don't require a degree – they require hard skills. RMSP teaches these skills.

Because photography is entrepreneurial by nature, most potential clients are not concerned with what degree you have, or from where you received it. The MOST important thing is your portfolio of images and how good you are at selling yourself. The “proof is in the pudding,” as they say.

RMSP teaches the camera controls, lighting, computing, grip, photography-specific business, design, aesthetics, networking, and marketing that are required to make a living in this tough industry. In fact, *Professional Intensive* is 30% business and marketing education! Because it matters!

RMSP Instructor Jeff McLain says, “After nearly 20 years in this field, no one has ever asked me if I had a degree. They just want to see my work, and to know that I have what it takes to achieve the goals of the project.”

In a nutshell, a four-year degree will not only be unnecessary, but also more time-consuming and more expensive. Self-teaching may sound like a great alternative, but it usually means spending 10 years piecing together confident knowledge. We want to help you learn all of it in eight months!

If your goal is to start your own photography business; to be a working creative freelancer; or to be an employed photography assistant or tech, your shortest path to this goal is a trade school like RMSP that will teach you the skills to compete.

What you should be looking for is an affordable and fun way to way to learn the hard skills, software skills, creative skills, and business skills needed to be competitive in this field.

RMSP's *Professional Intensive* is that program.

STAY IN TOUCH!

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