

Ray Pfortner

206-498-1626 (text I voice)

206-463-3043 (office)

raypfortner@gmail.com

www.RayPfortner.com

Photography/Business of Art

Residencies Offered:

Residencies can entirely **online** (using Zoom and Flickr.com), **hybrid** in person and online (using Zoom and Flickr) or **entirely in person** as noted below. All can be custom tailored to these pandemic times. I am flexible and very open to any and all other suggestions involving photography any time.

ENCAUSTIC-TRANSFERRING ART ONTO BEESWAX (in person): Explore an alternative, very contemporary way of presenting any art medium from photography to painting, transferring it into the soft organic look of encaustic. Select the art, prepare it and learn the transfer technique. The results can be a formal show in an Island venue like the Blue Heron.

TURN YOUR ART INTO GREETING CARDS - AND SELL THEM (hybrid; in person): Making greeting cards with art, 2d and 3d, is a fabulous first step to test the waters of doing business with art, making a return on the investment of time and money, making a return to be able make even more art. Making the cards is simple - mounting photographic prints on scored card stock with matching envelopes. But more challenging is selecting the right art to begin with, using the back-of-the-card real estate wisely, setting a price, approaching a selling partner.

CRITIQUING PHOTOGRAPHS; LEARNING COMPOSITION (online; hybrid; in person): Students share their photographs to explore the art of composition as well as camera techniques and settings in group critiques. Students will shoot periodic assignments on agreed - upon themes or locations. Students will share a favorite photographer's work.

SHOOT TO SHOW: TAKING PHOTOGRAPHS TO ILLUSTRATE A THEME OR TOPIC (online,; hybrid; in person): Students learn the art and craft of photography and then apply lessons learned by photographing a common theme or topic. The results will be shared in a group critique to arrive at a final exhibit at the school and/or on the Island. Photography on location on - or off - island, including all Island locations like Point Robinson, Fisher Pond, Fern Cove, Mukai Garden and off Island: Pike Place Market, the Wing Luke Museum, Seattle Japanese Garden, Volunteer Park Conservatory, Fisherman's Terminal, Seattle Chinese Garden, Point Defiance Zoo and Aquarium, and Museum of Flight.

THE BUSINESS OF ART (in person): Field trips to locations on Vashon showing art (VCA Gallery, Hardware Store Gallery, Blue Heron, Valise, etc.) to critique work exhibited there. Concentration will be on how the work is displayed, numbered, signed, framed, and priced. The goal: to empower students for a group show of their own art.

PHOTOGRAPHING YOUR VISUAL ART TO GO BEYOND THE ORIGINAL (hybrid; in person): In a digital age, the original is only the starting point. The opportunities abound if you transform non-photographic art, 2d and 3d, paintings to prints to ceramics and sculpture, into digital format. This is key to submissions for contests and shows, for portfolios, for making merchandise to sell and for licensing (aka renting) your work.

Preferred Age/Grade Level:
5th-12th grades

Supplies, Equipment, Space and Time Considerations:

Students need a digital camera for all programs (phone cameras alone can work and we can have a whole residency around using just phones; larger cameras offer still more of a leaning opportunity) and access to the internet for most - for using Flickr.com and Zoom. A digital projector would be required to share photographs in person. Transportation would be required for some of the suggested residencies. The Encaustics and Greeting Card residences require more materials than others, but all would be provided. Any of the in-person photography pieces can and should be offered entirely or almost entirely outside the classroom on location.

Teaching Experience:

I have been teaching the business of art and photography around Puget Sound since 2001, for over 15 different education partners from Daniel Smith Art Supply to the University of Washington. For many years I taught the McMurray Photography Exploratory and teen photo camps for Vashon Center for the Arts and Bellevue College. I have led VAIS programs on encaustics for McMurray and Vashon High School plus a VAIS on the power of photography to influence life choices for McMurray. I have been an instructor for the North American Nature Photography Association High School Scholarship Program.

I have taught entirely online photography camps for the University of Washington Youth Programs for the summers of 2020 and 2021, middle and high school. I have taught entirely online photography camps for Vashon Center for the Arts for the summer of 2020 and hybrid for 2021, including in-person location shoots all around Vashon and at the Point Defiance Zoo and Point Ruston, for middle schoolers (spring arts Fridays and summer camp) and high schoolers, resulting in a combined show at the Blue Heron fall 2021.

Artist Statement

I love photography and always have. I love its immediacy, its ability to record but even more its ability to interpret, to tell stories - and most of all I love photography's ability to be shared. Our digital times have only made this sharing easier, more instantaneous and more important than ever. I love seeing what we can do with our photography, beyond making simply traditional paper prints. Hence beeswaxing and making greeting cards.

I love teaching and especially teaching a medium that is so very accessible, and so incredibly powerful in raising awareness, teaching and leading to action. My own photography has always focused on nature and environmental issues, always hoping to accomplish all 3.