

Business Associate Photography/Media Option

Required Tool List

The following equipment is meant to prepare you to be successful in the Photography/Media option and is **required**. However, you should also review the **optional recommended** tool list as well to prepare you to operate as a professional photographer after graduation. You will regularly discuss your business plans and goals with your instructor. Individual adjustments may be made to your tool list. Certain specializations in the photography industry require different tools.

Photography gear changes rapidly with technology changes and new advances. Therefore, this tool list is also subject to change. We will attempt to give you as much notice as we can, however, that is not always possible. ***Approximate prices indicated are based on list prices June 2023 and fluctuate with the market. It is recommended to watch prices in advance as sales and discounts happen often.***

Full Frame DSLR or Mirrorless Camera: For the video portion of the photo/media option, this camera must be able to shoot video in these formats: 1920X1080 @ 24 fps and 1280X720 @ 60 fps **with an external microphone port**. Some DSLR examples include Canon 6D Mark II or the Nikon D780. Some mirrorless examples include the Canon EOS R or the Nikon Z6II. If you work with a different camera, it may be acceptable if it meets the minimum requirements. **This must be approved in advance.** Contact patrick.anderson@lakeareatech.edu

Computer: HP ZBook purchased through the bookstore. If you have another laptop, it may be acceptable if it meets the minimum requirements. This must be approved in advance with patrick.anderson@lakeareatech.edu

Camera bag – consider an option that will hold a camera body + three lenses and other accessories.

Software – Adobe Creative Cloud Photography plan purchased here: <https://www.adobe.com/creativecloud/photography/compare-plans.html?promoid=BDDS3N81&mv=other> Either the 20 GB version (\$9.99/month) or the 1 TB version (\$19.99/month). You may wish to get the student version of the Creative Cloud which includes ALL Adobe apps found here: <https://www.adobe.com/creativecloud/buy/students.html> (\$19.99/month).

Note: These prices as of June 21, 2023. This subscription may be purchased after school starts.

Below are the required items to begin the program. Note the appropriate type based on your camera body selection. These are the minimum specifications, if you are in a position to purchase a better version, please feel free to do so. Approximate prices are current as of 06/2023 and subject to market changes. **NOTE:** *with the transition to mirrorless in the industry, mirrorless gear can much more expensive at this point.*

Item Specifications	Examples and Suggestions	Approximate price
50 mm lens f/1.4 – f/1.8	DSLR <ul style="list-style-type: none"> • Canon EF 50mm f/1.4 USM Autofocus • Nikon AF FX Nikkor 50mm f/1.4G Mirrorless <ul style="list-style-type: none"> • Canon RF 50mm f/1.8 STM Lens • Nikon AF-S NIKKOR 50mm f/1.8G Lens 	349 406 169 196
Speedlite	Godox TT685 II with XPro Trigger (preferred) <ul style="list-style-type: none"> • Verify that you have the correct version for your camera brand. Camera brand speedlight is acceptable	198 300 - 400
Extra camera battery	Best to purchase same brand as your camera and not a 3 rd party battery	50-80
Three 16gb (or better) media cards	<u>Be sure to buy the appropriate type for your camera.</u> SD card price shown. CFE cards are much more expensive, but more storage and faster.	SD 10-50 each
Memory card reader		20-80

The LATC Bookstore will offer the HP ZBook in a “lease-to-own program, The camera and photography equipment may be purchased through various outlets, such as www.bhphotovideo.com or www.adorama.com or www.amazon.com . B&H Photo Video and Adorama have student programs with discounts. I encourage you to look into both. Let us know if you need additional guidance on this.

Contact Patrick Anderson with questions about the Photography/Media Option tool list at patrick.anderson@lakeareatech.edu