

Photography: Mastered

Accelerator
2018 Syllabus

Join the new breed

Over the last two years, we've worked with some of the most respected experts in the fashion industry and over 3,000 creative professionals from over 90 different countries.

In that time, one theme kept coming up. The industry is changing. There are new ways to create and to get noticed. There are new rules to getting work. There are new fashion capitals emerging. The change is constant and it's getting faster.

Only a certain type of creative thrives in this new world. They're relentless, resilient and massively collaborative. They work hard to develop their mindset and collaborative skills, not just their technical ones. They're polymaths, entrepreneurs and they won't let anything hold them back.

We've developed this 10-month accelerator to help you become this new breed of creative – and claim your place in the industry of the future. Take a look at what the 10 months could hold for you.



Perri Lewis

Co-founder and programming director



“The idea behind Mastered is the way forward. This course is a tremendous rollercoaster and will help you go beyond your limits if you are not scared of digging deep.”

Djeneba Aduayom, Photography: Mastered alumni



Your accelerator experience

Image credit: Renaud Cambuzat

The accelerator follows your individual career journey

We help you set and ultimately reach your personal goals. Here's how:

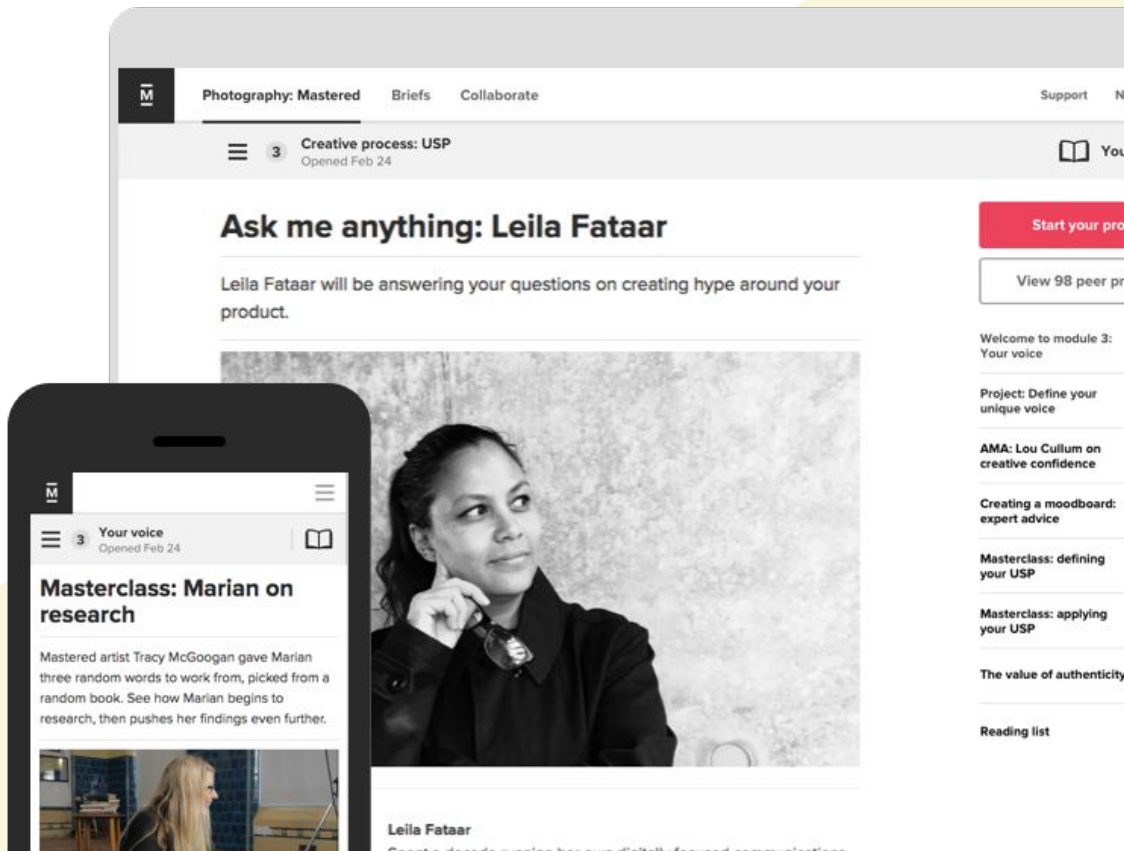


LEARN BY DOING

Hear from industry experts, and put your questions to them

Your accelerator is released in modules over the course of the year. In each module you'll hear from experts, ask them questions, and use their insight to do a project.

- You'll hear from industry experts via video masterclasses, demos and case studies.
- You'll put questions to these experts in regular Q&A sessions. Your question is guaranteed to be answered.
- The videos and Q&As help you complete a practical project in each module.



Some of the video and Q&A experts our 2017 intake are hearing from



Inez & Vinoodh, renowned photography duo, will be sharing their incredible industry insight throughout the accelerator.



Fabien Baron, editorial director of Interview magazine and founder of Baron & Baron, will highlight the relationship between a photographer and art director.



Biel Parklee, digital photo editor at W magazine, will talk about the transition of editorial from print to digital.



Alessia Glaviano, senior photo editor at Vogue Italia, will talk about the importance of rigorous research to enrich your creative process, and defining your vision.



Sophia Li, entertainment media editor at Vogue.com, will discuss new ways of looking at editorial formats in the digital age.



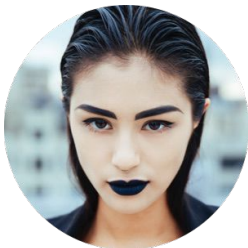
Krista Prestek, director of photography at GQ, will highlight the relationship between photo editors and photographers.



Megan McCluskie, casting director and bookings director at Harper's Bazaar, has been explaining the ins and outs of casting and how to work with models.



Kenneth Richard, co-founder of The Impression, has been discussing the ever-changing editorial landscape and guide you through how to sell your ideas to clients.



Lydia Pang, creative director at Refinery29, has been talking about creative process, branding and social media.



Buffalo Zine, an independent fashion publication highlighted by the NY Times as “the cutting edge of print”, has been shedding light on the full creative process behind an editorial shoot.



Mimma Viglezio, creative consultant and former editor-in-chief of Lula magazine, has been explaining how to apply your identity to your body of work and how to work with commercial clients.



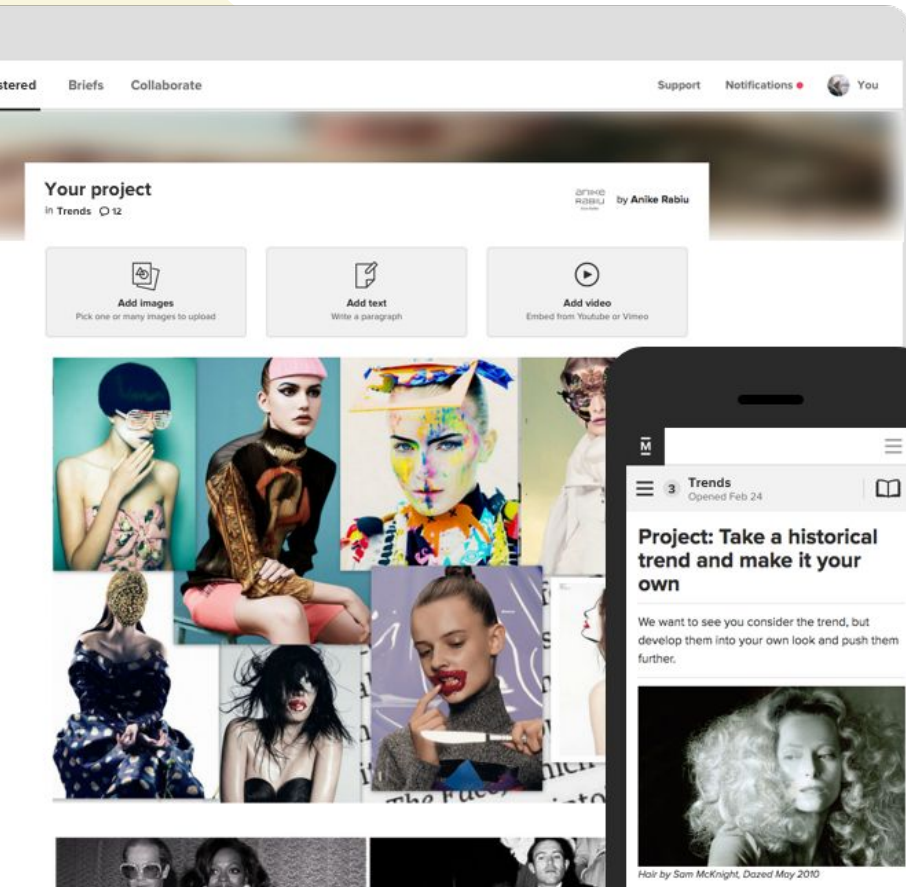
Annabel White, European director at Rosco Productions, has been explaining the whole process behind the production of a successful shoot.

LEARN BY DOING

Complete practical, relevant projects

Each module is project-led. You'll be set a practical task related to the module's theme, which will also support your real-world work and career. You'll get personal expert feedback on these projects.

- Projects are specifically designed to fit around your existing commitments.
- You upload text, images and videos into your project on the platform. You can check in on your peers' projects and give them feedback.
- All the materials in the module will support you in doing your project. Deadline dates for feedback will be clearly communicated.
- You'll get guidance and advice from the Photography: Mastered accelerator team to make sure you're on track with your projects.

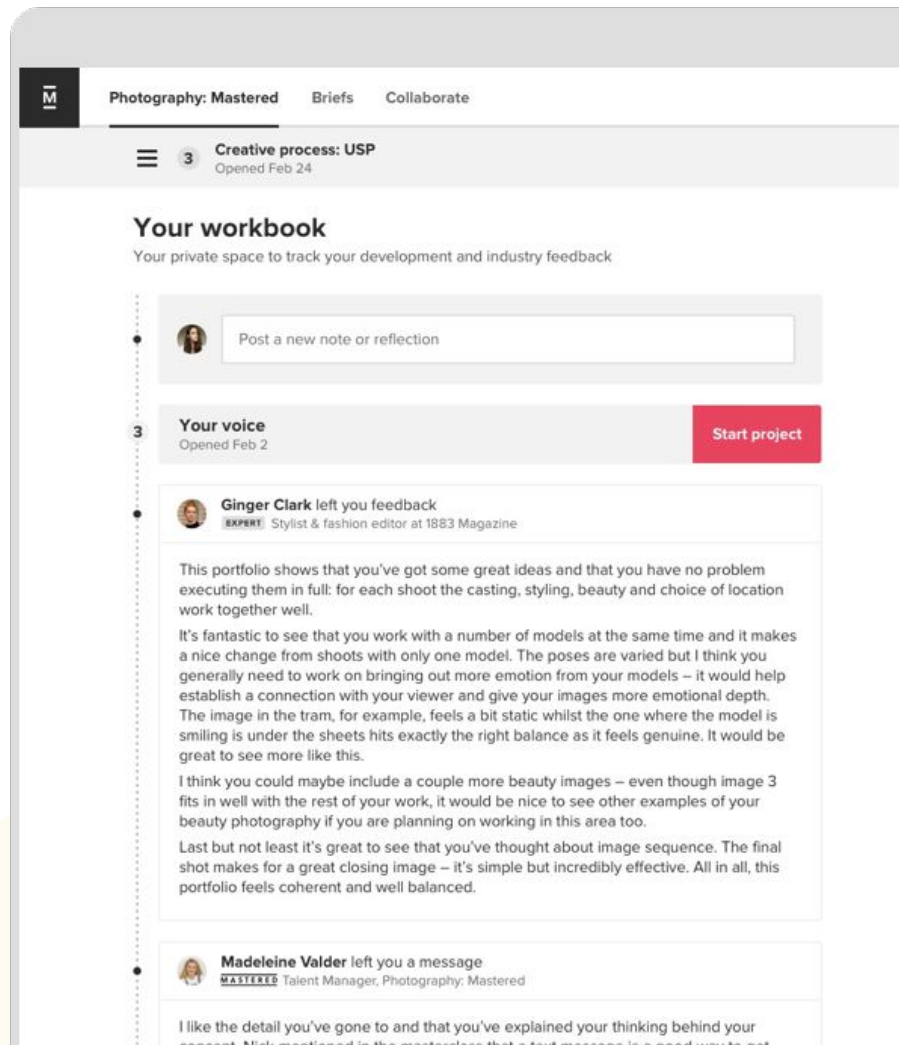


LEARN BY DOING

Get written project feedback from industry insiders

You'll receive private written feedback on your projects as each phase of work draws to a close.

- Feedback experts look at the projects you've completed in each module, as well your as overall progression, goals and wider body of work.
- Feedback is received in your private workbook area. It is an honest and insightful critique into the work you've done
- Your talent manager, Mastered coaches, and supportive content will be on hand to help you unpack your feedback and devise an action plan.
- Feedback experts for previous Mastered programs have included magazine editors, agents, brand consultants and image-makers at the top of their game.





REACH YOUR CAREER GOALS

Get guidance and portfolio reviews in mentoring sessions

At three points during the year you'll receive a private mentoring session from an industry expert.

- The sessions happen over the phone, and last 30 minutes.
- Before the call you will be guided by your talent manager through preparing what you'd like the mentor to see and the questions you'd like to have answered.
- The mentor has extensive experience in the fashion industry and will give detailed, discipline-specific career advice. They will review your portfolio, answer your questions, and provide you with actionable next steps.
- You'll get a solid understanding on the progress you've made, a better understanding of your place in the industry, and whether your work reflects your unique voice.
- Afterwards, your mentor will write a written summary of the call into your private workbook so you can reflect on the things you discussed at any time.

Some of the experts giving individual feedback and mentoring to our 2017 intake



Amelia Trevette

Bookings editor at Stylist Magazine, freelance casting director/producer, previously head of division at Elite Model Management



Sabrina Sarl

Photography agent at London agency Saint Luke Artists and former producer at The Production Club



Björn Schütrumpf

Picture editor of Vogue Arabia and freelance journalist, currently based in the UAE



Ruben Ramos

Visual editor at Vogue US



Gemma Padley

Journalist and editor specialising in photography. Previously at the British Journal of Photography and still a regular contributor



Mary Fletcher

Senior Photo Editor at Refinery29. She commissions, art directs and produces editorial beauty and entertainment photo features



“Being a part of Mastered has helped me see the bigger picture, commercially and creatively. It's been an invaluable experience.”

Christopher Polack, Photography: Mastered alumni

Image credit: Christopher Polack





REACH YOUR CAREER GOALS

Get personal coaching sessions to tackle what's holding you back

If you've been held back by confidence or resilience issues in the highly competitive fashion industry, we will help you overcome them and get the success you deserve.

- You'll have access to an in-house personal development coach throughout the accelerator.
- You'll be able to book one-to-one calls with a coach every two months throughout your accelerator.
- Your coach will discuss specific issues, from creative confidence to procrastination, and anything in between.
- With coaching you'll move forward and reach the goals you set for yourself and your career.

REACH YOUR CAREER GOALS

Record your goals and work towards them

In creating new work and receiving personal feedback and talent support, the accelerator helps you achieve your unique career goals.

- You set goals as your first task on the accelerator. The mentors and coaches will help you refine them. Your goals are recorded in your private workbook.
- Experts, mentors and coaches will have access to your goals so that their feedback is relevant to your personal journey.
- All your feedback and summaries from coach and mentor calls will be stored in your private workbook. You will update it with your own reflections on how you are working towards your career goals.
- Your Mastered talent manager will be within contact at all times to make sure you're staying on track and getting the most from your projects, feedback and collaborations.



“I had career goals and a path planned that I had begun to give up on. It is now sparked and ignited. What I have learned from the videos, the Q&As and the feedback is beyond what I dreamed this opportunity would present me.”

Lavonne Anthony, Mastered alumni



COLLABORATE AND BE SEEN

Collaborate on creative briefs set by industry leaders

You'll collaborate with professionals across the Mastered network on four creative projects.

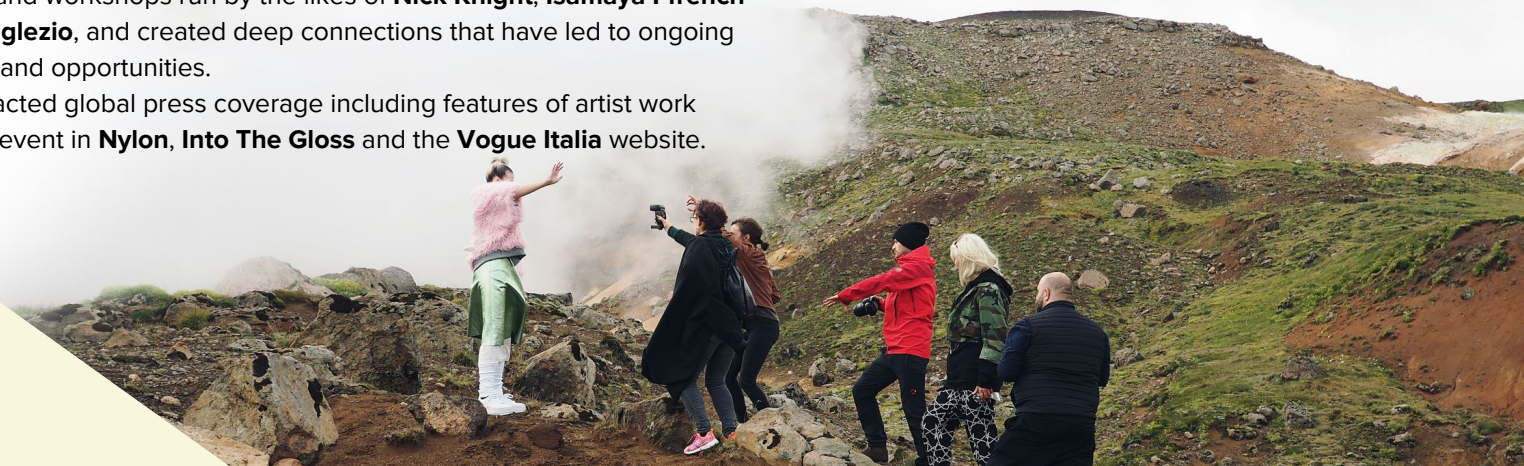
- Four collaborative briefs will be revealed over the course of the year. The first two briefs for 2017 are being set by art director and editor **Fabien Baron** and photography duo **Inez and Vinoodh**.
- You'll use the briefs as a stimulus to form a team, develop an idea and shoot your final response.
- You'll become a better collaborator and have incredible new work to add to your portfolio.
- We'll provide tools to connect you with makeup artists, hair stylists, photographers, stylists and designers from Mastered accelerators - but you can collaborate with anyone, whether they are part of the Mastered network or not.
- You'll get written feedback on your final response to the brief in your workbook.

COLLABORATE AND BE SEEN

Mastered: Live

We blend online and in-person learning to give you the best of both worlds.

- Included in your accelerator experience is an invite to one of three **Mastered: Live** events happening around the world. Enrollees from our 2017 intake have the choice between events in Europe (Croatia), North America, and Asia.
- Attendance to Mastered: Live is free, you just need to pay for your travel and accommodation - we'll make recommendations on both.
- It's a chance to come together with the Mastered community and be guided by industry mentors through creating incredible images.
- Attendees of 2016's Mastered Live: Iceland collaborated across 22 shoots, took part in panels and workshops run by the likes of **Nick Knight**, **Isamaya Ffrench** and **Mimma Viglezio**, and created deep connections that have led to ongoing collaborations and opportunities.
- The event attracted global press coverage including features of artist work created at the event in **Nylon**, **Into The Gloss** and the **Vogue Italia** website.





“I am grateful to the Mastered team for making this happen. Grateful for all the incredible and talented fellow alumni that were there to share this incredible experience. Grateful for the most amazing fashion experts that dedicated their time to make us feel we were worth it and help us grow in two days. We are all now a part of this truly wonderful community, and let's grow together.”

Djeneba Aduayom, Photography: Mastered

Mastered Live: Iceland collaboration, featured on Vogue.it. Photographer: Djeneba Aduayom

COLLABORATE AND BE SEEN

Put your new skills to work

You'll transform your creative process in your Mastered accelerator and shoot amazing imagery for the collaborative briefs. Then it's time to put it all into action.

- We'll get your best work in front of industry insiders throughout the accelerator and in the end of accelerator showcase.
- The industry comes to our network to hire people. Put yourself forward for opportunities, jobs and press exposure.
- Build your Mastered profile page and continue networking and collaborating in our global alumni community.

Image: Stefania Flex

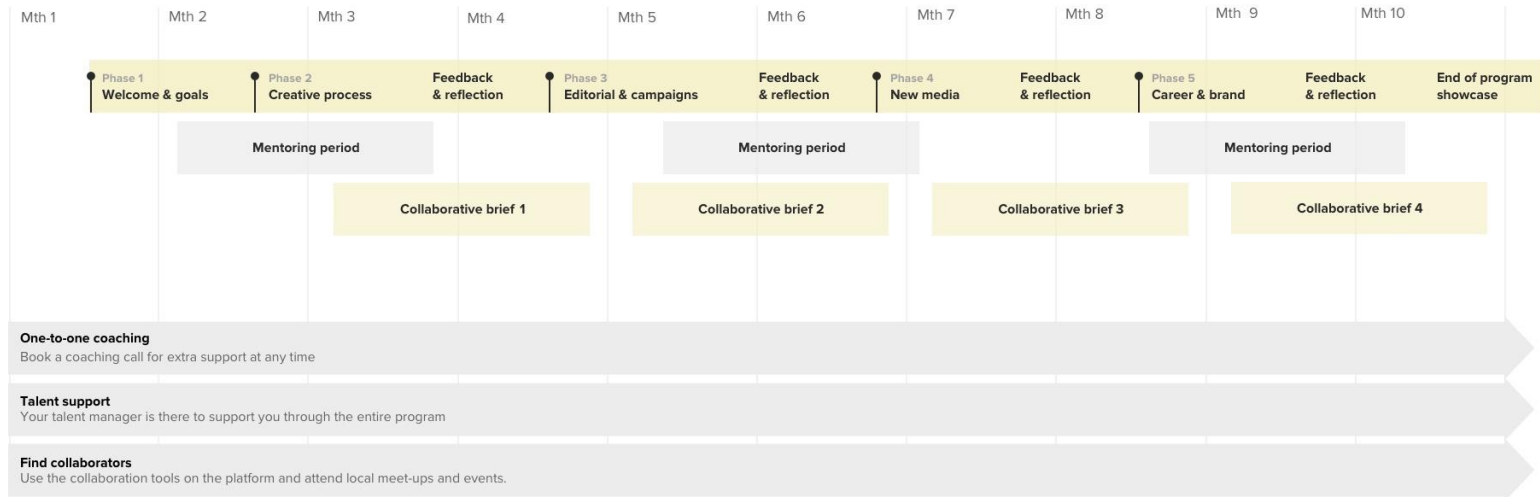




Your year ahead

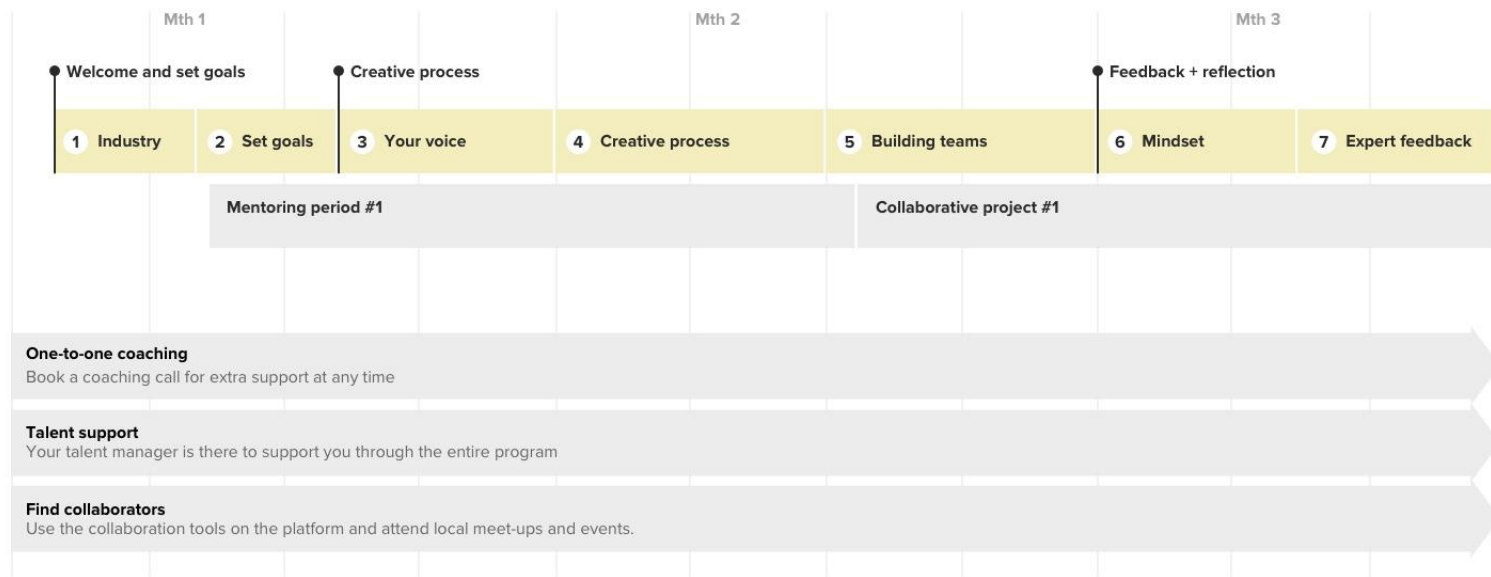
Image credit: Lydia Gorges

Year overview schedule



Please note: This schedule is for guideline purposes only and subject to change.
Mastered retain the right to amend the details supplied.

Phase 1 schedule



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Your place in the industry

The global fashion landscape is changing, and there's never been a better time to be part of it

During the accelerator you will:

- take an intensive look at the current state of the industry and where it's headed
- develop a deep knowledge of today's major players and get to know the ins and outs of this creative revolution
- be introduced to the Mastered network and start building the connections that will help you create your best, most innovative work throughout this accelerator and beyond

Image credit: Christos Karantzolas





Your goals

The fashion industry is an ever-evolving space for emerging photographers but there's no one-size-fits-all formula for success

During the accelerator you will:

- look at what success looks like for *you*, specifically
- start setting transformative goals that reflect your personal and professional ambitions and we'll show you all the opportunities available to you as a photographer today
- receive expert feedback and guidance, to help you start identifying which opportunities can take you where you want to be on the long run

Your USP

As a photographer, you are a brand - so what sets you apart from everyone else?

During the accelerator you will:

- explore who you are as an artist and determine what makes your work unique in the ever-changing landscape of the fashion industry
- look at what makes you different, right now, and how to start to build that into a strong personal brand
- identify the gaps in your portfolio and any key skills or areas you need to focus on to start building a body of work that sets you apart from the competition

Image credit: Steph Alcaïno





Creative process

There's more to a fashion image than just a model wearing clothes: discover the conceptual elements that can add depth to your work

During the accelerator you will:

- break down and revolutionise your creative process – from finding new sources of inspiration through to developing your research into something that's *truly* unique
- start looking at how you get inspired - you'll step away from photography and image-making, and gather new ideas from fresh sources. You'll then push your research further and distill it down into an original concept
- explore how storytelling and character creation can help you build a consistent set of images, make your visual identity more recognisable and ultimately create work that will deeply resonate with your audience

Building teams

As a photographer, your most important creative tool on set is your team

During the accelerator you will:

- learn how to share your vision with your team and get everyone on the same page creatively—finding a balance between your original idea and the contribution that comes from your collaborators
- learn to identify which creatives will enrich your vision and add that unique touch to your imagery
- define your criteria to pick the right members for your creative tribe and discover how to get in touch and option them for your shoots, how to cast and street-cast models and how to make sure you communicate your vision effectively to every single member of your team

Image credit: Eloïse Vene





Your mindset

We'll help transform the way you perceive mistakes and stress so you can handle any situation your career throws at you

During the accelerator you will:

- look at what mindset actually means, and why it's important for creative professionals to use it to their advantage
- tackle challenges and uncertainty; develop the confidence to put your images out there; conquer the fear of negative feedback; unexpected changes and the inevitable mistakes that *everyone* makes, no matter how established they are
- get our help to enable a simple mindset shift that allows you to retrain how you perceive certain situations
- start to carry this mindset throughout your career so you can take on any challenge with ease

Editorial

Editorial is often where you'll be able to do your most creatively rewarding work, and the right editorial portfolio often leads to commercial work that won't necessarily compromise your vision

During the accelerator you will:

- explore the photographer's role in editorial work; from the different types of editorial assignments available today, to best practices to working as part of a creative team
- get to know more about the current editorial landscape and develop a new awareness of what it can offer you and where your work can fit best
- get help to master the practical side of things, including how to get in touch with different publications; how to respond to a brief; and how to create a powerful mood board to illustrate your vision
- ultimately understand the strategic role of editorial as a tool to get the commercial jobs you want





Working with commercial clients

Commercial jobs are an essential part of building a sustainable career in photography

During the accelerator you will:

- take on the challenge of distilling and communicating a brand or designer's essence into engaging imagery, without compromising your own aesthetic style
- learn how to navigate the restrictions inherent in commercial work - interpreting a client brief accordingly and producing a narrative that fits the brand's bigger messages, audience and goals
- understand the different requirements between campaigns for print and digital and how to decode what the client really wants you to produce
- take a look at how to build longstanding relationships with clients you want to work with time and time again

State management

In this module, you'll learn the tools and processes you need to manage your emotional state - how you're feeling, thinking and behaving

During the accelerator you will:

- recognise your state, without which you're less able to control how you respond and "show up" to others, whether they're clients or collaborators
- work on getting a handle on your state to help you avoid burnout, stop you feeling panicked by deadlines and other stress, and stop you being fazed by personal blockers
- ultimately understand how to get into a more powerful and resourceful state so you can communicate effectively, rise to challenges, and overcome difficult or unexpected situations even when you're feeling stressed, overwhelmed or unprepared

Image credit: Christopher Polack





Alternative outlets

Fashion photography is not only about editorials and campaigns: this is your chance to find fresh outlets to highlight your talent

During the accelerator you will:

- discover alternative ways to show and promote your work to a different and broader audience including curators, critics, collectors and publishers
- learn how to create limited editions of your images to be displayed at exhibitions, festivals and fairs, and you'll explore the possibilities of self-publishing and non-periodical publishing
- ultimately be able to get creative with formats and find new, exciting ways to showcase your work

Fashion film

Apply your vision and technical skills to moving image and experiment with new ways to push your creative boundaries

During the accelerator you will:

- develop an understanding of how fashion film differs from photography and of the several new outlets and creative possibilities for this changing medium
- start to build the skills, knowledge and experience in undertaking moving image project
- make yourself more desirable to potential clients and collaborators through your grasp on film

Image credit: Mara Sommer



Branding and social media

As we said before, an artist *is* their own brand. So how do you ensure your online presence reflects your identity?

During the accelerator you will:

- learn how to build a strong and consistent narrative for your social feeds, as well as the tips and tricks to manage and maximise your social media presence
- look at the goals you have set earlier on in the accelerator and how the way you market yourself will keep you on track to achieve them
- learn how to apply your values, motivations and ethos to your creative work so you can translate a consistent brand identity and be your authentic self online and offline

Photo credit: Christos Karantzolas





Build a viable photography business

Get the practical information you need to achieve the creative's ultimate dream: building a successful business doing what you love

During the accelerator you will:

- prepare for your career plan by covering all you need to get the business side of things in order: from boosting your negotiating skills to syndication, archiving, copyright and media law
- look at money from a global perspective - how to invoice the smart way and how rates and fees vary in different areas of the industry and in different parts of the world
- consider the role of agents, how to choose the 'right' jobs and when to say no
- develop the skills to ask for what you deserve and the confidence to know when to turn things down

Photo credit: Oscar Young

Career planning

During the accelerator, you will have expanded your creativity, developed a deeper understanding of all facets of the industry and built a body of work that showcases the very best of you. Now, it's time to put this into action and take on the world

At the conclusion of the accelerator you will:

- think about how you can put everything you've learnt so far into practice with a viable career plan
- look at the goals you set earlier in the accelerator, look at the work you produced over ten months and see where you need to place yourself next to thrive professionally
- get expert feedback and guidance to help you devise a plan that sets you up for success

Image credit: Lusha Alic





“An incredible opportunity for me was having visibility on Vogue Italia’s website. From that, a brand from Paris contacted me to make a fashion book for her.”

Eloïse Vene, Photography: Mastered 2015 alumni and accelerator enrollee

What alumni say

“I can honestly say it was life changing. [...] I produced the best work I've ever had the pleasure of creating and worked with some of the most lovely and talented humans I've ever met.”

Norio Chalico, Photography: Mastered alumni

“The Mastered program was a total blast! [...] It helped me to rediscover myself and the reason I chose once to be a photographer.”

Marc Díez, Photography: Mastered alumni

“The experience and opportunities surpassed all expectations.”

Pedro Arieta, Photography: Mastered alumni

Make 2018 count.

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