

## Tyler Student Photographer Pricing Guide

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This pricing guide was generated by the *Tyler Photography Alumni and Student Advisory Board* and is based on common jobs and typical rates. The figures provided are base rates and as students gain experience and have demonstrable skills (typically seen in their resume and portfolio) we encourage them to negotiate higher fees. Students generally supply their own equipment.

By definition, students do not have much professional experience and hiring one involves a certain degree of risk that you are willing to assume. Some jobs may not be suitable for students. Junior and Senior undergraduate students have generally had between four and seven photography courses, each in different aspects of the medium. Graduate students may have more experience, perhaps as assistants or even professionals. There is a long history of apprenticeship in the field because of how long it can take to become a seasoned professional in both the art and business of photography.

We actively discourage students from doing work for free or for the incentive of portfolio development. We also discourage students from accepting jobs that use images for commercial purposes. That's a more complex undertaking than most are prepared to negotiate or execute.

TYPE OF JOB	RECOMMENDED STUDENT RATE	APPROXIMATE PROFESSIONAL RATE
Event photography	<b>\$100 per hour rate and higher.</b> One hour minimum.	<b>\$175 - \$225 per hour rate and higher.</b> One hour minimum.
Copy & product photography	Includes photography, post-production, and delivery of digital files.	Includes photography, post-production, and delivery of digital files.
Environmental portraits	Any consumables (prints, videos, etc) are additional and should be negotiated in advance based on time, and cost of materials (plus 10%).	Any consumables (prints, videos, etc) are additional and should be negotiated in advance based on time, and cost of materials (plus 10%).
Wedding photography		
Real estate photography		
Studio Headshot	<b>\$75 for two studio pictures</b> (for digital files, color corrected and retouched). Client typically selects images during shoot.	<b>\$200 for two studio pictures</b> (for digital files, color corrected and retouched). Client typically selects images during shoot.
Post production jobs only (no photography)	<b>\$20 per hour and higher.</b> One hour minimum. Typical jobs include Lightroom and Photoshop production (color correction, spotting, file preparation).	<b>\$225 per hour and higher.</b> One hour minimum. Typical jobs include Lightroom, Photoshop, Video, or 3D animation.
Assistant to photographer (no shooting or production)	<b>\$25 per hour and higher.</b> One hour minimum.	<b>NA</b>
Insured for liability or other issues related to a professional job?	<b>NO</b>	<b>YES</b>