



Contents

Module 2: Projects with Purpose

Module 2 shows you how to create clear, uncluttered projects that focus and channel your passion into collections of images with meaning, purpose, and value – both personal and commercial. Your projects are based on something worth saying, and your creative voice becomes more than just, 'Look at this picture!' Your CLP will then make it easy to organise and prioritise both your goals and images. It makes your computer your creative hub with a purpose.

Overview to Module 2 Part A & B

- Enthusiasm drives all projects
- Timing: today's topics touch people

Part A: Developing and Managing Projects

1. How projects are born

- Sometimes projects just happen!
- When anger gives birth to a project
- You never know where your first project may lead
- Rewards take many forms
- All projects have multiple pathways

2. Planning and implementing projects

- A start-up photo collection project
- Collecting for project themes
- How many images do I need?
- Not all projects start with a defined plan
- Creating a style to suit a project: botanical
- Creating a style to suit project: landscape

3. Establishing a project management hub

- How to assess your asset management needs
- How a creative life purpose hub can work for you
- Working with collections: a personal approach
- Managing digital collections
- Protecting your files - a personal approach
- Presentation software: vision boards and on-screen presentations

Part B: Developing Project Themes

1. Landscape themes

- Startup landscape projects
- Iconic landscape projects
- Landscape from above
- Air charter: a pathway to paradise
- Landscape: through the eyes of an artist

2. Botanical and wildlife themes

- Landscape as habitats
- Botanical projects
- Wildlife and humans
- Projects that change attitudes to wildlife
- Projects that promote caring for wildlife

3. History and lifestyle themes

- Historical themes
- National and hometown urban themes
- Rural projects
- Travel projects
- Nature connect projects
- Australians as projects
- Family projects

Part C: Adding Flavour to Projects

1. The art of storytelling
2. Writing for markers
3. Projects that pluck heart-strings
4. Adding flavour for kids
5. Adding artful elements
6. Photo-book projects
7. Projects as gifts
8. A hobby that became an enterprise