



THE WESTON COLLECTIVE

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Enhancing Photographic Learning Outcomes at The Weston Collective

Mission Statement

The Weston Collective is a 501(c)3 organization founded in 2004 that was created to uplift and inspire the next generation of photographers through youth programs, mentorships, exhibitions, community workshops, and The Weston Scholarship Competition.

Vision Statement

Our vision is to foster student development through the creative means of photography.

The Project - *Digitizing The Weston Collective*

To better serve our photographic youth, we are looking to move into the direction of digital photography. While traditional black and white film photography will always be our foundation, we believe expanding to include digital photography will greatly benefit the overall photographic learning process for our students.

Digital is a great tool as it allows instant feedback for students when starting out. Concepts such as composition, and exposure can be taught live and students can accelerate their photographic skills.

In order to do this, we need to increase our digital equipment inventory. Having a reliable set of digital cameras, and photo editing computers would ensure us the ability to broaden our reach within the community.

What We Need

- 10 Digital Cameras
- 10 Card Readers
- 5 Apple Computers with Editing Software
- 10 USB Sticks

Who is Served

- Students of Martin Luther King Jr. School of the Arts
- All Monterey County Students

Learning Outcomes

- Learning proper photographic “rules” (exposure, composition, lighting, rule of thirds, etc.)
- Using a digital camera
- Printing
- Mounting
- Framing
- Picking and assembling a portfolio
- Hanging an exhibition
- Using alternative photographic processes (cyanotype, transfers, etc.)

Measuring Outcomes

- Photo Evaluations
- Project Portfolios
- Print Presentations
- Exhibitions
- Photographic Competitions

We are embarking on a new and exciting chapter at The Weston Collective. Becoming more digital will enable us to extend our reach even further within our own community and beyond. Our ultimate focus is to our students and our ultimate goal is to get photographic materials into their hands. It is amazing to see how students light up when they are given the creative freedom to make something that is their own and we have seen huge improvements in all aspects of students' lives because of it. Thank you for taking the time to read the proposal on our new project. If you have any questions, please don't hesitate to ask!

Zach Weston
Executive Director