

New York Institute of Photography

Award-Winning Photographs
by NYI Students



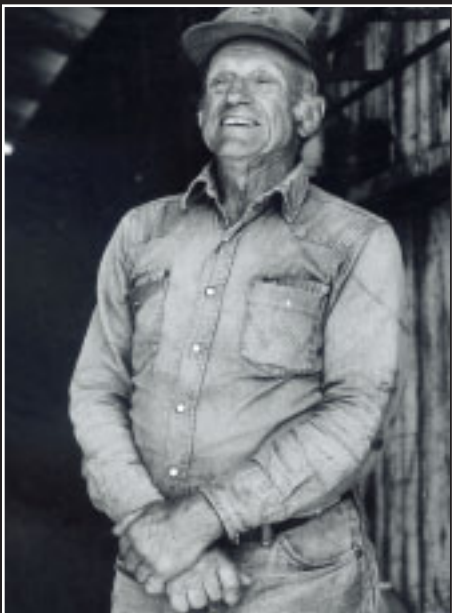
RICHARD A. PENNOCK, NYI STUDENT



PAUL PLIHAL, NYI STUDENT



LINDA J. LAGERWEY, NYI STUDENT



LAURA STILSON, NYI STUDENT

Why Not Make A Career of Doing What You Love?



PHILIP BARON, NYI STUDENT



PHOTO BY NYI STUDENT LOUIS BARTON

**"I earned \$48,000 from this one photo of the
Dallas skyline in just eight months..."**(see back cover)

**America's Oldest and Largest
Photography School — Founded in 1910**



New York Institute of Photography Office of the Director



"As a trained photographer, many fascinating doors will open for you."

I love photography. Obviously, you love photography too.

That's why you asked us for information, isn't it? You want to take better pictures. Win prizes. Be published. Possibly start a new career. That's what NYI training is all about—training you to take better pictures. You'll learn the technique, art, and business of photography. It's as simple as that. We'll make you a better photographer, as we have thousands of others since 1910. And, in today's exciting world of digital photography, there are more opportunities than ever!

You may have tried to learn photography on your own.

If so, you know that trial and error just doesn't work. You need training. Real training. And expert feedback. NYI offers you all of this at a much lower price than you would pay to enroll in a residential photography program. Even adult education classes typically cost hundreds of dollars for just a few evening sessions and little hands-on training.

Our Course has just been revised—so it's the perfect time to enroll.

The lesson texts contain the latest information about digital photography and other technical developments. The audio CDs include thoughtful discussions of the most current topics in the field. Plus, because technology changes so quickly, you'll receive a series of Update booklets that contain the most up-to-the minute information about the topics and specialty areas covered in your Units. And the Course still includes the classic photographic training that NYI has offered generations of students—including how to use the traditional darkroom.

Let me be frank.

We don't offer a magic pill that will turn you into a photographer. What we offer is the finest, most personalized home study training available. Outstanding full-color printed lessons supplemented with audio and video training. The friendly, encouraging assistance of instructors who offer professional suggestions about how to improve your photographs—suggestions that will be delivered on audio so that you can listen to them again and again.

Our Home-Study Program Allows You to Learn at Your Own Pace.

NYI training allows you to study whenever you want, within the comfort of your own home. You don't have to waste time stuck in traffic, or spend money on gas.

And you'll have the benefit of our New York-based faculty.

Our teaching staff is composed of professional photographers with many years of experience. For example, I've been a freelancer for more than twenty-five years, have had my photos published in dozens of national magazines, and have written two books about photography. And I have the honor of directing a staff of equally accomplished photographers—people who share two things: A love of photography and a commitment to helping students become the best photographers they can be. Our program combines the personalization of classroom training with the flexibility of distance education.

NYI training is more affordable than any other quality program.

You can try the Course under our No-Risk Full Refund Policy. And you can elect to pay your tuition in small monthly payments.

Sound good? Then NYI is right for you!

Try the Course and find out for yourself. We're going to make you a better photographer. I can promise you this because we've done it for thousands of students, for nearly 100 years.

Chuck DeLaney, Director

What Kind of Life Do You Seek as a Photographer?



WAYNE ANGELOTY—NYI STUDENT



CAROLINE KUNSKY—NYI STUDENT



WAYNE ANGELOTY—NYI STUDENT



JAVIER FERNANDEZ—NYI STUDENT

Who Are Our Students?

Almost half the students at NYI pursue their training for enjoyment of photography as a hobby. The other half train to become freelance or full-time professional photographers.

The choice is your, once you've had the training you'll get from NYI.

1. A New Career in Photography

Few accomplishments are more satisfying than building your own business. That's why—after you have been trained in all important basic and advanced photographic techniques—you also receive complete training in how to start your own studio, how to run a profitable business, how to promote it, even how and what to charge.

In small towns and large cities, there are opportunities awaiting you. To get started, you may choose to specialize in portraits. Millions are taken every year. Or weddings. Or child photography. Good times or bad, they're always in demand.

And then there's the possibility of working in the fields of advertising and commercial photography, or with a daily newspaper or national magazine. The "big time," as they say. That's the final step. The first step is NYI training.

2. Extra Money from Freelancing

Want to earn extra money in your spare time? NYI student Chris Tunney, a full-time police officer, earns hundreds of dollars each week freelancing with his camera on weekends and evenings! Wherever you live, freelance opportunities are all around you. And NYI shows you how to locate those opportunities in your community, and trains you to handle them.

Don't think it can happen? In less than a year, NYI student Louis Barton made over \$48,000 selling one picture he took for his very first NYI assignment. To help you get started, NYI will teach you how to produce professional photos and show you how to market and sell them effectively. You will learn how to contact prospective buyers, how to prepare your portfolio, and, perhaps most importantly, how to gain confidence when you present your work.

You may even decide to freelance full-time. If you dislike routine and love travel, this could be the career for you. Set your own hours. Take time off when you feel like it.

3. Take Great Photos

Many NYI students pursue photography strictly as a hobby.

Why do they enroll in our Professional Photography Course? Because they know

that to be good at their hobby—to be really good—they need the same thorough training as the pro. A picture is either good or it isn't. The difference between the serious amateur and the successful pro is not the way they take pictures. It's how they use them. Amateurs earn joy and satisfaction, perhaps win prizes or proudly see their pictures exhibited and published. Pros earn money.

NYI gives you the training you need to make your hobby into what it should be—a lifetime source of personal pride and creative satisfaction. But it does more: Many of our students who enroll strictly as hobbyists get excited by money-making ideas in the Course. Before long, they too find themselves making money with their cameras in their spare time, or seeing their pictures published in local newspapers and national magazines.

On the next few pages, let's look at some of the fields of photography for which NYI prepares you.

**We promise
we'll make
you a better
photographer.**

Enroll Online @ www.nyip.com

NYI Training Gives You the Confidence and Skills to Succeed.



LUCKA KRATOCHVIL—NYI STUDENT



JEN-TIEN LAI—NYI STUDENT



WAYNE ANGELOTY—NYI STUDENT



JOHN L. MONTGOMERY—NYI STUDENT



HAL SCHNEIDER—NYI STUDENT



ROBERT HOGAN—NYI STUDENT



TERRY ROSS—NYI STUDENT

Travel and Nature

We all take hundreds of snapshots on vacation, but how many capture the majesty and beauty of the pictures in *National Geographic* or *Smithsonian*? The difference is not just that the pro knows what equipment to use. The pro asks three vital questions before he or she takes the picture. Few amateurs even know what the questions are! You'll learn them in your very first NYI lesson. Your travel, nature, and vacation pictures will never look the same.

Outdoor and Scenic

There are special tricks that can make your outdoor and scenic photographs stand out. It starts with those three vital questions, but more is required. In your NYI lessons on Exposure and Lighting, you'll learn the tricks the pros use to give their outdoor photos that special allure.

Sports and Photojournalism

If you crave the action-packed atmosphere of the Super Bowl or a political campaign rally, this may be the field for you.

Sports and news photographers roam the world recording human drama, always alert to poetic moments of insight. NYI trains you in the techniques of this adventurous field. What's more, you learn how to get started — including how to sell your pictures to local newspapers and magazines.

Every year we get letters from hundreds of students who have enjoyed the thrill of seeing their photographs in print.

Pets and Wildlife

A famed animal photographer tells us: "I've loved two things since I was a kid—animals and travel. When I took in my first stray cat, I never dreamed that someday I'd conduct photo safaris in Africa. Now, with the help of NYI training, I've become a recognized photographer, traveling throughout the world, shooting assignments for magazines, museums, and zoos."

"Today my camera lets me live the kind of life I always dreamed about. Best of all, I'm well paid to do exactly what I love."

If you love animals—friendly pets or ferocious wildlife—NYI training can be the first step toward realizing your dream.

Enroll by Phone Toll-Free 1-800-445-7279

Isn't It Time You Realized Your Dreams?

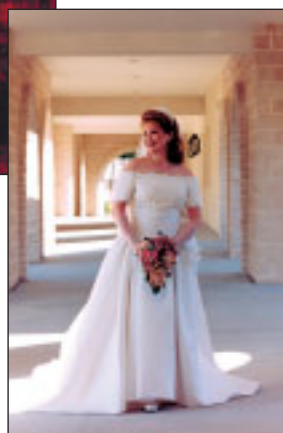
ROD HENRY—NYI STUDENT



MARI KISHIGAWA—NYI STUDENT



KRISTEN T. HAAG—NYI STUDENT



MONTE ZUCKER FOR NYI

WENDY JOHNSON—NYI STUDENT



MITCH MERRITT—NYI STUDENT

Fashion, Glamour and Nude

Competition is rough in this field. To get to the top, you've got to be well-trained.

In your lessons on Glamour and Fashion photography you learn the techniques that make your subjects look their best. And you learn the human side of this field—how to work with fashion models, how to bring out a model's personality, and how to inspire her or his confidence.

We know some people aren't interested in this field, so the training in glamour and nude that is included in the Course is optional. Just let us know if you prefer not to receive this lesson.

Internet and E-commerce:

The use of photography on Web sites only increases the power of photography and the opportunities that exist for the trained photographer. From real estate to online retail, everyone needs pictures—lots and lots of pictures. Many jobs in these fields require the ability to take great photographs and also work with them in a variety of interesting ways—and we've helped hundreds of people expand their businesses by showing them how to take professional-looking photos for their Web sites.

Wedding Photography

Many of our graduates start freelancing by shooting weddings on weekends. To help you succeed in this lucrative field, NYI provides you with a complete "mini-course" in wedding photography, even a "script" of what wedding pictures to take and how to take them. Plus all the necessary business forms.

Many NYI students, while still studying, have earned more than the cost of the Course because they were able to handle profitable wedding assignments with skill and confidence.

Commercial and Advertising

These highly demanding fields offer top rewards to photographers who work with clients and art directors to make images that advertise products. There are a limited number of openings at the top, but there are also lots of smaller jobs right in your own community. NYI training will show you how to find, and handle, these assignments.

NYI's exercises in still life photography have prepared many students for work in this field. You may discover a talent you never knew you had!

Portraiture and Children

This is a tremendous field! Everyone—man, woman, and child—is a prospect. And quality portraits command high prices. If you're a "people person"—if you like to work with all types of people, from the folks next door to celebrities, actors, and models—this may be the specialty for you. And if you are good with kids, child portraiture is an especially delightful field.

Stock Photography

The demand for stock photographs is a gigantic market—and with the advent of "microstock" Web sites, one with an ever-growing market. NYI will teach you how to create marketable images and instruct you on how to obtain model releases. For photographers with a knack for taking great stock photos, there's nothing better than having an agency sell your work while you're out taking more photographs.

**We promise
we'll make
you a better
photographer.**

Enroll Online @ www.nyip.com

Here's How NYI Trains You To Become a Better Photographer.

Within a few days of enrolling in any of our Courses, you'll receive your first Unit, everything you need to get started:

- **Four Complete Lessons** that teach you how to get maximum performance out of your camera and NYI's Three Guidelines for Great Photographs—the three vital questions pros ask themselves every time they take a picture. You also get a handsome slipcase in which to store all your lessons for future reference.
- **Five "Learn from the Experts" Audio CDs** containing over four hours of tutoring to guide you page-by-page through the first four lessons.
- **Your first NYI "Live-Action" DVD** on which you watch the pros in action as they use the techniques you read about in your lessons. After you watch this program you'll understand exactly how you can use the same techniques to take professional pictures.

- **Your first NYI Photo Project** where we ask you to take photographs of the subjects of your choice using the techniques you've learned.

But that's not all.

When you're done, you mail your pictures to the Institute, where an Instructor will review and discuss them with you on audio, giving you invaluable suggestions that you can listen to in the comfort of your own home.

With all this material, you may be wondering where to start. That's easy, the Unit One cover letter tells you to "find a comfortable corner in your home. Sit back. Turn on your first CD. And relax. Your audio guide will tell you exactly how to start and what to do...step-by-step.

What could be easier!

Step One



You Press a Button, and Your Course Begins.

Listen as the Dean and other NYI Teachers explain all the basics to you on audio. Page-by-page, they guide you through each lesson, telling you what to read, reviewing important

points, and clarifying illustrations in the texts. They guide you step-by-step through each lesson easily...clearly...confidently.

Step Two



You Learn from the Pros on Video.

Now it's time to watch exactly how it's done—on our exclusive NYI videos! As you study, watch the pros demonstrate the techniques you've just learned. Then the Dean shows you how to use the same techniques in your photographs. It's the most effective way to learn.

Step Three



A Student Advisor is Assigned to You.

You receive the name, direct-dial telephone number and e-mail address of your personal Student Advisor. You can contact your advisor whenever you have a question. Just call, fax, or e-mail. You never have to "go it alone."

*NYI Student Advisor
Chris Corradino*

Step Four



Shoot Your First Photo Project and Mail it to the School.

Applying the principles you just learned, you will shoot a series of photographs. This is the real fun! You choose your own subjects based on your own interests. You can print the pictures yourself (we'll show you how) or have them processed commercially. Either way, mail them to us in the handy pre-printed envelopes supplied with your Course.

Enroll by Phone Toll-Free 1-800-445-7279

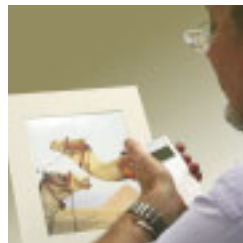
Step Five



Your Pictures are Discussed at a Staff Meeting.

If your Instructor feels your pictures exhibit points of particular interest, he or she submits them for discussion with other members of the staff. Outstanding pictures receive the NYI Award of Merit—a handsome Certificate you can frame and display with pride. With your permission, your award-winning picture may even be posted on the NYI Web site for other students to see.

Step Six



Your Instructor Talks to You Personally.

Your Instructor talks directly to you, analyzing each picture, telling you what's good and why...and suggesting tips for improvement. Your Instructor discusses each of your pictures in detail, giving you specific suggestions based upon his or her experience as a working pro. The completed audio is immediately mailed back to you along with your pictures. At NYI, our Instructors are like coaches. No matter what level of skill you've reached, it's their job to make you better—to help you take your work to the next level.

Step Seven



You Listen to Your Instructor Just As If He or She Were at Your Side.

In the comfort of your home, you listen as your Instructor talks to you personally about your pictures. He or she points out details you may never have noticed, and tells you specific ways to improve your photographs. You can replay your Instructor's comments again and again, until you understand every detail fully. It's truly like having a personal tutor in your own home.

Step Eight

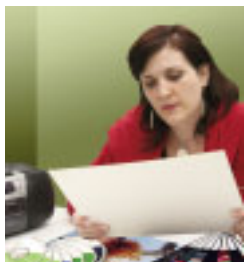


You Try New Techniques.

This is the most exciting part of your Course. Guided by your Instructor's suggestions, you try new techniques, new methods, new approaches.

You'll be amazed at how quickly your pictures start taking on a whole new look—that special professional look that is the hallmark of NYI students.

Step Nine



Your Next NYI Lessons Arrive in the Mail.

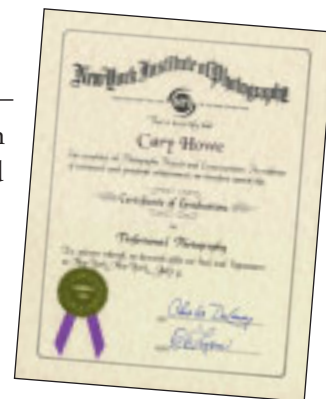
As soon as you finish one series of lessons, you receive another big package containing your next lessons and assignments.

Every Unit of Course materials contains texts, audio recordings, and other exciting components that make learning photography clear, easy, and fun.

Step Ten

You Graduate and Receive Your NYI Certificate.

Step-by-step, you move easily, enjoyably, through your entire NYI program—from simple basics through advanced techniques—and before you know it you've completed your Course, become a better and more confident photographer, and earned your NYI Certificate.



Enroll Online @ www.nyip.com

NYI's Complete Course in

- ✓ Over 30 Complete Lessons
- ✓ Lesson Portfolio Slipcase
- ✓ Six Video Programs
- ✓ "Learn from the Experts"
Audio Guides For Each Unit
- ✓ Photo Projects for Each Unit
- ✓ Updates on the latest
technical breakthroughs
- ✓ Video Handbook
- ✓ Personal Student Advisor
- ✓ Personally Recorded
Evaluations of Your Photos
- ✓ NYI Press Card
- ✓ Photographic Umbrella
- ✓ Career Consultation
- ✓ Graduation Certificate
- ✓ Six Business Supplements
that show you how to
get your career started



Thanks NYIP!

Every day we receive
comments from our students
about the Course. Here are
some recent excerpts:

"When I signed up for this Course I thought I knew something about photography, having shot several weddings with my wife, along with other portrait work. This Course showed me really how little I did know. I could see the improvement as I went along."

David C., Florida

"NYI's Course proved to be beyond my wildest imagination of what to expect... A camera is an amazing instrument, as is the human eye, and NYI has taught me to fine-tune the use of both." Kathleen M., Arizona

"Thank you very much. Due to the NYI Course, I became a professional photographer." Ilia M., Israel

Enroll by Phone Toll-Free 1-800-445-7279

Professional Photography



"Thank you, NYI, for giving me the opportunity to complete my training on my time. Thanks to NYI, I finally understand depth-of-field, selective focus, and so many other tools of photography. I have recently produced some of my best photographs ever, and that's after 21 years of taking pictures!"

David B., Idaho

"My proudest moment was the day I went to pick up the photos that I took for Assignment Four. The man at the counter told me, 'You take good photos.' This was a serious photographer who worked at a pro lab. He went on to ask me how I had lit some of the shots. Then he said: 'Do you need an assistant?' He wanted to work with me! Thanks, NYI."

Jeffrey M., Missouri

"I am amazed when I look at my skill set and see how far I've actually grown! I'm far from perfect, but it's so obvious that I am way better...I'm glad I took this class, as I now have a solid foundation on which to build a dream. Thanks!"

Kathleen S., Virginia

Enroll Online @ www.nyip.com

These Multi-Media Course Materials Make Learning the NYI Way Easy, Fun, and Effective!

- ✓ Take beautiful photographs of family and friends.
- ✓ Take better travel photographs.
- ✓ Improve your skills and learn professional techniques.
- ✓ Study in your spare time.
- ✓ Learn strategies for entering photo contests.
- ✓ Gain photography skills that may qualify you for a job promotion.
- ✓ Make extra money as a part-time freelancer.
- ✓ Start a new career as a professional photographer.
- ✓ Learn the business skills you need to open a photography studio.

30 Complete Photography Lessons

Beautifully illustrated and filled with how-to pictures, these lessons tell you what you need to know to succeed. You receive a sturdy slipcase to store all your Lessons for future reference.



NYI's Live Action Video Training

Prepared exclusively for NYI students, these six hour-long DVDs take the guesswork out of learning. Watch the pros handle all the techniques described in your lessons. And you are shown—step-by-step—how to use all their professional “tricks-of-the-trade” when you take your own pictures.

“Learn from the Experts” Audio CDs

Our teachers guide you through every lesson, page by page. We explain important points, simplify complex concepts, and guide you step-by-step toward mastery of each subject.

Personal Student Advisor

Each of our teachers and Student Advisors is carefully selected. Every one is a professional who loves to teach and who is articulate. You get conference hours and contact information—telephone and e-mail—for your Student Advisor, whose only job is to help you become a better photographer!



Photo Projects for Each Unit

Every Photo Project allows you to select subject matter that interests you while giving you the opportunity to practice the techniques you've learned. The projects are fun to complete.



Personally Recorded Evaluations of Your Photographs

Your Instructor will provide you with audio recorded feedback on your Photo Projects.

NYI PhotoWorld Press Card

Our students have used this courtesy card to gain access to all kinds of important events. You receive complete instructions on how to use it.



Your NYI Photographic Umbrella

This basic tool for serious portrait work is yours at no additional charge. You are trained to use this umbrella to produce truly professional portraits—in your home or studio—whether you're photographing family or friends...or clients.

An Update with every Unit.

Because technology—and the way it is implemented—changes so quickly, we've created an Update series to complement the materials in each Unit. This ensures that you will receive the latest, most up-to-date information about photography.

Business Supplement Series.

In addition to giving you complete information about how to take professional-looking photographs we'll also give you information about how to start a new career. Whether you hope to work as a photographer full-time, or simply have some photos published for your own personal satisfaction, this series will tell you everything you need to know. Some of the titles included in this series are: Introduction to the Business of Photography, Freelance Photographer's Handbook, and How to Open Your Own Studio.



NYI Graduation Certificate

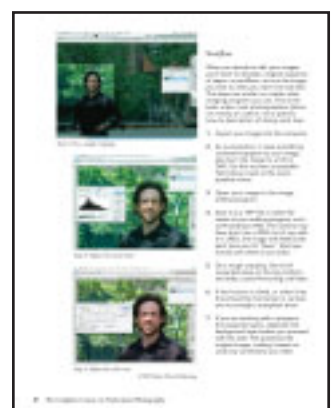
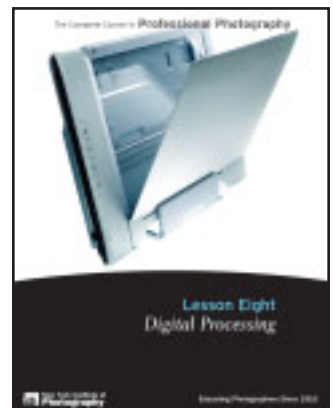
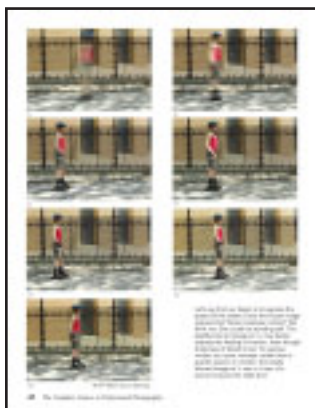
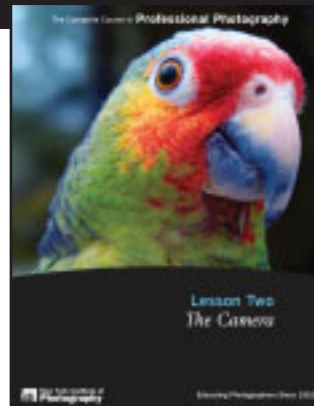
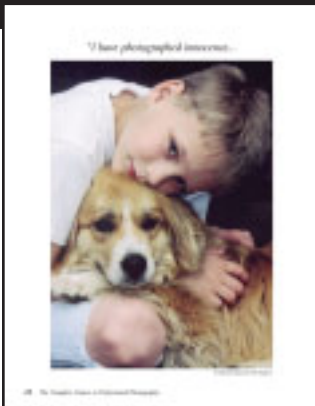
You'll proudly display your Certificate in your home or studio, so everyone can know that you've been successfully trained by the best—the New York Institute of Photography.

NYI Website

Our award-winning Web site features monthly tips to help you improve your pictures, photo contests you can enter, a student gallery and other features designed to supplement your NYI Course.

Enroll by Phone Toll-Free 1-800-445-7279

Fully Illustrated NYI Lessons Make Learning a Pleasure.



Enroll Online @ www.nyip.com

As an NYI Student You Get All These Extra Benefits!

Save Money on Equipment.

You don't need anything more than a camera to take this Course, but as you learn about the different types of equipment that are available, it's possible that you'll get bitten by the "bug" and decide to buy a new camera, lens, or other piece of equipment. If this is the case, you'll find that many camera supply stores are willing to give you a discount. When you enroll we'll draw your attention to some national retailers who give special discounts to NYI students, and your local camera store may also offer discounts to photography students.

Furthermore, you're welcome to consult your Student Advisor for information about photographic equipment as often as you want. Our team of professional photographers can tell you the pros and cons of different products and help you decide what is truly worth the money.

NYI Student ID Card.

This prestigious card identifies you as a student in good standing with NYI. We've already mentioned the discounts you can receive on camera equipment as an NYI student; and with your ID card you can also get discounts at museums, theaters and other institutions that offer student discounts.

NYI Press Card.

This courtesy card designates you as a photographer for NYI's online student magazine. By wearing this press card you may be able to gain access to "press only" areas at sporting events, political rallies, concerts, and other newsworthy events.

NYI Contests and Awards.

Throughout the year NYI hosts photo contests on specific themes and subjects. We believe that entering photo contests is a valuable learning experience and encourage all our students to enter our contests.



NYI Gray Card.

At this point, you may not know how to use a photographic gray card—perhaps you don't even know what it is. But during the Course you'll learn exactly why this is an important tool and when and how to use it. With your first shipment of Course materials you'll receive your exclusive NYI Gray card.



Opportunities to be Published on the Web, in Magazines, and Newspapers.

Outstanding photographs that are submitted by students for their Photo Projects are considered for an Award of Merit. The best of those are also requested for the NYI Student Archive. With the student's permission, Archive photos are sometimes used in NYI Course materials and other promotional purposes such as illustrating this catalog.

In addition, NYI students are profiled on our Web site and occasionally we bring excellent and unusual work to the attention of the editors of major magazines such as *Popular Photography*, *Shutterbug*, and *Outdoor Photographer*. So don't be surprised if you see your pictures published. NYI training can make it happen for you.

Supplement Your Training with NYI's Award-Winning Web Site.

NYI's Web site includes almost limitless information for aspiring photographers. Whether you need tips for how to take great fireworks photographs or updates on some of the latest technological breakthroughs, our Web site can give you the information you need. On our Web site you'll also find outstanding photographs by NYI students (and perhaps you'll be one of them). Read about fellow students and graduates to see who has been published, won awards, or opened a successful studio. By learning about the careers of NYI graduates you'll get ideas for how to launch your own career. Our Web site offers a wealth of information and it's the perfect complement to the information that's covered in our Professional Course.

Enroll by Phone Toll-Free 1-800-445-7279

Frequently Asked Questions About the NYI Professional Photography Course.

How has NYI training worked for others?

With immense success. We've been teaching photography longer than any other school in the world. Since 1910, tens of thousands of men and women have enrolled in NYI Courses and gone on to become successful photographers. There are NYI graduates working as staff photographers for newspapers, and graduates who freelance and operate their own studios. We are proud of our record and we know you'll be proud to be an NYI student.

When do the NYI Courses start?

They start the moment you receive your first Unit of Course materials. We don't have a rigid academic schedule. You begin whenever you're ready.

Do I need an expensive camera?

No. You simply need a camera, either film or digital. We recommend that you use an SLR or other camera with adjustable controls. But even point-and-shoot cameras can handle most of the Course assignments. Musicians have a saying, "It's not the violin, it's the violinist." That's our philosophy too. It's you, not the camera that we train.

Does the Course include digital training?

Yes. The Course covers both digital and film-based equipment. Our newly revised Course materials include up-to-date information on digital photography as well as plenty of information on classic, film-based photography. Plus, you'll receive an Update with every Unit that will keep you informed about the very latest developments in the field.

Do I need any special computer equipment?

You don't need a computer to take the Professional Photography Course, although you will receive plenty of information covering the basics of how to store and edit photographs on your computer.

Do I need a darkroom?

Definitely not. The Course includes information about how to use a traditional film darkroom, but you don't need one to complete your assignments. Many of our students complete all of their course assignments using a digital camera.

Do I need prior training or experience?

No. The Professional Course assumes no prior training or experience. It starts with the basics and develops your skills in easy, carefully planned steps.

I've studied photography before. Will the NYI Course be too easy for me?

The Course is designed for students at all levels of experience, including beginners.

Many NYI graduates tell us that they took a photography class or two in college, but that they learned much more from our Course.

How many lessons are in the Course?

The Course includes over thirty lessons as well as a series of supplements covering the business of photography, and Updates that address the most recent trends and technical developments in the world of photography.

I'm interested in doing some professional work. How soon can I start earning?

As soon as you're ready. While many students who take our Course are interested in photography as a hobby, others start earning money from freelance work after just a few lessons. Many have paid for their entire tuition with their earnings—before they even finished the Course.

Will I have to quit my job or school?

No. You complete your NYI training in your spare time, on your own schedule, at your own pace.

How long will it take me to complete my Course?

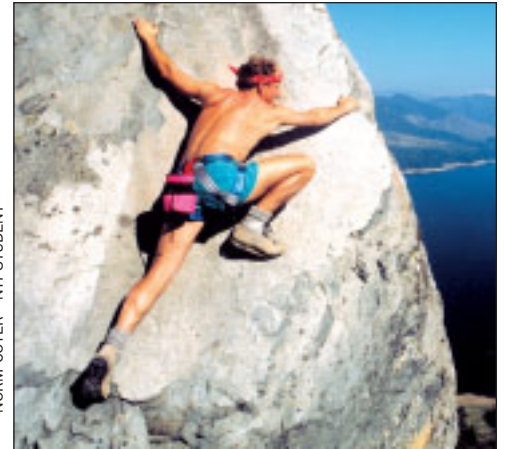
This depends on you. But you can't just race through the Course, because it covers a lot of material. If you study a couple hours a day you can complete the Course in eight months to a year. Or you can work at a more leisurely pace. You have up to three years to complete your Course.

Does the Course contain business training?

Yes. The Course contains extensive business and training information. This is invaluable for students who are pursuing photography as a career. However, because other students are pursuing photography as a hobby, this material is optional. You are also always free to consult with your Student Advisor—a working photographer—any time you need career advice.

Is this Course appropriate for amateurs?

Absolutely. About half of our students pursue photography as a personal creative outlet. If you have a deep love for photography, this Course will be a good fit for you.



NORM COYER—NYI STUDENT

I'm not interested in glamour and nude photography. Is this lesson required?

No. This lesson is completely optional. In fact, if you let us know ahead of time, we will omit that lesson when we ship your Unit Six materials.

Is this Course Tax-Deductible?

It may be. Check with your accountant.

Is the school licensed and accredited?

Yes. NYI is licensed by the New York State Department of Education and its curriculum is submitted for approval on a regular basis.

NYI is accredited by the Distance Education Training Council (DETC—www.detc.org)—which was founded in 1926 to promote sound educational standards and ethical business practices. The Accrediting Commission of the DETC is cited by the U.S. Department of Education as the "nationally recognized accrediting agency." The Council for Higher Education Accreditation (CHEA) also recognizes the Accrediting Commission. NYI's Complete Course in Professional Photography is approved for the training of veterans under the G.I. Bill.

When is the school open?

NYI is open year round, and we have open enrollment in that students can enroll at any time. Each student progresses at his or her own pace. The office open from 9am to 6pm weekdays, except it is closed for U.S. legal holidays. The New York Institute is wheelchair accessible.

FAQs Continued on the Next Page.

Enroll Online @ www.nyip.com

Our Students Love this Course!

What are the admission requirements?

To enroll in NYI, you need to be able to comprehend written and spoken English and have a high school diploma.

Because of the technical nature of some of the information in this Course, the New York State Department of Education has requested that we ascertain that students taking this program have a high school diploma.

Most of the schools that the New York State Education Department oversees are residential programs that cater principally to students in their teens and twenties. Our school differs in that our students are in a distance education program and may live anywhere. In addition, many of our students are adult learners who may have completed high school many, many years ago and who may have difficulty locating their high school diploma.

For that reason, in consultation with the New York State Education Department, we have adopted the following policies:

If you are 27 or older, and have the interest to enroll in our program and the funds available to do so, we will presume that you either completed high school or have acquired sufficient equivalent experience in the course of your life. Simply note your age on your enrollment form in the appropriate spot. This "life experience" qualification is acceptable to the New York State Education Department.

Individuals seeking to enroll in our program who are under 27 must arrange to have the high school from which they graduated furnish us with a copy of their diploma or a transcript that shows that the student earned a diploma.

Individuals with higher degrees—for example a Bachelor's or Associate's degree, or a professional degree such as a medical or legal degree – that cannot be obtained without a high school diploma, can arrange to have the school that issued the higher degree send us a copy of that degree or a transcript. That documentation will be sufficient to establish completion of high school.

Students who are under 18 and/or who have not completed high school can enroll in our program but we need two types of permission: the permission of a parent or guardian, and a letter from an official from the high school in which the student is enrolled attesting to the fact that the student is making satisfactory progress in his/her high school studies, and that the school has no objection to the student taking on the additional work required to complete this course.

All students who are under 18 need signed permission of a parent or guardian even if they have a high school diploma.

How Do These Policies Affect the Enrollment Process?

We know that students who are interested in our program want to get started as soon as possible, and we also know that getting a high school or college transcript takes some time. For those students who are required to provide this documentation, we will enroll you and send out the first Unit of materials. By the time you are ready to submit your first project, we will require the necessary documentation be submitted to the school.

For students who are under 18 and who have not completed high school, we cannot accept your enrollment until the necessary permissions have been submitted to the school and approved.

Anyone who has any questions about our admissions policy is invited to contact us via e-mail at enroll@nyip.com or call the Registrar's office at 1-800-445-7279.

What is your policy on leaves of absence?

Upon request for special circumstances, we grant a leave of absence for up to 90 days.

What are the standards of progress?

During your study with NYI you will submit six Photo Projects and complete a series of comprehension tests. Students must maintain 1.5 GPA to be making "satisfactory academic progress" and must have a 2.0 GPA to graduate. Below 1.5 requires academic probation or dismissal. Projects that are not complete when submitted will be returned to the student marked "incomplete" and will have to be resubmitted.

Do you offer credit for previous education or training?

Because NYI's Complete Course in Professional Photography is very concentrated training based on a unique series of projects and using our own materials, we don't grant credit for previous training.

Do you offer financial assistance?

Because our course is 270 hours, we are not eligible for standard financial assistance programs that are offered by two- and four-year schools or federal agencies. NYI's low tuition and monthly payment program are designed to make it possible for students to be able to afford NYI training on their own.

Do you offer job placement?

Because NYI is a distance education program, it is not possible for us to offer job placement. Your student advisor will be able to offer suggestions about how to get started in the field. Last year, 35% of the students currently enrolled completed their program and graduated.

What if I have a problem or a complaint during my experience with NYI?

We know that sometimes students in a distance education program can have questions or experience frustration. We have a simple way to resolve any concerns or questions you may have. At any time you can call or e-mail the Director, Chuck DeLaney. You will receive his contact information when you enroll. You are welcome to contact him with any concerns regarding when or how your questions have been answered, your student progress, or any questions regarding how to discontinue or seek a refund. If you don't feel that the Director has addressed your concern, you can then contact the New York State Education Department's Bureau of Proprietary School Supervision. The first step in any situation is to contact the Director. While we can resolve most problems via telephone or e-mail, we are required to advise you that the failure of a student to notify the director in writing of withdrawal may delay refund of tuition due pursuant to Section 5002 of the Education Law.

The information in this catalog was current at the time of publication. If there have been any significant changes to our programs, policies and personnel, we will advise you before you enroll.

Enroll by Phone Toll-Free 1-800-445-7279

Follow Your Dreams with NYI's Training.

Join NYI and Study at Home with the Professionals at America's Oldest Photography School. We promise that after you complete just the first lessons of NYI's renowned multi-media home training course, you'll be taking better photographs. Here are two examples of recent graduates:

NYI Graduate Seth Gottfried took this dramatic photo as frustrated FDNY firefighters watched helplessly during a wintertime fatal two-alarm blaze raged out of control in New York City. We ran into Seth at a fire not long ago, and he later filed this report:

"When I first told my wife two years ago that I was going to start a company that licenses emergency services photos, she looked at me like I was crazy." Seth left a high paying sales position to follow his dream. It wasn't easy, and his first sale netted only \$7. But he notes, "We're finally in the black, and things are looking really good for the upcoming year. My wife even unpacked her bags and decided to stay."



SETH GOTTFRIED—NYI GRADUATE

NYI's unique multi-media training has helped lots of photographers make a career doing what they love. With our help, you'll know exactly how to handle all kinds of photographic and business situations. Isn't it time you joined NYI and followed your dream?

When NYI Graduate Nancy Jo Russell gave us permission to use this photo she included the following note: "The school training that 'made' this photo included learning about backlighting, using a wide aperture to 'remove' the background, making sure the eye is in sharp focus, and getting up close for a strong portrait."



NANCY JO RUSSELL—NYI GRADUATE

NYI's professional training, coupled with personal evaluations of each student's work by a professional photographer make a great learning environment. Add in the fact that you're assigned a student advisor who is also a professional photographer and the only thing you need to bring is your love of photography and a willingness to set a schedule so you can "study with the professionals from NYI" in the comfort of your home.

Enroll Online @ www.nyip.com

Let Popular Photography Magazine Tell You About the Course:

Excerpts from the most recent review of the NYI Course:

You've seen the ads in photo magazines for years and written us repeatedly, asking whether you can become a better photographer or even a pro by taking a home study course. Can you? We decided that there was but one way to discover the truth—to secretly send a paying student through the New York Institute of Photography.

The textbooks contain a wealth of information that our student generally found quite useful. She thought many of the books were **"very basic, easy to understand..."** with lots of repetition" and said the reading assignments provided "good background for people like me who know next to nothing." **The books alone may be worth the cost of the course.**

The videotapes were surprisingly good, our student reported.

She was impressed with the knowledge of the instructors, who suggested several valid ways to improve some of her shots, and accurately pointed out most of the salient failings of the pictures.


Will NYIP make you a better photographer? We think so, especially if you've had little formal training in photography and are well motivated.

Is NYIP worth the money? We think it is, especially if time, travel, or tough critiques are keeping you from attending a photo course with live instructors. Our student noted with gratitude that NYIP's "flexible time frame continues to be a boon for me."

Are students generally satisfied with NYIP? We think it's significant that over the years **we haven't received a single complaint letter about NYIP.**

If your choice is a correspondence school, NYIP is certainly a valid course to steer.

We Promise to Make You a Better Photographer



"I EARNED \$48,000 FROM THIS ONE PHOTO OF THE DALLAS SKYLINE IN JUST EIGHT MONTHS..."

"When I submitted this skyline shot for a student assignment, you voted it an Award of Merit. People started buying prints of it at the bank where I work. Then I opened a small store at a local mall selling all sizes. In only eight months, this one photo has grossed over \$48,000! Your course has revolutionized my life. Thanks..."

Louis Barton,

NYI Professional Photography Student

UPDATE—In his latest report, Louis informed us he's already earned over \$180,000 from this one picture!

Your NYI Certificate marks an achievement to be proud of. Framed and mounted on the wall of your home or studio, it tells the world you have successfully completed the world's finest photography course. It will bring recognition from friends, family, and clients alike that you are a skilled photographer who has been trained by the best—by the world-famous New York Institute of Photography.

You Are Part of the NYI Family for the Rest of Your Life!



Your Certificate of Graduation marks the end of your formal training, but not the end of your relationship with NYI. As a graduate of NYI, you never have to go it alone again. You have the assurance that the NYI faculty is always

there to advise you on anything from selecting a new lens to setting up a new studio, from changing business conditions to changing trends in photography.

It's good to know that you can count on the unlimited support of a team of professional photographers. And it's just one more reason why NYI has been the most respected name in photographic training for nearly a century.

Enroll today and join the family.

Try Our Course Risk-Free with Our 21-day Full Refund Policy.

Find out for yourself. Try the Course under our No-Risk Full Refund Policy. Examine all the materials. Look at the lessons. Watch the pros on DVD. Listen to the Dean on

audio. Try the hands-on Photo Projects. Then, make up your mind. If you are not completely delighted, just notify the school within 21 days and return the materials. Your money will be promptly refunded, no questions asked.

If you decide to go on, you can discontinue your training at any later time for any reason, and you won't owe another penny. You've got nothing to lose. Enroll now and find out for yourself!

About the NYI Faculty & Staff.

Chuck DeLaney is the Director of the New York Institute of Photography. He has over 25 years of experience in the field of distance education, and 30 years experience as a professional photographer. He has been NYI's Director since 1998. In addition to hundreds of online and print magazine articles, DeLaney is the author of *Photography Your Way: A Career Guide for Satisfaction and Success* and *Wedding Photography and Video: The Bride and Groom's Guide*.

Queen Esther Lyons is NYI's Registrar, and has worked with distance education schools for many years.

Christy Glikakis Karalekas is head of student services.

NYI faculty and student advisors are all professional photographers. Some current members are Walter Karling, Jerry Rice, Elinor Stecker-Orel, Chris Corradino, Jackie Beckett, Misty Rice, Joe Billera, and Deborah Matlack. All NYI faculty are licensed by the New York State Department of Education.

New York Institute of Photography

211 E 43rd Street New York, New York 10017
Phone: 212.867.8260 • Fax: 1-800-822-0023



Licensed by The New York State Department of Education
Accredited by the Distance Education Training Council
Member of: Photo Marketing Association International
Photographic Manufacturers and Distributors Association



New York Institute of Photography

Award-Winning Photographs
by NYI Students



RICHARD A. PENNOCK, NYI STUDENT



PAUL PLIHAL, NYI STUDENT

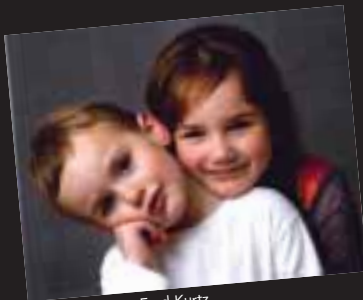
Why Not Make A Career of Doing What You Love?



PHILIP BARON, NYI STUDENT

NYI Course Fees and Payment Plans

Study at home with the Pros at NYI! At NYI we try to keep the cost of our Course as low as possible, so that everyone can learn photography. Whether you enroll on the monthly payment plan or the full payment plan, you always enjoy NYI's No-Risk Refund Policy. Try the Course that interests you secure in the knowledge that if our program isn't right for you—for any reason—you simply let us know within 21-days after you receive your materials, and we'll refund your entire tuition. No one else has a No-Risk policy like ours. If you can pay-in-full, you save us a lot of work, and we're happy to pass the savings along to you. We know not everyone can do that, so we're happy to offer monthly payment programs where your payment is only \$45 per month.



© NYI Graduate Fred Kurtz

The Complete Course in Professional Photography

Full Payment Plan: \$898

Save \$300 if you Pay in Full.

Plus, you are entitled to the

Photographer's Bonus Collection.

Monthly Payment Plan: \$1198

Initial \$28 down-payment with

26 monthly payments of \$45.

Canadian residents pay an additional \$75 for shipping for either payment plan. Non-U.S. and Non-Canadian residents pay an additional \$200 for shipping for either payment plan.

Enroll Online @ www.nyip.com