

Rule of Thirds: Sparrow Schools Photo Project

Rule of Thirds is a new collaborative effort that helps artists around the world to train, mentor and equip photographers, illustrators, and videographers in developing countries so they can take advantage of the huge user-generated online marketplace to earn a living through their art.

Bringing together volunteer professionals from all aspects of the visual arts industry, Rule of Thirds provides the training, mentoring, and resources necessary to help make this happen.

It is all about balancing opportunity for all artists through the online marketplace. Learn more at ruleofthirds.yolasite.com



The Sparrow Schools Educational Trust enables children and youth with learning difficulties to grow into resilient, skilled and contributing members of society. To achieve this we provide affordable, quality specialised education, practical vocational skills training and comprehensive learner support.

For over a decade, Sparrow Schools has helped students to find a meaningful way to earn a living in their community. You can learn more about their award winning programs at www.sparrowschools.co.za.

Together, Rule of Thirds and Sparrow Schools are going to add photography, illustration and videography as vocational options for these students.

We're launching this exciting project by starting a visual arts club which will grow into a full fledged training track over time. You can be a part of this either by sending us the equipment we need to get started or making a tax deductible donation to the cause!



The First Trip:

This first trip will be all about getting things off the ground. Students will receive 20 hours of hands on training on the basics of photography, introduction to photo re-touching, and understanding the stock photography business. We'll be planning a 6-month project with the students to create a gallery showing in Canada, the US and South Africa of their first works. The subject and theme will be decided by the students with guidance from us with the goal of creating a photo journal about their lives.

After the trip, we'll be mentoring them through the internet as well as providing local supervision and instruction - we're going to be forming our first internet-based mentoring collaboration.

We'll use the funds we raise from the works produced to fund the hiring of a full-time teacher for the program and the purchase of the equipment needed as well.

This is going to be a ground-breaking project in the world of commercial photography and you can be a part of it.

Together, we can change the world one image at a time.

Donations Required:

Equipment

2-3 DSLRS

- 7 MP OR HIGHER
- BODY
- LENSES
- FLASH

8-10 POINT & SHOOT DIGITAL CAMERAS

- 6 MP OR HIGHER
- MEMORY CARDS

1-2 COMPUTERS

- SUFFICIENT MEMORY TO RUN (CS3 OR NEWER)

8-10 PORTABLE HARD DRIVES

PHOTOSHOP FOR COMPUTERS (CS3 OR NEWER)

3-4 REFLECTORS

1 STUDIO LIGHTING KIT

Event Sponsorship - \$6,000

- TEAM TRAVEL
- FACILITY & EQUIPMENT RENTALS
- TALENT & WARDROBE



Every person who donates equipment or cash worth \$150 or more will receive a photo book produced by the students documenting our first project together. Everyone who donates will get some cool Rule of Thirds swag and really, really good karma too!