

Career: Photography, Film, Video

Grouped together in the Media Arts department, students may major in photography, film/video or animation. They have exposure to all the disciplines within the department, acquiring the strong production skills necessary for entry-level positions in many large and small studios that abound in New York City – a major media center. Upon graduation alumni may follow one of two typical entry-level career paths either as a production assistant or a freelance photographer, video artist or filmmaker. Those who wish to exhibit their work, rather than work commercially, follow a fine art career path (*see info sheet titled “Fine Art”).

Some Employers of Pratt Alumni

Black Star Photo	Fairchild Publications	International Center of Photography
American Express	Magnum Photo	*Ray Henders
WNET	Steve Horn Productions	*Dov FRIEDMAN
WGBH	Bob Giraldi Productions	Marlboro Music Festival
Grove Press	Touchstone Pictures	NY Times Magazine
Alfred Knopf	Time Inc.	Duomo Photography
*Lilia Fontanta	Jewish Museum	ABC
United Nations	*Roger L Muller	Elliot Erwitt
Doubleday	*Kristin Reimer	Brooklyn Children’s Museum
*Allyne Manzo-Levitus	*David K Smith	Cornell Medical College
Brooklyn Academy of Music	Aperture	Gips + Balkind
Museum of Natural History	WNBC	MTV
Con Edison	WQTV-Boston	
* Daniel W Mirer	Nickelodeon	

Profile of Successful Graduates

Joseph began his career as an Advertising Art Director for TV commercials, eventually becoming a Filmmaker and producer for major clients such as Pepsi-Cola. He also won many awards for his work in rock videos.

Starting out as a full production assistant for a still life photographer and freelancing on her own time, Patti eventually opened her own successful still life studio. She then collaborated with another photographer to form a new partnership in avant-garde fashion photography.

Bottom Line

Entry Level Salary Range:
Rates per day: Production Assistant (film/video): \$75–200. Photography: \$250–\$2000. Editing: \$150–\$200
Staff jobs: \$20,000-\$30,000

Special Characteristics:
These fields offer a wide range of jobs - both full-time and freelance - within photography, television, cable and film production which require flexible, high-

energy individuals who are team players. Competition is intense for “glamorous” positions. Some alumni choose to follow a fine arts path and exhibit their work rather than pursuing a commercial career.

The Career Services office lists over 4000 jobs annually. We offer career counseling and job referrals for those entering their professional

field as well as general art-related jobs for those still developing portfolios.

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