

- Skills & Tools** Studio production and lighting; Digital imaging, editing, and integrating software and practice for both web and print; Image and asset management; Color management; Professional practice, business foundations, and copyright; Aesthetic, historic, and photographic traditions; A tactile sense of light, simple sense of design, and a direct sense with words. A stubborn desire to reach the most difficult students.
- Digital capture, both on location and in the studio; Traditional film cameras from 35mm to 8x10; Adobe Photoshop, Lightroom, InDesign, Illustrator, After Effects, and Dreamweaver; Final Cut Pro and video capture, editing, and archiving; A working knowledge of Cascading Style Sheets, PHP, MySQL, and their interactions with Apache, Dreamweaver, and other dynamic web-oriented systems.
- Education** 2009 M.F.A. Electronic Integrated Arts, Alfred University, Alfred NY
1978 A.A.S. Photography, Rochester Institute of Technology, Rochester, NY
1975 B.A. Sociology, Lehigh University, Bethlehem, PA
- Teaching** 2002-present *Adjunct Assistant Professor*, Alfred University, Alfred, NY
Developed curriculum for and taught an introductory studio lighting course for third and fourth year students having no studio experience. (<http://www.woodypackard.com/austudio/>) Developed and taught an Introduction to Black & White Photography. (<http://www.woodypackard.com/aubw/>) Developed and taught an Introduction to the View Camera. (<http://www.woodypackard.com/auvc/>) Currently developing an Introduction to Digital Photography to be offered in January, 2010.
- 2007-2008 *Teaching Assistant*, Alfred University, Alfred, NY
Foundations programs in drawing and color; Introduction to Graphic Design.
- 2004-2006 *Adjunct Instructor*, Rochester Institute of Technology, Rochester, NY
Developed curriculum and taught a condensed introduction to the business of photography for third and fourth year students. (<http://www.woodypackard.com/pbm/>)
Developed and taught an introduction to studio photography for second year students.
- 2004-2005 *Adjunct Instructor*, Monroe Community College, Rochester, NY
Developed curriculum for and taught an introductory digital photography course for first-time photographers at both the downtown and suburban campuses.
- 2001-2002 *Instructor*, Community Darkroom, Rochester, NY,
Developed and taught *Writing With Light*, an introduction to photographic thinking and seeing.

- Professional** 1979-2009 Commercial photographer, owner, Woody Packard Photography, specializing in close-up, detailed studio still life, product, and illustration work for advertising clients such as Dupont, Eastman Kodak Co., Xerox Corporation, Bausch & Lomb, Chase Manhattan Bank, Shimano, and Nikon.
- 2000-2009 Freelance web design and database programming.
Working with clients to organize and present information for publication on the web. Integrating database features with custom interfaces for sites used by image rightsholders to market their work and service clients. Completed sites include *takestockphotos.com*, *fotowerks.com*, *calabresestudio.com*, *birchbarkimages.com*.
- Associations** 1987-2009 American Society of Media Photographers (ASMP)
1999-2002 Director, National Board
2001-2002 Secretary, Executive Board member.
2000-2001 Chair, Communications Committee
1997-2002 Communications Committee
1988-1996 ASMP/Western New York Newsletter Editor; Director; Chapter President
- Other Projects** 1998-2000 *Kodak Re-Use Plan*. Built a working prototype of a system for re-use licensing of assignment work working jointly with ASMP and the Eastman Kodak company. Prototype included documentation of data requirements, database structures, and user interfaces for photographers and corporate users.
- Talks** 2008 *Get Your Assets in Gear*, Cataaugas County Council for the Arts, Salamanca and Elmira, NY
Professional development workshops introducing artists to digital imaging technology with the goal of using digital assets to help them document and promote their work.
- 2004 *Seeing Things That Grow*. Guest Lecturer, GardenScape, Rochester, NY
Show and tell aimed at improving looking skills in the garden.
- 2002 *A Cooperative Licensing Agency*. ASMP Chapter President's National Meeting, Aspen, CO.
An argument and demonstration for the need for a cooperative licensing organization.
- 2004-2008 *Basic Photography Workshops*, Alfred University.
Several workshops for artists' portfolio development aimed at conveying a simplified approach to studio lighting essentials. Topics have included lighting for portfolios; color models; and the role of light in expressing form.
- Selected Writing** 2008 *Digital Workflow Best Practices*
A short introduction to the basics of digital imaging for use in workshops and classes. (<http://woodypackard.com/media/bestpractices.pdf>)
- 2001 *A Proposal for Independent Creators*
with Tom Guidera, published by ASMP as a white paper and as a special edition of the *ASMP Bulletin*. (<http://www.woodypackard.com/media/ProposalforCreators.pdf>) An in depth analysis of the state of the photography business, and a proposal for a cooperative solution.
- 1998 *Learning Business at the Food for Thought Diner*
A hard look at the way photographers charge for their services, as seen from the point of view of their clients. *ASMP Bulletin*. (<http://asmp.org/pdfs/bulletins/1998/oct98.pdf>)

Exhibitions

2009 *Loop 09*, Barcelona, Spain
2009 *Time's Shadow*, Fosdick-Nelson Gallery, Alfred, NY
2007 *Reunion*, Center at High Falls, Rochester, NY
2006, 2005 *RIT Faculty Shows*, Rochester Institute of Technology, Rochester, NY
2005 *Art in the Park*, Hockaday Museum, Kalispell, MT
2005 *Art in the Gardens*, Sonnenberg Gardens, Canandaigua, NY
2004-2006 *Clothesline Show*, Memorial Art Gallery, Rochester, NY
2004 *Recent Observations*, Center at High Falls, Rochester, NY
1999 *Saltenstahl Artists*, Schweinfurth Memorial Art Gallery, Auburn, NY
1996 *The Heart Show*, Center at High Falls, Rochester, NY
1994 *Finger Lakes Exhibition*, Memorial Art Gallery, Rochester, NY
1990 *Still Life and Its Borders*, Wilson Arts Center, Rochester, NY

Interests

Running, hiking, and other travel by foot, canoe, ski, or bicycle.
Geology, biology, and evolution.
Woodworking and carpentry.
Gardening, cooking, reading.
Learning to play the cello.
Dogs that swim.