



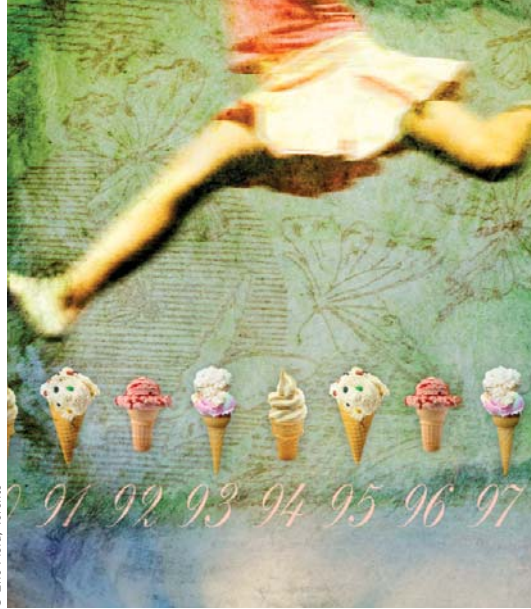
STEP ONE: TALENT

Talent, it's the first step on the path to a successful career as a photographer, digital artist or illustrator. And with your eye, it's possible you're even a hop, skip and jump ahead of your peers. Even so, sooner than later, you're going to need more than talent to make a career of it.

How do we know? The members of CAPIC have been in your shoes. In fact, many are starting out as we speak. They're building their skills, portfolios and reputations. And they're not alone.

As members of CAPIC they have access to the factors that underpin their careers:

- Personal Networking
- Visibility
- Business Skills
- Medical Benefits
- Artist's Rights/Legal Protection



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Credits Front cover: © Peter Holst, Vancouver; Design: Method Branding; Copywriting: Dog Eat Dog Communications; Printing: C.J. Graphics Inc.

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YOU'VE GOT TALENT

Now What?



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EVERYBODY KNOWS YOU. RIGHT?

CAPIC is an excellent way to make contacts. As a member, you have access to chapter educational meetings and events across the country. You'll be exposed to like-minded individuals at all stages of their careers. With them you can share learning and advice on all aspects of your business. The CAPIC network is alive and growing.

CLIENTS ARE ALREADY KNOCKING DOWN YOUR DOOR

The CAPIC web-based Gallery is available at no cost to most members.

It gives you a professional and cost-effective way to increase your exposure, build your business and enhance your professionalism – your work is presented in the company of other emerging talents and accomplished craftspeople.

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ART SCHOOL TAUGHT YOU BUSINESS SKILLS

Mastering your business skills is key to not only making a living doing something you love, it's essential to one's long term success. CAPIC has been recognized as a leader in business practices education.

NOTHING COULD GO WRONG

Through CAPIC you'll have access to health, dental, disability and critical-illness insurance as well as group studio/location and liability insurance packages all at our special group rates. (Available in most provinces.)

NOBODY WOULD STEAL YOUR WORK

Founded on the protection of artists' rights, CAPIC is the collective voice and advocate for professional photographers, illustrators and

WHAT IS CAPIC?

CAPIC (the Canadian Association of Photographers and Illustrators in Communications) was founded in 1978 to safeguard the rights of photographers and illustrators working in the Canadian communications industry. Since then, our not-for-profit organization has grown to over 600 members strong and now includes digital artists.

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digital artists in Canada. We can help you understand your rights and negotiate your way through the ever-changing world of communications and the buying and selling of your work.

NO STUDENT DEBT AND MONEY TO BURN

As a member of CAPIC you'll also get specially negotiated discounts on cell phone plans, studio and pricing software, digital services, and more.

STEP TWO: JOIN CAPIC

Give your talent the support it deserves. Join CAPIC today.

Contact us at 1-888-252-2472 or click on **BECOME A CAPIC MEMBER NOW!** at www.capic.org.

Our collective voice advocates for the rights and interests of our members in six Chapters, coast-to-coast. Through our website, www.capic.org, we connect with our markets, our peers and other associations.

Together, through education, marketing, our Code of Ethics and best business practices, we strive for excellence in our craft and success around the globe.