Marc Shargel, Living Sea Images—Digital Photography Library

Organization/Agency: Living Sea Images
Supervisor/Sponsor: Marc Shargel
Supervisor/Sponsor title: Propreitor
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# of interns needed/Hours worked per intern: X Fall  X Winter
Needed for quarters: Options (choose one)
   X Spring  X Summer
   _ Or keep on file for one year

Describe the internship assignment:

We do marine life photography, specializing in underwater imagery. Marc Shargel’s first book, *Wonders of the Sea: North Central California’s Living Marine Riches*, was released in 2008. His second *Wonders of the Sea Volume Two: Marine Jewels of Southern California’s Coast and Islands* came out the following year. In 2010 he published *Wonders of the Sea Volume Three: Hidden Treasures of California’s Far North Coast*. (See them online at http://www.LivingSeaimages.com/books). Marc Shargel has worked extensively with marine conservation NGO’s, and served on the Marine Life Protection Act Central Coast Regional Stakeholder Group. Our photo files currently contain about 9000 images, with over 5000 now online. Keeping this library current, our biological identifications accurate, and the uploads to our image library up to date, is an ongoing challenge for a person with skills in both marine biology and database management. Getting our imagery in front of photo editors and other potential buyers is an exercise in marketing, sales, and business management. This internship may involve either or both of these projects.

Our database is written and maintained using PHP/MySQL with a web interface. The intern will use this system to add images to the online library. In addition he/she may use Photoshop or similar software to prepare images for web display. The market for underwater photography has become more complex and more competitive since the internet became a medium for both a publishing and promotion. The sponsor will reimburse all the intern’s travel (mileage) to/from our location at the prevailing IRS rate.

Prerequisites for a database management intern:

- The more comfort with computers the better. Good data entry skills at a minimum, but identification and reporting of software bugs will be helpful. Our database is written and maintained using PHP/MySQL with a web interface. A person familiar with database concepts could contribute to ongoing development. A person with user interface expertise could contribute to enhancement of our web “front” end.
- The content of our images is local and global marine life. Basic familiarity with marine organisms is requisite. A marine biology background sufficient to identify photo subjects via the use of references is an asset. For online display we create several sizes of JPEG image for each photo. Familiarity with Photoshop is an asset, or for someone with aptitude and interest in digital image manipulation we will do some training.
- Occasional work as a field photo assistant is possible, but not guaranteed.
- Finally, this internship is about organizing information. Good organizational skills (record keeping, digital filing, structuring information) will be put to use.

Prerequisites for a marketing intern:

- An interest and some skills in marketing and sales.
- Experience with or at least understanding of business plans.
- A grasp of electronic media (websites, email, social media) as a component of an overall marketing plan. Skills in web design, contact management and database use are all beneficial but not requisite.
- The intern will be in an environment where we are doing photo sales to support marine conservation publications, book publishing and marketing, and ongoing field work. Occasional work as a field photo assistant is possible, but not guaranteed.