

DAN BURKHOLDER \$875.00 The Fine Art of Digital Exquisite Photographic Control from Capture to Print. Designed especially for photographers using DSLR cameras, this workshop takes you from shutter release to archival inkjet print. Learn Dan's secrets for producing prints with glowing tonality and seductive color. Discover the meat and potatoes techniques for capturing and manipulating your images to get prints that match your imagination. Grasp the parts of Color Management you actually need, from a photographer who never sinks into digi-geek-speak. Delve into the exciting world of High Dynamic Range Imaging (HDRI) from one of the technique's pioneers. Discover which additional software is worth your money and time. Whether you're just starting the transition from classic photography to digital or you simply want to push your digital skills to the next level, you will leave this workshop with a heightened command of your shooting and printing. And bring your digital camera and tripod so you can make new and exciting images during the workshop! A basic familiarity with Photoshop CS4 is requested for this workshop. If you understand Curves and Layer fundamentals, you're cool.

Michael Barton \$775.00 "Think Big!" Think Big! Why not? Someone once said, "if you love your job, you'll never work a day in your life." Most people think this is for everyone else. It doesn't have to be that way. "Think Big!" is an exploration of the diverse world of photography, marketing, and client protocol. There are many facets to this beautiful art form and we'll work on finding your market and discovering how to create a niche. Most importantly, you will learn to create a business that you love and attract the right clients for your vision. Michael Barton will share his unique concept for photography and business from first contact to final delivery. Michael will share secrets on selling large, one of a kind prints and how to increase profits with custom frames. You will learn new shooting techniques and a fresh approach to sessions that will increase sales and enhance your creativity. This class will also cover in-studio presentation for bigger sales. In addition, Barton will give tips on efficient workflow strategies that will insure consistent quality and great results. This class will include: Client protocol - Studio setup - In studio pre-viewing - Marketing - Networking - Location Photography - Packaging and New Product ideas - Workflow - Artistic Photoshop - Making more money with your existing client base!

Al Audleman \$875.00 Intermediate Photoshop for Working Photographers LAYERS, LAYERS, LAYERS!

PLEASE NOTE: YOU MUST KNOW PHOTOSHOP for this class! **Day One:** Overview and refresher of basic techniques, Discussion of general knowledge and understanding level of class. Using layers - Working in Layers - How, when and why to make new layers - Layer masking for speed and ease. **Day Two:** Review of Layer Masking Techniques Using Adjustment Layers for exposure, color and tonal corrections. Continuation of Layer Masking Techniques, Using Layer Masks for retouching. **Day Three:** Realistic Retouching Techniques, Use of selections and techniques for using selections tools, Batch Processing, Creating Actions & Droplets, Introduction to Image Compositing Techniques. **Day Four:** Making Composite Images for Increasing Sales, Production Tools for creative compositing and efficient workflow. **Day Five:** Using the PhotoMerge features of CS3/4, Review of week and Q&A session.

Barry Rankin \$775.00 Classical portraiture, using multiple lights. I will teach you what professionals need to be able to do to distance themselves from the part timers. We will cover outdoor environmental portraiture, both traditional and urban. Traditional will be in fields, wooded areas, and water if it is close. Urban is in the cities, in alleys, buildings, and night photography using really unusual light sources. We will also photograph sports, if available. Baseball, softball, track, whatever is going on in the area. I will teach you how to get images that can be published, the very first time you take them, and how to sell them in your community.

Tammy Wolfe and Tamar London \$775.00 "Survival Guide for the Struggling Photographer" Tammy and Tamar focus on marketing and cover an array of topics that will help generate business and maintain clientele. In this bleak economy we MUST work harder than ever to reach out to potential clients with enticing offers and strategies that get their attention. What worked in the "good ole days" doesn't necessarily work today. Our competition is different and our economy is different. We must learn to adapt and find effective ways to bring people into our door and get them to spend money. Thinking outside the box and consistently coming up with fresh ideas gets hard. Let us show you some low-cost things you can do to struggle less and survive the hard times. Class Outline: Day 1. How to get them in the door and keep them coming back Day 2. How to outshine your competition Day 3. How to sell snowballs to Eskimos Day 4. How to mark your territory Day 5. How to spin the web.

Gary Meek - CPP Preparation Class - \$775.00 Test is given at the end of the week. In addition you must register separately with PPA and pay PPA the CPP test fee for your test to be sent to the workshop so you can take it.

Craig Hutchings - \$775.00 Photography 101 "Back to Basics"

The techniques you'll learn are not rocket science but well established formulas used successfully by a photographer who still works and runs his 117 year old studio full time. Is your camera set up correctly? What's white balance and correct digital exposure? Learn how to use your light and flash meter for correct exposures. Is your posing up to snuff? Posing for basic head & shoulders portraits does not have to be complicated. Craig will show you the four most popular ordered from poses he does with high school seniors, executives and literally all of his clients. You'll also learn how to set up goof proof lighting using only four lights. Dive into an introduction to the basics of Photoshop. You'll learn the basic tools and their function as they pertain to photographers including color correcting, basic retouching, cropping and how to enhance your images. Two days will be spent learning the basics of Photoshop that we as photographers need to know. This part of the class is to make the student aware of photoshop is and what it can do for them. This is a very basic Photoshop class. Class outlines on web at: <http://www.ppsnysworkshop.com>

Submit by Email

Print Form

Workshop Registration



PPSNYS Photo Workshop

PO Box 403
 Elmira, NY
 14902-0403

PPSNYS Workshop 2010

July 18 - 23 , 2010

Hobart, William Smith Colleges, Geneva NY

www.ppsnysworkshop.com

Information - please fill in all appropriate areas

First Name:

Last Name:

Nickname:

Studio:

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State/Province:

Zip/Postal Code:

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Home phone:

Email:

Shirt size:

Instructor	<input type="text"/>
PPSNYS Member	<input type="text"/>
PPSNYS Section	<input type="text"/>
PPA Member	<input type="text"/>
PPA#	<input type="text"/>

- air conditioned dorm room adds \$50.00
- no dorm needed-staying elsewhere discount -\$40.00

deposit / amount paid	\$ <input type="text"/>
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Special Needs or questions:

Please email this form to Mrshutchsr@aol.com or print out and mail to:

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 Elmira, NY 14902