

THURSDAY INDUSTRY SEMINARS – MARCH 4

10:30 – 11:45 am

Toying with Creativity: The Joys & Frustrations of Plastic Cameras with Michelle Bates

Sponsored by Freestyle Photographic Supplies

Freestyle Photographic Supplies

Join Michelle Bates for a tour of the wonderful world of Holgas, Dianas and other plastic cameras. Open your mind to what creative and talented photographers can do with these simple tools: everything from fine art photography to photojournalism, weddings, portraits, documentary and editorial photography. Be the first to preview work from the second edition of Michelle's book, *Plastic Cameras: Toying with Creativity*, being published summer 2010. Michelle will also guide participants in getting their Holgas ready to shoot, and talk about possibilities for getting the most out of them, and using them as teaching tools. Cameras will be available from Freestyle Photographic Supplies.



Michelle Bates is acknowledged as "the fairy godmother of the Holga" by *Shutterbug Magazine*, which also called her book, *Plastic Cameras: Toying with Creativity*, "the definitive book on the subject." Michelle has been speaking and teaching about Holgas and other toy cameras around the U.S., including International Center

of Photography, Maine Media Workshops, Julia Dean Workshops, Penland School of Crafts, Photographic Center Northwest, Rayko Photo, SF Camerawork, f295 Conference on 21st Century Photography, Powell's Books, B&H Photo, New Orleans Photo Alliance, and more. Michelle's work will be featured in the Spring 2010 issue of SPE's *exposure*.

12:00 – 1:15 pm

Digital Color Management in Contemporary Photography with Tom P. Ashe

Sponsored by MAC Group and X-Rite Photographic Marketing



As digital technology is evolving, photographers need to be versed in the importance and use of color management to ensure that their images are reproduced accurately and consistently. This seminar will be an introduction to the digital color management tools and procedures most pertinent to contemporary photographic practice. The topics covered will include:

- Building profiles for monitors, scanners, digital cameras and printers
- Using ICC profiles within Adobe Photoshop
- Collaborating with labs, clients and other artists

Throughout the seminar, the importance of consistency, good communication and color management in producing the photographer's vision will be stressed.



Tom P. Ashe is a photographer, consultant, adjunct professor and Associate Chair of the Master of Digital Photography program at the School of the Visual Arts. He received his BS from RIT and his MS from RMIT University in Melbourne. His seventeen years of industry experience have included positions with Eastman Kodak, Monaco Systems, Itek Optical Systems and Polaroid.

What Every Photographer Should Know About Copyright with Susan Carr and Richard Kelly

Sponsored by The American Society of Media Photographers



What rights do you have as the creator of your work? Why is registering your copyright important? What exactly is fair use? Who owns the rights to work you are commissioned to create? What are derivative works? This seminar will give a basic overview of copyright law and how it relates to working visual artists. Join with ASMP and learn a real-world approach to the complex subject of intellectual property rights.



Richard Kelly is a Pittsburgh-based photographer who creates environmental portraits with style. He received a 2009 fellowship from the Pennsylvania Council on the Arts for his Artists and Scientists Photographic Project. His photographs have been exhibited at Concept Art Gallery, the Nikon House, the United

Nations, and Silver Eye Center for Photography. Richard Kelly participated in a one-year documentary project for the Heinz Endowments—DOWNTOWN NOW—detailing recent cultural and economic changes to Pittsburgh's Golden Triangle. Richard is the president of the American Society of Media Photographers—ASMP—and is an adjunct instructor at Pittsburgh Filmmakers.



Susan Carr is an architectural and fine art photographer based in Chicago. Her photographs are included in corporate and private collections, most notably the Pfizer Corporation and the Museum of Contemporary Photography. Now serving as ASMP's education director, Susan has long been dedicated to the advocacy and education of fellow photographers. Susan organized and managed the highly successful ASMP Strictly Business 2 conferences, lectures on copyright and licensing, and is the editor of the latest *ASMP Professional Business Practices in Photography* (2008), published by Allworth Press. She is currently working on a book, *The Art and Business of Photography*, Allworth Press, scheduled for release in 2011.

1:30 – 2:45 pm

Multimedia Crash Course for Photography Educators with Tim McLaughlin

Sponsored by Maine Media Workshops

MAINE MEDIA WORKSHOPS

An introduction to the art and craft of incorporating video and audio into a documentary photography curriculum. Tim McLaughlin, multimedia program director at Maine Media Workshops and Maine Media College, guides photography faculty through the essential components of multimedia storytelling, production, and content publication.

Tim also reviews a variety of "cheap or free" resources for educators to keep abreast of the latest advances in multimedia technologies and industry applications.



Originally of Louisville, KY, **Tim McLaughlin** received his Masters of Fine Arts from the University of Florida. As a graduate student he studied the history and impact of documentary practice both within an art context and outside of it. An advocate of multimedia documentary, Tim has worked with MediaStorm, the Eddie Adams Workshop, the Mountain Workshops, as well as the Appalachian Cultural Project.

I Need a Workflow That Works for Me with Jay Kinghorn and Judy Herrmann

Sponsored by The American Society of Media Photographers



Do you have a nagging feeling you can manage your images better and faster? Are you insecure about your archiving and back-up systems? Are you ever disappointed in the final output of your work? Join ASMP and learn about dpBestflow, the definitive digital imaging resource for gaining efficiency, profitability, and excellence.

Seminar topics:

- Make informed decisions about choosing the best workflow for your needs
- Maintain the color intent and quality of your work
- Understand how to choose hardware and software that is optimal for what you do
- Preserve your digital image files (and the work that you do to them) for the short and long term
- Communicate more effectively with clients, printers, digital labs, or anyone else handling your files
- Work more efficiently so you can focus on creating great images and growing your business



Prolific author, provocative speaker and Adobe Photoshop Certified Expert trainer, **Jay Kinghorn** guides companies in strengthening their workflow processes and envisioning creative uses for photography. An Olympus Visionary photographer, Jay uses his unique eye to capture the ever-changing landscape of the West. He

also presents internationally to various universities and trade associations about the changing role of photography in this increasingly visual world. The second edition of his book, *Perfect Digital Photography*, which he co-authored with Pulitzer-prize winner Jay Dickman, was released in June 2009.



Judy Herrmann is a past president of the ASMP, an Olympus Visionary, and recipient of the United Nation's IPC Leadership Award. As a partner in Herrmann+Starke, she creates visually compelling still life and lifestyle images that have won acclaim from Lurzer's Archive, *Graphis*, PDN/Nikon Self-Promotion Awards, How International Design Annuals, Pix Digital Annuals, and *Communication Arts*. A widely quoted expert, she has lectured extensively on digital photography and smart business practices since 1995. Her consulting practice helps photographers earn more money doing creatively satisfying work.

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SEMINARS & FRIDAY/SATURDAY SESSIONS

3:00 – 4:15 pm

What's New in Adobe Photoshop Lightroom with Rick Miller

Sponsored by Adobe Systems, Inc.



Adobe's development team is always working on what's next, and in this session you'll see their efforts in action as Rick demonstrates Adobe Photoshop Lightroom 3 beta features. This action-packed session will give you the deluxe tour through new tools, powerful updated features, and product enhancements.

Rick Miller is a Senior Solutions Engineer for Education at Adobe Systems where he helps Adobe's education customers find the solutions they need to enhance the pedagogical experiences of their students. Before working at Adobe Systems, Rick taught Photoshop/Digital Imaging at the prestigious Art Center College of Design in Pasadena, CA, and Digital Design at Cal Poly Pomona University. Additionally, Rick is a professional photographer and an Adobe Certified Expert in Photoshop and Lightroom.

Digital Photography Education—Thinking at the Next Level with Patricia Russotti

Sponsored by The American Society of Media Photographers



Workflow, the industry buzzword: you know it, you use it, and now you want to integrate it into a variety of curriculums. We will review and

discuss the knowledge bases required for digital imaging at large and chunk these into various learning segments. How do you maintain the aesthetic and craft of imaging and keep the technology transparent and second nature? How can you use critiques and discussions to build photographic elements and foundations?

Source material: *Digital Photography Best Practices and Workflow*, Focal Press 2009, by Patricia Russotti and Richard Anderson and *Companion Teaching Guide* by Patricia Russotti available at www.focalpress.com.



Patricia Russotti is an artist, educator, and international presenter. She is currently a professor in the School of Photographic Arts and Sciences, College of Imaging Arts & Sciences at Rochester Institute of Technology. Patti holds MS and Ed.S. degrees from Indiana University. Patti is dedicated to providing

best practices, industry standards, technology and software training, and updates to faculty in colleges and universities, including College for Creative Studies in Detroit, Shanghai University, and Moscow University. She is a regular presenter at national and international conferences, including HOW Design Conference, MacWorld, Digigrafica in Columbia, and Multi-Media in Toronto.

4:30 – 5:45 pm

19th Century Photography in the 21st Century

with Dana Sullivan

Sponsored by Bostick & Sullivan



Bostick & Sullivan has been on the cutting edge of 19th Century photography for 30 years, providing high quality kits, chemicals, and technical support to students, educators and professional photographers. Alternative process photogra-

phy has never been easier, thanks to the rapid advancement of digital imaging technology. The seminar will include an overview of the traditional and contemporary methods for creating enlarged negatives for contact-printing in a wide variety of alternative processes, with a focus on the latest techniques for making high-quality inkjet negatives. During the live demonstration a digital image file will be used to create an inkjet negative, which will then be used to make a handcoated alternative process print.



Born and raised in Los Angeles, California, **Dana Sullivan** attended the radio/tv/film school at Cal State Northridge. During college, Dana worked with early computer-based CGI special effects on several films, including *Double Impact* and *Honey, I Blew up the Baby*. For the past 14 years, Dana has been the lab manager and head of technical support for the Santa Fe, New Mexico, based firm Bostick & Sullivan.

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Breaking into the Biz: What Every Student Photographer Should Know with Judy Herrmann

Sponsored by The American Society of Media Photographers



Sure you want to be a commercial photographer and you've got talent, drive and ambition but where do you start? In this seminar, veteran

photographer Judy Herrmann will provide you with a wealth of resources and share real world tactics that will help you hit the ground running. Topics include finding work as an assistant, portfolio development, marketing your work, pricing, and developing sound business practices. This seminar is ideal for students and emerging photographers looking for guidance and advice, faculty members seeking resources for photography business courses, and anyone contemplating a career change into this exciting but challenging field.

See **Judy Herrmann's** bio on the previous page, at the 1:30 – 2:45 pm Thursday Industry Seminar time slot.

ADOBE DEMO SESSIONS

with Rick Miller and Tim Plumer, Jr.

Sponsored by Adobe Systems, Inc.



Friday, March 5 with Rick Miller

See **Rick Miller's** bio on this page, at the 3:00 – 4:15 pm Thursday Industry Seminar time slot.

9:00 – 10:30 am

Adobe Photoshop Lightroom: From Shoot to Image Library

Learn how to use Lightroom to create an efficient digital photography workflow so that you can spend less time in front of a screen, and more time behind a lens. This in-depth session covers the Import and Library functions of Lightroom. You'll learn how to import with various formats

including Camera Raw, use metadata and key words, organize photos into collections, and find images quickly. See how Lightroom's template functionality simplifies commonly repeated tasks.

1:00 – 2:30 pm

Adobe Photoshop Lightroom: From Image Library to Finish

Once images are uploaded and ready to use, there are many techniques that help you adjust and perfect your photographs. Explore the creative processing tools in Lightroom's non-destructive Develop module and learn how to make color and tonal corrections, do black and white conversions, add special effects, and use presets for making adjustments. You will explore ways to utilize Lightroom's powerful local adjustment brush and graduated filter tool. Then you'll see how easy it is to deliver high-quality, professional looking output through Lightroom's Slideshow, Print and Web Modules.

Saturday, March 6 with Tim Plumer, Jr.



Tim Plumer, Jr. has been working with and for Adobe since 1998. In his current role as a Senior Solutions Engineer for the Education sales team, he works to place Adobe technologies into the context of the needs of higher education customers. Tim is also an Adobe Certified Expert in Photoshop, InDesign, Illustrator, and

Acrobat. Tim has spoken and taught at a variety of Education conferences nationwide.

10:00 – 11:30 am

Adobe Photoshop Best Practices

When editing your work in Adobe Photoshop software, there are techniques that allow you to create excellent work while maintaining maximum flexibility. Tim Plumer will show you the practices that allow you take full advantage of the time-saving features in Photoshop, create excellent artwork, and experiment with effects. Montages, color effects and blending are all techniques you can apply without permanently changing the underlying photo you shot.

1:00 – 2:30 pm

Beyond Photoshop—What Next?

So you have shot some excellent photos, developed them in Lightroom, and created a gallery to promote your work. What next? Tim Plumer will show you how to use the Photoshop file—the .PSD—as a basis for a variety of projects that you can use to promote work. As your students enter the business world and work to sell their wares, they will want to make use of Adobe's entire toolset. It offers products to create printed material—such as business cards and brochures, to create websites—for display and for selling your work, and to create motion video—such as promotional DVD and web-streaming projects. Learn how these tools make it easy to take the next step and take photography out of the studio and into the hands of an audience.

Seminar and Session space is limited and an additional administrative/handling fee applies. Seminar and Session registration is part of the 2010 SPE conference registration form in this flyer.