

Digital Topics:

- Digital Photography for Weddings, Studio and Location Portraiture
- Digital Printing: Labs and In Studio - Epson 2200
- Digital Camera: White Balance and Modes of Image Capture
- Digital Workflow and Color Management
- Image Preparation for Print, Brochure Layout & the Internet
- Web Design: Layout, Hosting, Site & image Management

Tutoring Rate: \$55/hr.

(min. 3 hr. per session) Direct
Hands on Training **H.O.T.**

Individual: I will come to your
Studio or home. Mac or PC OK!

Group: Fire side Chats and
Instruction with lots of Q. A.

- Specifically Tailored Instruction
- Prepaid Time Block Discounts:
10 hours \$525.00 Save \$25.00
15 hours \$750.00 Save \$75.00
- Digital Workshops \$350/eve.
- Special Rates Available
- Transportation: add \$0.50/mile
and or Air fair + Lodging.
- Direct all inquires to David Lloyd
805.938.1460



Infocus Wedding & Portrait Photography Presents: Photoshop & Digital Workflow!

A Common Sense Approach to Understanding . . .

- Digital Photography & Digital Workflow
- Photoshop – Image Enhancement - Printing
- Instruction – Discussions, Workshops and Tutoring

Topics Presented for Professional Photographers at Digital Talk

Computer Housekeeping: Organizing your Computer Desktop and creating a Systematic Method for Digital File and Category Hierarchy of dated Project Folder Sets for Easy File Retrieval. Ex: 062103_SandraH

Review of Recommended Programs:
Adobe Photoshop (Mac PC) – Adobe Photoshop Album (Image Management and Electronic Albums PC) – Adobe Camera Raw_JPEG 2000 (Mac PC) – iView Media Pro (Image Management & Electronic Albums Mac) – PictureToExe (Slide Show PC)

Digital Work Flow: Developing a systematic process which covers Image Capture to Final Output for the Projects you photograph. Camera White Balance – RAW, TIFF & JPEG Image Formats – Setting Correct Exposure.

Today's Technology is on Your Side for an Easy Digital Transition

File Organization: If you think of the Computer Desktop as an electronic File Cabinet, organizing your digital files is a simple matter of creating project folders with dates & Client/Customer Names.

Achieving to CD or DVD: Computer operating systems and third party software provide easy solutions to this very important and necessary step of achieving your Digital Files. Equivalent to filing your Negatives.

Lab Services: Finally the Professional Processing Labs are providing the Digital Photographer with turn-key solutions to the traditional Printing and Proofing Services they have historically provided for film, including many new services for both.

Photoshop Topics: Image Browser – Contact Proof Sheets – Converting Color to BW & Sepia with Channels, Lab Color and Hue/Saturation – New Adjustment Layers – Levels and Color Balance – Image Highlight Masks – Layer and Adjustment Layer Masks for Selective Area Enhancement (Simulating the "Wet Darkroom") – Image Sharpening (w/Lab Color) – Image Cropping to specific Print Size and Resolution – Image Retouching and Enhancement – Multiple Image Compositing - Album and Layout Templates - Color Management - Pixel Density Enhancement – Photo Media Digital Painting (Special Water Color Actions and Art History Brush) - Printing with ICC Profiles.

Electronic Albums: Creating Proof CD's with Event Images & Music Slide Shows.

The Digital Darkroom: Adobe Photoshop offers a straightforward approach to those Photographers wishing to Retouch, Crop or otherwise Enhance their Digital Images. Not only can traditional Wet Darkroom techniques be emulated in Photoshop, such as dodging and burning, color correction, contrast and brightness adjustments, but a host of new and exciting pallets of enhancement, such as Digital Image Compositing (D.I.C.) and Photo Media Digital Painting (P.M.D.P.) await the (T2DP) Transitioning to Digital Photographer, bold enough to venture into the Exciting World of the Digital Color and BW Darkroom. Of course, as the new Digital Photographer establishes a Digital Workflow, the Key word is Consistency! Help is available 805.938.1460