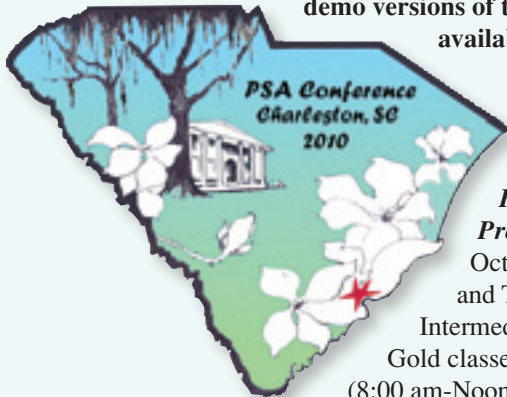


Digital Imaging Classes

Fred Drury
Chairman, EID



The 2010 International Conference of the Photographic Society of America (PSA) in Charleston will offer five digital imaging classes, one more than in West Yellowstone last year.

Note: to attend these classes you must bring a laptop computer with the current version of the software installed (exception: no charge demo versions of the ProShow software will be available at the Conference).

The five classes will be—
Photoshop Elements[®],
Intermediate Photoshop[®],
Photoshop[®] *Lightroom*[®],
ProShow Gold[®], and *ProShow Producer*[®]. The classes will meet October 3-5, (Sunday, Monday, and Tuesday). The Elements,

Intermediate Photoshop, and ProShow Gold classes will meet in the mornings (8:00 am-Noon). The Lightroom and ProShow Producer classes will meet in the afternoon (1:00 pm-5:00 pm).

Tom Icklan, APSA, and Mark Southard, APSA, will again teach the *Photoshop Elements* class. This will be the fourth year that Tom and Mark have worked together on these Elements classes.

Bill Buchanan, FPSA, and Stan Ashbrook, FPSA, will teach the ProShow classes. Bill will be the lead instructor for the Gold class, and Stan will take the lead for the Producer class. Both have considerable experience with the ProShow software.

Fred Drury, an experienced and knowledgeable Photoshop instructor, will teach the **Intermediate Photoshop** and **Photoshop Lightroom** classes. Fred's column, *Drury's Digital Diary*, appears monthly in the *PSA Journal*.

Class sizes will be limited, and it is very important that members register early to ensure admission to these outstanding classes. Following is a more detailed description of the sessions.

► Class No. 1 PHOTOSHOP ELEMENTS

Instructors - **Tom Icklan, APSA** and **Mark Southard, APSA**

October 3-5

8:00 am – Noon

Minimum class size: 8 • Maximum class size: 20

Fee: \$109

DAY ONE: The instructors will show how to navigate the Elements workspace. Various tools, the Options Bar, the Layers Palette, and the Photo Bin will be explained. The difference between

Quick Fix and Standard Edit will be emphasized. Learning will then center on evaluating color, sharpness and tone. Participants quickly realize that just about all images benefit from some degree of manipulation. The necessary tools will be demonstrated and alternate methods for achieving the same result will be explored. Flexibility is just one of the many benefits of using Elements.

DAY TWO: Concentrates on making selections. By working on a section of an image, editing can be performed on a critical part without affecting other regions. Once again tools needed to accomplish this will be demonstrated. Students will soon be using the Magic Wand, Magic Selection Brush Tool and Lasso. Opening and adjusting raw files will conclude the second day of instruction.

DAY THREE: The final class will center on a discussion of Layers. Prior to their introduction into the world of graphics, photographers and artists confined manipulation to a single layer. Today we have a very powerful method that allows us to make alterations on a separate layer and if we change our mind simply delete it and start from scratch without affecting the original pixels.

Finally, what would an experience like this be worth if an opportunity for sharing our art were not provided? The class slide show will cap off a fulfilling, productive seminar.

► Class No. 2 INTERMEDIATE PHOTOSHOP

Instructor – **Fred Drury**

October 3-5

8:00 am – Noon

Minimum class size: 8 • Maximum class size: 15

Fee: \$139

This course is intended for participants who are **familiar** with Photoshop CS4, but do not consider themselves “experienced,” and who have a serious interest in expanding their capabilities. The comprehensive course will focus on the best procedures to both globally and locally optimize images for printing, the web, or for digital competition. Topics include: Digital Capture, RAW Processing using Adobe Bridge, Image Evaluation, Using the Info palette, Using Curves for color correction by-the-numbers, Image clean-up, Dust & Scratch removal, The Shadow/Highlight tool, Optimizing color and contrast using Curves, Targeted Hue/Saturation adjustments, Resizing, Burning & Dodging, Sharpening, and Printing. Each participant will receive an approximately 100 page instruction book which covers the procedures and techniques taught in the class, a \$30 value.

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► **Class No. 3**
CREATING DIGITAL SLIDE SHOWS WITH PROSHOW GOLD

Instructor – **Bill Buchanan, FPSA, and Stan Ashbrook, FPSA**

October 3-5

8:00 am – Noon

Minimum class size: 8 • Maximum class size: 15

Fee: \$124

This class will cover creating a digital slide show using the latest version of the popular program, ProShow Gold. The class will show how to create professional looking slide shows that do more than tell a story but create an experience that will dazzle your audience. You will learn the basic audio and visual tools available in ProShow Gold. Also, students will learn the basics of adding motion, transitions and adding layers and titles to their slide shows.

Participants are encouraged to bring their laptop computers for a hands-on learning experience. As the class enrollment is limited, priority will be given to those with laptops but if a laptop is not available participants can share one with a friend. It is necessary for registrants to have the latest ProShow Gold loaded on your computer.

Participants will be furnished with sample images, video clips and a sample music tracks on a CD to work with in the preparation of their slideshow.

When the class is completed they will have created a basic slideshow complete with soundtrack and narration and if they bring a blank CD they will leave with their show on a CD so they can share the show with others. All participants will be given a video training CD, *Creating a Digital Slide Show Using ProShow Gold*, prepared by **Stanley Ashbrook, FPSA**, a \$20 value.

► **Class No. 4**
PHOTOSHOP LIGHTROOM

Instructor – **Fred Drury**

October 3-5

1:00 pm – 5:00 pm

Minimum class size: 8 • Maximum class size: 15

Fee: \$139

Adobe developed Lightroom to provide professional and serious amateur photographers with tools that would help them quickly edit and optimize large numbers of images shot in RAW format. But Lightroom offers more: it is a superior tool for digital asset management, and works well with Photoshop. So whether you want a systematic way to augment camera supplied metadata and keyword images, or you want an image optimization approach that is easily adapted to batch processing, Lightroom offers advantages.

This course will show you how to use Adobe's latest upgrade of this software, Lightroom 3 to put your optimization workflow on steroids, especially as a digital asset savvy front end for Photoshop. The course includes instructions on how to move image and catalog files between field (laptop) and studio (desktop) machines. Each participant will receive an approximately 100 page instruction book which covers the procedures and techniques taught in the class, a \$30 value.

► **Class No. 5**
CREATING DIGITAL SLIDE SHOWS WITH PROSHOW PRODUCER

Instructor – **Stan Ashbrook, FPSA, and Bill Buchanan, FPSA**

October 3-5

1:00 pm – 5:00 pm

Minimum class size: 8 • Maximum class size: 15

Fee: \$124

The class will show how to create professional looking slide shows that do more than tell a story but create an experience that will dazzle your audience. You will learn the highly advanced audio and visual tools available in this award-winning application. You will learn how you can customize every aspect of your show with precise handling of image layers and captions for truly creative results. You will learn how to bring photos to life with fluid motion sequences using Keyframing for precise control of these motions on a timeline and how to create complex motion sequences on different layers.

Attendees will learn other advance techniques like Masking, Modifiers and Adjustment Layers that allow the creation of unique photo montages, image blending and special effects. Learn to create instant complex effects with some of 75 Slide Styles that are part of Producer. You will also learn advanced caption using caption Keyframing that allows the placement of captions; character rotation, skewing, spacing and opacity over time. Also, how to add texture to captions

Shown will be the many ways to output Producer content, including output to DVD and Blu-ray.

Attendees should bring their laptop computers for hands-on instruction. Producer is for Windows only computers and will run in Windows XP, Vista and Windows 7.

Participants will be furnished with sample images, video clips and sample music tracks to be used in the class.

For those who don't have Producer installed on their computer a limited time use version will be provided. A Producer video-training CD, *Creating a Digital Slide Show Using ProShow* will be provided to each attendee. This is a \$20 value. ■