

## PHOTEK *PHOTOGRAPHY COURSE DESCRIPTIONS* – January - June, 2010

Photek is pleased to offer the following courses with content that ranges from the technical to the creative; from portrait lighting to digital image editing. Novice photographers are offered an opportunity to wade slowly into the shallow end, while more experienced students can dive right into the the more advanced sessions. All classes are taught by Dwight Arthur; a professional photographer with extensive experience in film and digital methods, fine art, and graphic design.

### **Course Selection Assistance**

Please phone Dwight at 314-3421 or cell: 350-5355 or via email at [dwight@photek.ca](mailto:dwight@photek.ca) if you have any questions about making a wise choice of classes. He will be glad to assist you.

## **INTRODUCTION TO DIGITAL PHOTOGRAPHY**

Today's sophisticated digital cameras can produce amazing results, but their complexity leaves many users baffled and working well below their potential. Are you a digital camera owner in need of some help in sorting through your camera's multitude of controls, wondering which features are most useful in producing great photos? The following introductory sessions will clear the digital fog, setting you well on your way to the fullest enjoyment of your camera. **Attendance is highly recommended for novices wishing to attend any other sessions.**

### **DPD Digital Photography Demystified \$135.00 +GST**

Are you new to digital photography, or photography in general, and in need of a helping hand understanding the unique features and methods of digital camera use? This short two-session course is designed just for you, offering the necessary foundation to achieve great results from your camera, whether it is a digital point-and-shoot (digicam) or digital SLR camera (DSLR).

In the first session you will learn about the digital-specific tools such as file type, resolution, white balance, ISO settings, LCD display and the histogram. In the second session you will discover how to capitalize on the your camera's strengths, using both digital-exclusive and conventional controls such as flash options, exposure modes and focus controls to ensure your photos are consistently sharp, well-exposed and have appealing color. Individual attention will be provided for those needing assistance with their camera's specific options and operation.

***This course is open to all digital photographers with cameras capable of directly setting aperture, shutter, ISO and other values. Participants are encouraged to familiarize themselves with basic camera operation before attending, and will be required between the first and second sessions to find a number of their camera's controls listed on a worksheet provided at the conclusion of the first session.***

*2 sessions – each 3 hours long. **Please bring your camera, manual, and a fresh battery.***

## **MASTERING DIGITAL TECHNICAL SKILLS**

A solid foundation of technical skills is essential for success in photography. These hands-on workshop sessions are designed specifically for digital photographers, and will help you get gain confidence in using your camera effectively. The focus of this course is to keep your technique as simple as possible while still allowing you maximum control of image quality and appearance. **Only cameras allowing direct manual access of shutter speeds, aperture and ISO are suitable for this course (includes all DSLRs and many higher-end point-and-shoots).**

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**MTS - Mastering Digital Technical Skills Package: *Attend all three sessions for \$195 +GST.***

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**CIA Changing Image Appearance with Camera Controls \$69.00 +GST**

A big reason for the superior 'look' of professional photographer's images comes from a deeper understanding of how the appearance of an image can be altered using the core components and controls of the camera. In this session you will learn about all the ways you can make a photograph look dramatically different, simply by changing five key control settings of your camera.

**MFE Mastering the Fundamentals of Exposure and Motion Control  
\$69.00 +GST**

Exposure is a critical issue in digital photography, and the most effective approach is significantly different than with film. Learn how to quickly and effectively control exposure for technical excellence and creative expression.

**Prior attendance of DPD series and the above sessions is strongly recommended unless you already have a good understanding of how to access the histogram, shutter speed, aperture, and light meter controls of your camera.**

*1 class, 3 hours long*

*Bring a tripod and digital camera for this workshop.*

**DPM Mastering the Fundamentals of Depth of Field and Perspective  
\$69.00 +GST**

When you learn to control the image properties of depth-of-field, perspective and motion you will find them to be powerful tools for both artistic and documentary image creation.

*1 class, 3 hours long*

*Bring a tripod and digital camera for this workshop.*

## **MASTERING PHOTOGRAPHIC COMMUNICATION SERIES**

**MPC - Mastering Photographic Communication**

**All three sessions for \$195 +GST.**

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Are you a photographer with some technical knowledge but still frustrated in your efforts to capture the magic of what you see through your viewfinder? These sessions will teach you how to enhance your photographic vision, allowing you to: avoid the technical pitfalls that account for most failed images; expand your powers of observation; begin to more clearly communicate what

you are seeing and feeling to others. **These eye-opening classes will unlock the *real* secrets behind higher levels of expression that often elude even long-term photographers with considerable knowledge of camera controls and other technical skills.** The sessions consist of discussions, critiquing, demonstrations and hands-on workshops, and cover the following topics:

#### **Seeing as the Camera Sees**

There are big differences in the way the human eye and the camera perceive and interpret the world around you, and this reality can dramatically affect your ability to capture what you see. Understanding these issues opens the way to creation of photos that are true to what you see in your mind's eye at the moment of exposure. **Photographic excellence is impossible to achieve without a clear understanding of these principles.**

#### **Seeing the Light**

The difference between a humdrum snapshot and a stand-out image often depends on the quality of the light that falls on the subject. **Without beautiful light you cannot have a beautiful photograph.** You will learn to appreciate the nuances of light; discover how to both find and use good available light both indoors and outside; and find out how to modify existing poor light, to create stand-out images.

#### **Composition and Visual Design**

Effective photography is largely dependent on effective use of visual design principles that go far beyond the typical 'rules of composition'. This section will cover a wide range of topics, and will include **critiques of student images.** **Learn how visual design can add new strength and clarity to your work**

#### **The Power of Image Editing**

Image editing is an essential component of the digital photography work-flow. **See how Photoshop can be used for enhancement to bring your work to a new level of excellence.**

### **EXCURSION WORKSHOPS AND ONLINE CRITIQUING SERIES**

**EWC – Excursion Workshops and Critique Series      Attend all 6 sessions for \$365 +GST.**

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Itching to get outside after another long winter? Want to further develop skills covered in the DPD, MPC and MTS sessions? Need help with specific technical skills that can dramatically expand your range as a photographer? This is a hands-on six-session series focusing on popular photographic techniques, **held primarily outdoors at various locations, and also includes post-session interactive web-based discussion and feedback on your images.** It is open to all students that have at least basic familiarity with technical aspects of photography (see DPD and MTS courses above). **Strictly limited to 8 participants. If six or more students register then another professional photographer will attend the sessions to assure adequate one-on-one attention is provided.**

**6 classroom/outdoor sessions on Thursdays from May 12 till June 16**

**EW1—Controlling High Contrast and Exposure**

**\$69+GST**

Learn the secrets of high-quality results in challenging light. Discover how blown out highlights and inky black shadows are tamed through exposure control and image editing techniques. Tripod recommended.

**EW2—Black and White Digital Photography** **\$69+GST**

Discover the essential skills behind the creation of compelling black and white images. Learn how to create black and white photos that exceed the quality of traditional film techniques with user-friendly Photoshop tools.

**EW3—Night Photography** **\$69+GST**

Capture the magic of twilight color as we venture into the dark side of photography. Starting with a classroom session on low-light essentials, and ending with creating photos in the approaching darkness at various locations, you will learn all the field skills and editing techniques necessary to capture images loaded with dynamic color and energy. A tripod is essential and a remote release is strongly recommended.

**EW4—Panoramas and Compositing** **\$69+GST**

Broad panoramic vistas can be amazing! Learn all the essential skills that will enable you to easily create super-wide images, even with a point-and-shoot digicam. Also discover the simple techniques for combining multiple images to create perfect group photos and other intriguing composite images using Photoshop Elements or CS. A tripod is recommended.

**EW5—Macro/Nature Photography** **\$69+GST**

Tiny objects look amazing when blown up to a large size. Learn to capture the wonder of the minuscule such as flowers, leaves and insects in this workshop which will be held in a park environment. Some macro gear such as tripods, lenses, filters, and extension tubes will be available for students to try out during the session.

**EW6—Available Light Portraiture** **\$69+GST**

Learn secrets for capturing beautiful portraits in outdoor environments with available light. Discover the methods for selecting ideal backgrounds, light direction, and other variables that will help transform your people-pics from basic snapshots to compelling portraits.

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**EXW – Rocky Mountain Road Trip** **\$195+GST\***

**\*Price DOES NOT include meals, accommodation, and travel expenses.**

With class room theory fresh in your mind and heart it's time to get creative on a weekend road trip to the Icefields Parkway and Banff National Park. Starting at Whirlpool Point in the Kootenay Plains, up to Parker Ridge, then south to the Bow Valley and Banff we will chase the good light and put your new-found knowledge to the test. No complaining spouses and children for companions this day, just a crew of fanatical photographers just like you!

Be prepared for long days with an insanely early rises and a late nights, a few short hikes and whatever the weather-man dishes up. In the event of extreme weather the trip will be

rescheduled for the next decent weekend. Travel will be by car pooling, and accommodation will be in hotels arranged after group discussion between registrants mid-May. Open to all students with moderate technical skills and limited to a maximum of 8 students. If more than 5 students register a second professional photographer will also be included in the trip to ensure adequate one-on-one attention.

The trip will be followed up by a final wrap-up evening of discussion and sharing of images created on the trip.

**Road Trip – Friday evening till Sunday afternoon, June 18 – 20.**

**Wrap-up Critique and Discussion – Wednesday, June 30**

Several weeks after the Rocky Mountain road trip we will meet to compare images and review our favorite experiences and lessons learned on the trip.

**Meals, accommodations and travel costs are NOT included in the MPC registration fee and will be the student's responsibility. Details will be determined after discussion between participants in mid-May.**

## **LIGHTING COURSES**

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**ILO Introduction to Lighting Options \$69.00 +GST**  
Good light is essential for good photographs. Learn about all the options you have for enhancing lighting both indoors and outdoors, ranging from low-cost options like reflectors and accessory flash to professional studio strobe lights.

1 session – 3 hours long.

**SFL Studio Flash Lighting Demonstration \$85.00 +GST**  
Use of studio strobe lighting opens the door to the efficient creation of stunning portraiture. Learn the fundamentals of the use of accessory flash units and professional studio strobe lighting for superior results. In this session you be shown how to both wisely choose and use studio strobes and accessories, as you see them used in a studio environment.

*Open to moderately-experienced to experienced photographers seriously pursuing portraiture as a means of creative expression or as a profession. Participants should bring a camera with a hot-shoe or PC synch socket.*

1 session – 3 hours long. **Class size strictly limited to 6 students.**

**SPW Studio Portraiture Workshop**  
**\$145.00 +GST**

Try your hand at actual use of a full portrait studio setup, including student-supplied models, as you learn to create images in a variety of styles. You will get lots of hands-on

experience as you set the lights, pose models, and take photos, all under the helpful supervision of the instructor.

*Open to moderately-experienced to experienced photographers seriously pursuing portraiture as a means of creative expression. **It is mandatory that all participants attend the SFL session, and be reasonably well-versed in use of their camera.***

1 session – 3 hours long. **Class size limited to 5 students.**

## **PHOTOSHOP IMAGE EDITING**

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The digital age has opened up photography to the potential for new heights of image quality and creativity, and it is all within the grasp of amateur photographers using relatively low-cost hardware and software. Plunging into image editing can often be a bit intimidating however, and excellent results are certainly not automatic, but the rewards can be immense. The following course, **designed for both Photoshop Elements and Photoshop CS users**, will provide you with the necessary guidance to use image editing for all the most essential photographic tasks. The format for these sessions consists of demonstration and discussion of techniques in a classroom session, using a large digital projector display, followed up by exercises completed on the student's own computer at home, using digital files and instructions provided on CD at the end of each session. Completed student files may then be forwarded to the instructor via email for review, and further email advice is returned as required. This method of instruction ensures that each student can work at their own pace, on their own equipment, until they are satisfied that they have mastered the technique before moving on to the next topic. While some students may opt to take in all the available sessions as a comprehensive course, students are also free to enroll in any individual classes of interest.

### **Why Photoshop?**

There are many capable low-cost options for image editing available, but Photoshop Elements and CS are highly-acclaimed tools that offer the best range of features and long-term value at a very reasonable cost. These programs are unmatched in their capability and available resources for advice and training.

### **IEE – Image Editing Essentials**

**\$265 +GST**

This course consists of four sessions that will enable you to use Photoshop for all essential 'everyday' editing tasks. These sessions are structured on a 'how to' basis covering a wide range of practical tasks rather than as a comprehensive course covering all aspects of Photoshop use. A more comprehensive course will be offered later.

*Topics covered in this series include:*

### **Introduction to the Photoshop Program**

Get oriented to the Photoshop program and gain an overview about editing fundamentals including importing, re-sizing, sharpening and cropping images and basic use of the essential enhancement tools.

### **Fundamentals of RAW File Format Use**

Use of the RAW file format is no longer just for professionals. Access the full potential image quality of your camera by learning to use the mysterious but surprisingly easy tool of RAW conversion.

### **Black & White Photography**

Black & white photographs have a unique power to transform images from visual documents to artistic expressions. Learn how to create superior black & white images by use of user-friendly tools and techniques. Bring your own color images to use as samples for learning the best conversion methods.

### **Adjusting Image Tones and Color**

The single most valuable feature of any editing program is the ability to fine-tune image appearance by adjusting tones and color. Learn how to use the most user-friendly adjustment tools for making your images really shine.

### **Retouching and Compositing Photographs**

Whether it is as simple as fixing red-eye or erasing wrinkles, or as complex as removing a person from a group photo or changing an expression, Elements and CS offer tools to produce professional results fast. Learn which tools work best for a range of practical tasks.

## **Private Image Critiquing Sessions**

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**PTS Private Training and Critiquing Sessions**

**\$65.00/hour**

**Add \$25 per additional person**

Wanting some honest assessment of your work and constructive guidance of what to focus your attention on? Need additional help with specific technical issues? Book a private session with Dwight. Various day and evening times available. Please phone (403-314-3421) or email ([dwight@photek.ca](mailto:dwight@photek.ca)) to make an appointment.

## **Further Information, Terms and Conditions**

**Please consult the attached Course Guide for detailed class descriptions. Note optional dates for most sessions.**

No refunds are given for registration cancellations within 2 weeks of starting date. **If any sessions are missed for any reason you are welcome to attend any subsequent session of the same class at a future date. Transfer of dates for classes with multiple date options are also permitted without penalty at any time.** Please advise Dwight at 403-314-3421, or cell: 403-350-5355, or via email at [dwight@photek.ca](mailto:dwight@photek.ca) if a change of date for classes is desired.

Please phone Dwight at 403-314-3421 or cell: 403-350-5355 or via email at [dwight@photek.ca](mailto:dwight@photek.ca) with any **questions about appropriate class selection**.

**The preferred registration method is to visit McBain Camera**, however payment can also be made by mailing a cheque payable to Photek after contacting Dwight at 403-350-5355 or via email at [Dwight@photek.ca](mailto:Dwight@photek.ca) to confirm availability.

**All weeknight sessions are from 7:00 to 10:00. Saturday sessions are from 9:00 am till noon.**