

Robert O. Seat

Advanced Basic to Intermediate Photoshop for the Portrait Photographer

For over 27 years Robert has been photographing families in the Batesville, Arkansas area. He has successfully made the transition from traditional photographer and lab technician to the world of digital imaging. He has adapted many of his skills as a traditional retouch artist into an effective production style for the digital age. Robert has created new interest from his existing client base by adding a custom handcrafted look to his portraiture. With the power of digital imaging, new products can be presented to his clients in a way that really sells.

Robert has been teaching digital workshops since 2001, demonstrating numerous methods of making Photoshop work for you in a portrait studio. His work has been included in the ASP traveling Loan Collection, Epcot Center in Disney World and accepted into the Photography Hall of Fame.

Course Summary:

Robert starts with the basics, then works up to techniques used by the pros to set your images apart from the rest. The goal of this class is to cover a complete system for successful workflow, image enhancements and presenting new products to your clients.

Simplify and organize your workflow for efficiency.

- Create a retouching workflow to simplify your task.
- You will create your own actions for soft focus, vignettes, black & white, sepia, and more.
- Discover the power of working with layers, layer masks and adjustment layers.
- Discover secrets to maintaining perfect color balance.

Image Enhancements

- How to make a great Black and White from your color image.
- Tinting black and white images.
- Creating new products from multiple contemporary composites to high end "Fine Art" products.
- Techniques to customize your images (set your images apart from the rest).
- Quick and easy way to swap heads and open eyes.
- Creating new the looks that teens love.

Presentation to your customer

- Pre-touching images to effectively sell fine art prints.
- Show to sell, put your new products into your presentation.

Who should take this class? Basic to Intermediate.

To succeed in this class you must be comfortable with your computer and its operation system. Extensive knowledge of Photoshop is not necessary. Classroom assistants will be available for those just starting this new adventure. The class is designed to help you understand how and why Photoshop works the way it does. Even the beginners will



find themselves using the power techniques of the more advanced users and loving it. Come prepared for a great learning experience.

You must bring your own computer/monitor loaded with the latest version of Photoshop. There will be a \$35.00 additional charge for a complete study notebook and educational materials.

website: www.photobyseat.com

Jim Cunningham

Corel Painter for Photographers

This workshop is for Portrait and Wedding Photographers who want to transform their images into works of art. Jim is a full time Photographer who feels that Painter 8 has given us the ability to take our photographic images to the next level.

There is a frustrated artist inside all of us and Painter gives us the ability to release that creative side that has been trapped for so many years. Jim will take you step by step through the creative process. You will be amazed at how quickly you will be creating images that your customers will want hanging on their walls.

Join Jim and unleash your inner artist. Learn to work outside the box with someone who spends hours a day creating with Painter.

The workshop will cover:

1. Preparing your images in Photoshop. By doing a little pre-painter clean-up in Photoshop you can make your work in Painter go a lot smoother.
2. Getting familiar with Painter. Setting up the Painter palettes and getting to know the brushes you will be using. You will learn the use of layers in Painter and the art of using a cloned image.
3. Creating Custom Brushes with Painter. Painter IX introduced a new brush creator that gives the user the ability to modify existing brushes and create new brushes.
4. Creating a watercolor print. You will learn the tools used to create a watercolor print from your photographs. The best printers and watercolor papers will be covered. You will work on class images, and images you bring, to create your own style of painting. We will also print some of your images on watercolor paper.
5. Creating an oil painted look. The brushes and techniques used to make a print have an oil painted look are explained. Also covered are the finishing touches that will make your Painter oil look like a real oil painting.
6. Fine Art Landscapes. You will learn techniques on turning your landscapes and flower photographs into works of art.
7. Marketing Your Images. Tips and ideas on how to market and sell your Painter images.

There will be a \$35.00 additional charge for a complete study notebook and educational materials.



Don Emmerich

Making Money with Photoshop

Photoshop is the most dynamic photographic tool available today. Master the new Photoshop CS2. Grab this opportunity to study with Don Emmerich, one of the country's premier Photoshop instructors.

Remember, it's all about making money. Topics will include:

- New camera raw
- The amazing bridge
- Actions, actions and more actions
- Photographic enhancements
- Templates
- Printing
- Layers
- Special Effects
- And so much more...

You'll definitely need a bigger creative tool box!

Spend the week with Don Emmerich and learn the newest ways to reinvent your images. Your creative tool box will need a lot more room to hold all the great new visual possibilities you'll take home from this experience.

This workshop is targeted at the intermediate-to-advanced student. Its purpose is to give you a new artistic freedom and enlightenment and to have a great educational experience while gaining it. **Do not attempt this course without having taken a course in basic or intermediate photoshop.**

OK...I want to hear more.

Soon you will have more control over your images than ever before. You will learn to create unique Templates and set up Actions to make your work flow easier, three down and dirty ways of retouching, getting great B&Ws, creating soft focus images, digital workflow, how to get proper digital exposure, how to color balance your camera for beautiful portraits, simple color management for your computer and printer.

We will spend time exploring the pros and cons of digital cameras and how to get ideal digital exposures every time. You will learn how to interpret and rely on histograms for accurate exposures. While most of the time will be at your computer station, time is allotted for photographing and learning a bit on dealing with digital workflow.

Do I bring my own equipment?

Yes, you must provide your own equipment. Laptops and monitors are both fine if fast enough with the proper amount of memory and drive space. No dual monitors, please! Photoshop CS2 should be loaded and operating. The class' teaching disk is based on Photoshop CS2 so consider an upgrade. It will be worth it! A good working knowledge of your equipment leaves your brain cells plenty of room for other phenomenal tasks that are much more exciting. This is not a computer fundamentals class. Nor is there time during class for computer repair. All our time is geared to creativity.



Besides getting my computer up to snuff, what can I do to be the star student?

Buy and install extra memory. It's cheap! Learn to identify the tools. Try a couple of projects. A personal project is the best motivation for learning. We'll have the star waiting for you.

Anything else I should know?

Yes, you'll see a vast array of award-winning work and learn step-by-step just how to do it. This is definitely a hands on experience. There will be a \$35.00 additional charge for a CD containing all the class illustrations along with a notebook.

System Requirements

Macintosh®

- Mac® OS X (version 10.2.8 or higher)
- Power Macintosh® G4, 500 MHz or greater
- 512 MB of RAM (1 GIG or more recommended)
- Mouse or tablet
- 24-bit color display
- 1,024 x 768 or greater monitor resolution
- DVD or CD-Rom drive
- 500 MB of available hard disk space

Windows®

- Windows® 2000 or Windows XP® (with latest Service Pack)
- Pentium® III, 500 MHz or greater
- 512 MB of RAM (1 GIG or more recommended)
- Mouse or tablet
- 24-bit color display
- 1,024 x 768 or greater monitor resolution
- DVD or CD-ROM drive
- 500 MB of available hard disk space

Gary & Pamela Box

Senior Portraits... Look Beyond What You See



Ever wonder who determined that all senior portraits should look alike? Learn to break out of that mold and Look Beyond What You See! The days of boring traditional senior portraits is over. Today's seniors love cool locations, creative possibilities and images that look like they walked out of a magazine ad. You might be surprised how large your senior orders can be if you give them images they can't resist. Gary and Pamela are known for their extreme, contemporary, high fashion style of senior photography. Gary is a leader in the digital industry.

Course description:

- Marketing
- Building an effective direct mail campaign

- Studio Image
- In studio & outdoor shooting. How to perfect your lighting and posing to set your images apart from your competitors.
- Digital workflow – how to efficiently and effectively set up a digital workflow system
- Sales, effective pricing, packaging
- How to develop new products
- Photoshop, quick short-cuts and efficient use of the program for creative, awesome results!
- Color management
- Shooting
- Lighting and posing

Doug Box

Introductory Portrait Techniques - Studio Lighting, Window Light, Outdoor Portraiture For Digital and Film Capture, plus a Bonus Business Section



This is a lighting and posing program for beginning photographers. It will include both digital and film capture plus a bonus business section. It is a demonstration and hands-on class. We will set up 4 camera rooms, break into teams and you will photograph models with instructor guidance. It is fully illustrated and includes a full color hand out that follows along with the images on the screen.

Doug will cover:

- Basic posing of men, women, couples, high school seniors and children.
- Lighting patterns, using different types of lights: soft boxes, umbrellas, hair lights, reflectors, etc.
- Studio lighting – demonstration and hands on (work in a team using one of four camera rooms.
- Using window light, when and how to add flash to window light
- Photographing outdoors, finding light and adding flash outdoors so it doesn't look fake
- High key lighting, camera room design
- Facial analysis, corrective lighting and posing techniques
- Composition and presentation
- How to make money in the photography business

Whether you are new in the business or a veteran you will enjoy Doug's fun style of teaching. He will also cover exposure and white balance for digital photography. With film your exposure could be off a little, with digital you have to be right on or you will spend hours with Photoshop. So, let's figure out how to do it right.

And if you know Doug, he will throw in some great business tips.

Coleen & Company

Coleen Gonsar

Darty Hines

Advanced Portraiture - Image, Style, Vision for Today's Portrait Studio



This course will be 50% seniors and 50% other portraits. Here are some of the things you will study.

Creativity

Colleen and Darty have never said their program was rich in technical information. They do however, give a program that is creative in many ways. From inexpensive ways of building sets and backgrounds to keeping fresh with posing, Colleen and Darty have been known to spark the creativity in those who have reached the burnout stage. They give practical creative ideas that will inspire and move you.

Marketing

The Colleen & Co. studios over the years have done some unique marketing pieces. Although Colleen and Darty do not consider themselves marketing geniuses, they do keep up with the current trends and use that in day-to-day operations from mailers to the web site. Marketing is more than a mailer and they will tell you why this is true.

Posing

For some classes, especially schools, Colleen and Darty will amaze you with posing tips that are often forgotten in today's digital world. The Colleen & Co. way is to make EVERY client look their very best. Colleen and Darty will show you how to pose every type of person. They will also show you correct prop usage along with advanced posing tips.

Promotions

Colleen & Co. have run some very successful promotions that have built customers for life. The School Portrait promotion is one of the best of the year. Colleen and Darty will tell you how to photograph 200 or more school-age students that will make them clients forever. Along with that promotion, learn about the profitable Family Special that is always a customer favorite each and every year. School Portraits and Family Specials are just a couple of the successful programs Colleen & Co. use each year.

In addition, here are some specific areas of instruction to be covered:

1. Studio set design for seniors and children
2. Family Promotion
3. Childhood Expression (children's promotion)
4. Baby Plan (3, 6, 9, 1 yr. program)
5. Creativity – especially for seniors
6. Senior Marketing
7. Dollar Per Hour!
8. Studio Decorating (inexpensive tips)
9. Photoshop techniques we use every day
10. Posing seniors, couples, families

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9. Photoshop techniques we use every day
10. Posing seniors, couples, families

MAIPP REGISTRATION FORM

LODGING: Dorm double NC; Dorm single add \$30.00; Off campus lodging available nearby.
Living off campus, deduct \$40.00 from tuition.

CLASS SELECTION: First Choice _____ Second Choice _____

Name _____ Male _____ Female _____
Business Name _____
Business Address _____
City _____ State _____ Zip _____
Emergency Contact Person (Phone) _____
PP of A number (No Number-No Merits) _____
Work Phone _____ Home Phone _____
Email: _____

FIGURE YOUR TOTAL FEE HERE

Total Course Tuition: _____
Add \$35 for Digital Classes: _____
Housing Fee: _____
TOTAL: _____
Discount: _____
Scholarship: _____
Deposit: _____
Am't . Due April 1 2006: _____

Are you attending on a scholarship? Yes No *Please send certificate of scholarship*

Mail registration to: Charles Lee, 220 East Second St., Ottumwa, IA 52501
641-799-8957 • Email: lees@pcsia.com • Visit our web site at: www.maipp.com

Kirk Voelain **Exciting Seniors - Become the coolest Studio in Town with Senior Portraits**

This program centers on COOLNESS, or popularity, in the eyes of your seniors. Yes, seniors have an opinion, and if they don't think your studio is the COOLEST, then forget it, they won't come to you.

This program will help you look at your studio and your studio operations through the eyes of a 17-year-old. It will show you some new posing, backgrounds, and marketing ideas. This program will help you open up your mind to look at things in a new way, such as using super long lenses for a different perspective. Also discussed will be digital photography, digital work flow, and doing digital in such a way as to make it look like film. Finally, marketing ideas, like how to get free shopping mall and radio advertising, and how to get paid in advance for senior portraits.

Kirk is the editor of The Pro4uM Professional Photographers Online E-Zine. This is an interactive, informative, open discussion about various photography topics. Check it out at: <http://www.pro4um.com>

Kirk has been asked to speak to groups of photographers all over the United States. He has a motivational style of speaking that will keep you on the edge of your seat. Kirk is a very competent speaker who has won several awards for his teaching and speaking. His style of delivery is both easy to understand and enthusiastic. You will not be disappointed!!

This course will cover:

Marketing, photographing inside and outside, workflow, photoshop and capture one.

Peggy McAteer **On Children & Families**

Peggy's program will take you on life's precious journey. Starting with the expecting couple, the beauty of pregnancy, the bond of newborns with mom and dad, the challenges of toddlers and preschoolers, to the precious early grades, into early teens, sweet sixteens, seniors and the whole family including pets and multigenerations. Peggy will share her insights on how to market to these different stages. You will learn how to get your work in front of the right clientele for you and how to get your name out in the right places to do you the most good. Learn tips on image building and finding your niche in your community through promotions, public service and charitable donations. Peggy will teach you about the benefits of selling using projection and the all important use of the telephone. Peggy will emphasize the importance of a good assistant



and her assistant Mark Lazar will be there too to help with the class and share his insights and knowledge from working with Peggy for over 12 years.

Peggy has a style of working/playing with clients to achieve simple, emotional images that will melt moms' hearts and lighten their wallets. She will show you how they work with children to elicit those real smiles and feelings that make images so powerful and hard to pick a favorite.

Natural light is Peggy's forte and she will show you how to find and use natural light almost anywhere to create beautiful distinctive pieces of art that will set you apart from the rest. Come have fun and learn how to make your business a success both artistically and financially.

This course will cover:

- How to educate your client on appropriate size and investment
- Location photography without a flash
- Pictorial portraits for large portrait sales
- Classic portraits of children and their parents
- Marketing and selling your art
- Ideas that bring clients back for more
- Posing and lighting
- Promotions
- Work flow, importance of an assistant

Huth & Booth

Edward W. Booth **Elizabeth H. Huth** **Weddings - The Essentials**

In their week-long class, Betty and Ed will share how they use the latest in digital technology to photograph weddings. They will also cover the work flow from capture to delivery. Pricing, sales, marketing and the development of product lines will be discussed in depth. Their method of "Flow Posing" has added thousands of dollars to their bottom line. If you are just beginning to move into the digital realm or if you want to perfect your skills and increase your business, this is a class you won't want to miss. Come, learn and have a great time. Betty and Ed's classes are rated as one of the most fun in all the schools they have taught.

Betty Huth might be small in stature but she's gigantic in talent. Her clients have sought out her emotionally creative portraits for years. She has an intuitive perception to see deep within her subjects and capture the essence of their personality on film. Her prestigious awards are too numerous to mention.

Her partner in their Brandon, Florida studio, 6'9" Ed Booth, is a big teddy bear giving the best hugs to everyone he meets. "A Hug with Every Wedding" for years has made him loved, adored and referred by each and every client. Ed's business has flourished because of his passion for his art and his compassion for his clients.



These talented artists have influenced photographers across the country, teaching at professional photographic schools and seminars from coast to coast.

Things to be Taught:

- Flow Posing of Bride and Groom – 30 poses in 5 minutes that WILL sell.
- Posing of Bride and Groom, wedding party and groups
- Engagement sessions – How to photograph and sell
- Digital work flow for weddings
- Digital album layout ideas
- Marketing and sales for weddings, consultations, pricing ideas
- Proper techniques for metering and use of strobes for digital photography in indoor studio and on location

Hanson Fong

Wedding Photography- Mastering the Techniques

Hanson Fong of San Francisco, California, is recognized as one of the premier wedding photographers in the industry today. Hanson has lectured at every major school of photography across America and has spoken at various national and international conventions. His work and talent are recognized throughout the United States, Canada, Mexico and Europe.



Course Description:

The Art of Photography by Hanson will share techniques developed over the last three decades to fellow professionals involved in both fine art and photojournalistic photography. He will demonstrate the *10 Classic Bridal Poses*, the body shifting techniques that he pioneered, which will allow you to make every bride and groom look great together. Attendees will be shown flow posing and shoot around techniques as well as understand how to follow the pace and flow of different styles of weddings. Students will have a chance to work hands-on with models.

Other areas of instruction will be:

1. Classical Posing
2. Flow Posing
3. Fashion Posing
4. Infrared Imaging
5. How to work in bright lighting situations
6. Chair Posing
7. Hi Key Bridal
8. Hands on sharing in small groups of five
9. Nik filter for retouching
10. Business

Aletha Speakers

Steve Larson

The A.B.C.'s of Business

The PPA Approved business course (ABC) is the most comprehensive business course in photography to help photographers create a profitable and successful studio. This course fulfills the core requirements of PPA's Certificate of Business Management. It includes the five core business competencies: (1) Financial Management and Accounting, (2) Successful Business Planning, (3) Marketing and Promotions, (4) Sales and Customer Service, and (5) Studio Operations.

A photographer completing this course will have the fundamental understanding of business to effectively compete in a given market area. This includes knowing:

- How to analyze your financial statements
- Understanding break-even analysis
- How to effectively price your photography
- Developing an effective marketing plan
- The 3 components of a business plan
- Understanding customer buying motives
- Building consumer value in promotions
- Effective telephone techniques
- Selling photography through projection
- Studio workflow for efficient operations
- Digital workflow and many more critical business competencies.

In today's competitive photographic industry it takes more than artistic talent to be successful; you need to be a business person, understanding the market place and what it takes to attract clients, creating incentives to encourage clients to purchase your expectation of sale, and creating customer loyalty that will generate a wealth of return and referral clients. This is a must take course that will help you create a thriving photographic business.

Optional: Class Workbook is \$75 and payable first day of class.

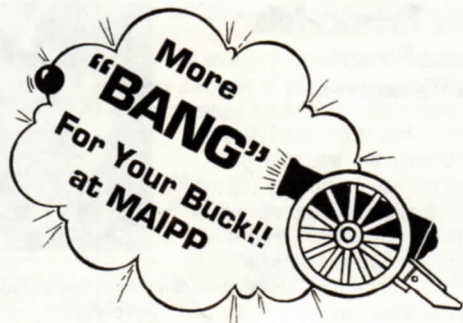


Scholarship will
be awarded at
our barbecue.

Scholarship good
for MAIPP 2007.



If we receive your registration
and deposit prior to Jan. 1, you will be
entered in a drawing for a
\$100.00 MAIPP Scholarship.



Complete Package

- Dormitory Room
- 3 Meals Daily
- Tuition
- 4 Full Days
- 2 PPA Merits
- Wednesday Evening Barbecue

As
Low
As

\$600⁰⁰

TUITION:

Tuition is \$625.00 and includes four days of class time, double occupancy dorm room, meals from Sunday evening 'til Thursday noon. Includes Sunday evening pizza party and Wednesday evening barbecue. Two merits will be given for each course. Tuition paid after April 1, add \$100.00. Cancellation fee of \$25.00 before May 1. No refund after May 1. Add \$50.00 if not PPA member.

\$25.00 Discount

If deposit is made before December 31.

Early registration deposit of \$200.00 will hold your place in any class.

LODGING: Your tuition includes a double occupancy dorm room. You may choose a single dorm room for an additional \$30.00 You may choose to stay at a nearby motel in which case you may deduct \$40.00 from your tuition.

ABOUT MAIPP: MAIPP is the most streamlined school in the country. Housing, dining and classrooms are all within a short walk on the University of Northern Iowa campus. This will be the friendliest, most effective week of photographic instruction you'll find anywhere. Compare costs of other schools and you'll find MAIPP a bargain! Size of classes is limited, so register early. Visit our web site at . . . www.maipp.com

PRSRRT STD
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DES MOINES, IA
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Permit No. 2995
DES MOINES, IA

Steve Miller
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PPA/Winona
Continuing Education
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