

3 DATES: January 23-28, 2012 • March 19-24, 2012 • May 28 - June 2, 2012

# FLOWERS & FLAVORS MAUI PHOTO ADVENTURE



Transform your photography with creative inspiration and technical insight offered in this unique workshop, combining Maui's beautiful flora and mouth-watering food as stimulating subjects.

THE MAUI FLOWERS & FLAVORS PHOTOGRAPHIC WORKSHOP IS DESIGNED TO BE JUST AS MUCH FUN AS IT IS EDUCATIONAL... FOR YOU AND YOUR SPOUSE OR FRIEND.

**BONUS**



Experience daily live commercial food shoots for Chef Rebecca's new cookbook.

# Flowers & Flavors Maui Photo Adventure • Six Lucky Photographers!

*If you love the beauty of nature, great food and wine, (...and photography) this is the excuse you have been looking for to escape on a unique Hawaiian vacation.*

Join your hosts Randy Hufford, Chef Rebecca, and our special guest, San Francisco food and product photographer Larry Guyer, for an event that you do not want to miss!

**This workshop will transform your shooting life!** Personalized instruction by two Master Photographers will help you see the world in a new way and understand how to apply the right lighting, composition, and processing techniques to create exceptional photographs.

This event offers something for both the photographer and a companion who would love to experience Maui from a very unique perspective...This is certainly not in the tourist brochures!

The Maui Flowers & Flavors Photographic Workshop is designed to be just as much fun as it is educational...for you and your spouse or friend. It's a chance to create beautiful floral photographs and to get a behind-the-scenes look at what it takes to make appetizing food photographs.

**This is a hands-on workshop. You shoot...You edit...You print...and You eat!** In this six-day event the group will travel to various locations on Maui shooting exotic Hawaiian flowers, such as Proteas, Tropicals and Orchids. You will learn macro techniques for shooting flowers, the use of a portable strobe for more creative lighting, efficient methods to sort and file your images, and post-processing techniques to get the best quality prints from your captures...and enjoy the great meals prepared by Chef Rebecca.

Each day will be packed with activity and learning experiences—a drive to a local island flower farm; classroom sessions on photo techniques, managing and processing digital files with Lightroom, image enhancement and retouching, a behind-the-scenes look at food photography; plus daily live food shoots for Chef Rebecca's cookbook.

While you “work”, **spouses are invited to participate in a hands-on cooking class** to learn practical culinary tips by cooking with Chef Rebecca twice a day, once to prepare a delightful lunch, and for each evening's gourmet meal for the whole class. Lots of information on tools, techniques, ingredient substitutions, and menu planning.

Each day we will photograph a dish from the evening's dinner menu. Everyone can participate in this session and in the preparations of backgrounds, props, stand-in food, and the final “hero” dish.

**You have always wanted to come to Maui for a photographic workshop...right?** But what would your spouse do? Now here is an event that both of you will love to be a part of. The Maui Flowers & Flavors will be offered in January, March, and May, 2012.

**Six days...six photographers!** Each class is limited to six lucky photographers who will be able to experience hands-on training in small and intimate classes plus have a spouse or friend be able to share this once in a lifetime experience. We are considering the spouse or friend that wants to be a part of this event, as a person that does not shoot and participate in the photographic sessions, but would love to see the Maui Flower Farms and participate in the cooking classes with Chef Rebecca.



**Shoot  
Edit  
Process  
& Eat**

**FUN FUN FUN**  
with  
**Flowers  
and  
Flavors**



©Michelle Hamilton 2011

## Guest Food Photographer – Larry Guyer, M.Photos., CR, PPA Certified



For over 20 years, The Graphic Marketing Group, Inc. has been the center of Larry's career focus. The business was dedicated to the planning and production of quality photography and printed marketing materials, primarily for the Food & Beverage industry.

As of July 1998, Larry structured a new business division, A la Carte Digital Studios, to take advantage of his two primary interests in life, Photography and Food. At the same time he made an investment in a high-resolution scanning camera back

for the studio and added digital retouching and production services to compliment the photographic assignments.

Larry began his career in 1964, while still in high school, as a photographer at a portrait studio and for local newspapers. A la Carte Digital Studios is the culmination of nearly 40 years of experience in the disciplines of photography, marketing and sales. Responding to the needs of his clients, he continued to expand available services to create the current full-service graphics business.



“While working with Bill Gale, an excellent advertising photographer in Minneapolis, I learned that perfection is the only acceptable goal in advertising and in this quest, nothing is impossible. This ideal has guided my business from the very beginning and on every job I will strive to do a common thing uncommonly well”.



He has presented seminars and workshops relating to digital food photography for both the photographic and food industries. More of Larry's food photography examples are at:

[www.foodiephotographer.com](http://www.foodiephotographer.com) or [www.alacartedigital.com](http://www.alacartedigital.com)”

*Photos of Clam Chowder and Rotisserie Chicken were taken during workshop for the cookbook.*

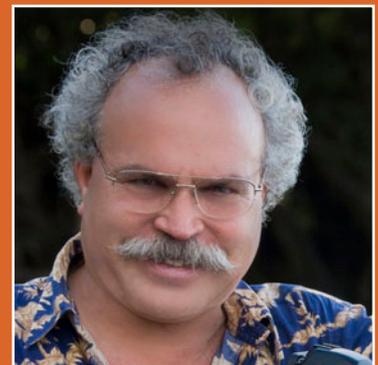
## THE TEAM



**LARRY GUYER**



**CHEF REBECCA**



**RANDY HUFFORD**



## Chef Rebecca

“Chefs are ultimately in the pleasure business and anyone that enjoys cooking should consider themselves a chef. Webster’s dictionary states that a chef is a skilled cook who manages the kitchen. I would venture to say that this would include anyone who has a passion for food. To that end, I would like to share some of my life’s experiences in the kitchen that will add flair to your ordinary dishes — this will bring your friends and family together.

My love of food and cooking began when I was just a toddler working with my mom in the kitchen. She was a school teacher so it was important to her that all of us kids knew how to measure. Soon I was able to make dishes without her help because she had taught me how to read recipes.

Now, I hardly use recipes and cook mostly by taste. I love to experience new flavors and be able to recreate them in my kitchen. I am excited about sharing my passion for food and some of the basic ways to pair food and wine.

Not only will you be able to enjoy cooking, learn about food prep and presentation, but also be a part of the making of my cookbook and share the experience of eating great food.”



*Special guests may be invited to offer some additional food education, such as Ali Biglar, a wine connoisseur who travels worldwide collecting wines. He will teach us more about wine paring for our evening menus.*

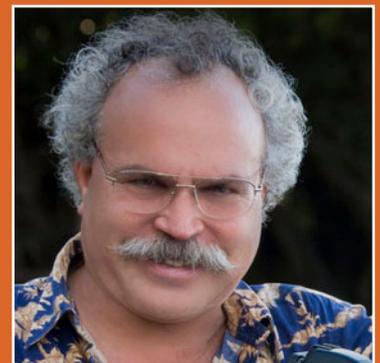
## THE TEAM



**CHEF REBECCA**



**LARRY GUYER**



**RANDY HUFFORD**

**Randy Hufford, M.Photog., CR, PPA Certified; Digital Print Master; Photographic Artist**



When you call Randy Hufford at the Institute of Visual Arts on Maui, you will hear him answer, "It's a great day in paradise!" He loves to share his enthusiasm! One of Randy's greatest passions is creating and selling his fine art images in galleries throughout Hawaii and the world. A true craftsman, he is in control of the whole process from capture and editing, to the printing and finishing of his fine art pieces.

Randy has been a prolific commercial photographer and writer working for such clients as Mercedes Benz, Time Magazine, Sheraton Hotels, Hyatt Regency Hotels, Marriott Hotels, Ritz-Carlton Hotels, Kobe Steakhouse, Maui Jim Sunglasses, Charisma Magazine, Surfing Magazine, Professional Photographers of America, Peterson's Photographic Magazine and Picture Framing Magazine.

He has earned his Master of Photography and Craftsman degrees with the Professional Photographers of America and has been recognized twice by Kodak, with the Kodak Photographic Excellence Award.

Randy is available as a consultant on color management and digital workflow solutions, drawing on the knowledge and experience gained from operating a custom photo lab and art reproduction house for over 30 years. His consultations include input, manipulation, output and finishing techniques.

He is clearly passionate about the technical aspects of producing art. As a result of his constant striving for innovative solutions, he has helped research and develop a variety of products now used by many artists. Thanks to Randy we now have the Dual-Edged Ripper — used to give a deckled edge to art prints, R & R Copy Systems — a simple and efficient way to hang and photograph art, and Premier Art Eco Print Shield an environmentally friendly water-based coating designed specifically for protecting and enhancing inkjet prints. Randy was also commissioned by Epson to produce "Epson Professional Graphics Finishing

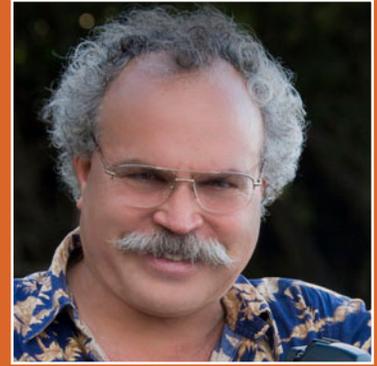


Touches", an instructional DVD. His latest educational project is a 5-DVD training set by Software Cinema titled "The Perfect Print". It teaches in great detail the digital printing procedure from soft proofing to the finished product, including marketing your photography as fine art.



© David Nelsen 2011

## THE TEAM



**RANDY HUFFORD**



**CHEF REBECCA**



**LARRY GUYER**

# SIGN UP NOW - 3 DATES IN 2012 TO CHOOSE FROM!

JANUARY 23-28, 2012

MARCH 19-24, 2012

MAY 28 - JUNE 2, 2012

Limited to Only  
6 Lucky  
Photographers



## Flowers & Flavors Maui Photo Adventure

### Six Days – Monday to Saturday

Times vary everyday. See sample schedule.

### *This workshop will transform your shooting life!*

We will show you how to capture images with drama, impact, and a WOW factor. Great images are a balance of proper technique, creativity, and attention to detail.

### *You Will Learn*

Classroom education sessions will cover a variety of subjects to improve your camera technique, lighting, and post-production processing. Topics include:

- Thinking Digitally
- Shooting for Photoshop
- Masking and Compositing
- High Dynamic Range (HDR)
- Image Optimization
- Lighting for Flowers, Food and Products
- Preparing Food for Photography
- Marketing and Selling Your Fine Art Photos
- Ideas for Powerful Portfolios

### *You Will Shoot:*

Location shooting at a variety of botanical gardens and flower farms, discovering Maui's unique flora for amazing photographic opportunities. Other assignments will help you pre-visualize your images and challenge your creativity. Learn the pro's techniques for backlighting, flash fill, macro, landscape, panoramic imaging and get a taste of food photography. You will also receive personalized review of your shooting to help you transform your photographic skills.

### *You Will Edit and Print:*

This is a hands-on workshop providing comprehensive information for all aspects of the photographic process. You will work with Photoshop CS5, Camera Raw, Lightroom 3, Photomatix Pro, Nik Filters and more! We will share strategies and resources about color management, monitor profiling, digital image formats, layers, making selections, image masking, adjustment layers, curves, retouching essentials and making prints.

### *You Will Work on a Cookbook:*

Chef Rebecca needs photos for her cookbook so you will get a behind-the-scenes look at what happens on a food shoot. We will get everyone involved so you get a firsthand insight into food photography. One dish from each evening's meal will be selected as our subject for the photo session. Some photos will be high-resolution images created with a 4x5 view camera and Better Light scanning back under studio lighting. Others will be done with a DSLR and natural lighting for more of an editorial result.

### *You Will Eat Like a Foodie:*

It all starts with breakfast at the world famous Grandma's Coffee House. Each day, Chef Rebecca and the (non-photographer) sous-chefs in the cooking class, will prepare delicious organic lunches. Each evening, after our food shoot, we will enjoy a gourmet dinner and wine pairings recommended by our good friend and wine connoisseur, Ali Biglar.

### PRICING:

Includes six full days of photographic classroom training, hands-on workshops, and field trips plus an organic lunch and gourmet dinner each day prepared by Chef Rebecca.

**Photographers** \$3,995

Full participation in all field trips, classroom sessions, workshops, and meals.

**Friend or Spouse Photographer** \$2,995

Full participation in all field trips, classroom sessions, workshops, and meals.

**Non-Photographer Friend or Spouse** \$1,795

Included on field trips, cooking classes, food photography sessions, and meals.

## INSTITUTE OF VISUAL ARTS MAUI

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# FLOWERS & FLAVORS

## Maui Photo Adventure Schedule

**3 DATES TO PICK FROM:**  
Monday thru Saturday

**JANUARY 23-28, 2012**

**MARCH 19-24, 2012**

**MAY 28 - JUNE 2, 2012**

PLEASE NOTE: Daily schedule is subject to change depending on weather and best locations for awesome images. Length of time on location and class time will be adjusted based on interests and objectives of students.

### MONDAY

- 8 am Meet Grandma's Coffee House for Breakfast
- 10 am Class Introductions
- 11 am Class: Shooting for Photoshop & Best Photographic Practices
- 1 pm Lunch
- 2 to 5 pm Class: Introduction to Lightroom and brief location Flower Shoot
- 5 pm to 8:30 pm Commercial Food Shoot – including Dinner, Wine & Fun

### TUESDAY

- 8am Meet to travel to Hana – Garden of Eden (Maui Botanical Garden)
- 12 Noon Picnic Lunch at the Garden  
Leave by 3 to return for Food Shoot
- 5 pm to 8:30 pm Commercial Food Shoot – including Dinner, Wine & Fun

### WEDNESDAY

- 9 am Class: Downloading, Storage & Organization with Lightroom, stitching panoramas, image blending and processing software.
- 12 noon Lunch
- 1 to 4 pm Location Flower Shoot
- 5 pm to 8:30 pm Commercial Food Shoot – including Dinner, Wine & Fun

### THURSDAY

- 9 am Class: Lecture, Demos, Selecting and Editing Your Images
- 12 noon Lunch
- 1 pm Class: Lighting Concepts for Food, Flowers and Studio
- 3 pm Assignment: Shoot Your Own Studio Food or Flower Photograph
- 5 pm to 8:30 pm Commercial Food Shoot – including Dinner, Wine & Fun

### FRIDAY

- 9 am Location Flower Shoot
- 12 noon Lunch
- 1 pm Class: Image Processing & Editing and Selection of Best Images
- 5 pm to 8:30 pm Commercial Food Shoot – including Dinner, Wine & Fun

### SATURDAY

- 10 am Prep Your Best Image and Output to Canvas
- 1 pm Lunch
- 2 pm Spray, Stretch and Package Your Print
- 5 pm to 8:30 pm Commercial Food Shoot – including Dinner, Wine & Fun

Appointments must be made for personalized critique or portfolio reviews. Time available is during a location flower shoot. Please talk to Becky to schedule.

## Equipment Recommendations for Location Flower Shoots

### PERSONAL ITEMS:

- Foul weather gear
- Rain gear for you
- Comfortable hiking shoes
- Sunscreen & bug repellent
- Sunglasses & Hat
- Towel
- Large trash bags
- Change of shoes, socks and clothes in case it rains

### CAMERA EQUIPMENT:

- Rain gear for camera bag
- Rain gear for camera
- Digital camera – preferably a DSLR but a higher end “point & shoot” is OK
- Back up camera body (optional)
- Camera battery and backup (shoots last 2-5 hours)
- Compact Flash or SD cards to support long shoots. (Remember your usage will be much higher if shooting HDR, pano, or HDR pano).
- Macro-lens, a lens that focuses close-up, or an extension tube set.
- A medium range zoom lens, such as a 24-70mm for Canon and Nikon shooters
- Wide angle or wide angle zoom lens
- Medium telephoto zoom (recommend something like a 70-200mm)
- Other lens choices you might find useful such as a super wide angle or fish-eye lens, or a longer telephoto (out to maybe 400mm).
- Stable tripod
- Solid ball-head (if you have a panorama attachment or kit, bring it along. Warning! Once you start shooting panos you will do it all the time!)
- Cable release
- Intervalometer — automated exposure control such as the Promote Control
- Portable external flash unit (other than a built-in camera flash)
- Tools needed to remotely fire your flash, either radio or longer sync cord

## Equipment Recommendations for Class Room Sessions

- Laptop with minimum 4 GB RAM
- Operating drive should have a least 70% available.
- Memory card reader
- 2 portable hard-drives for image storage and backup
- Preload software on your laptop; 30-day trials are available:
  - Photoshop CS5 [www.adobe.com](http://www.adobe.com)
  - Lightroom 3 [www.adobe.com](http://www.adobe.com)
  - Nik Pro HDR [www.niksoftware.com](http://www.niksoftware.com)
  - Photomatix [www.hdrsoft.com](http://www.hdrsoft.com)

These are just suggestions and you are welcomed to call us or email us to confirm if your gear will be OK.  
808-878-4154 • [Becky@ivamaui.com](mailto:Becky@ivamaui.com)