

Presented by: The Institute of Visual Arts Maui



Thursday, August 21
Friday, August 22
Saturday, August 23

PHOTOSHOP HAWAII

Three Days on Maui...
Creative Inspiration & Technical Insights
to Make You a Better Photographer!

Photograph © Randy Hufford

***A unique and exhilarating
Photographic Workshop.***

Register for 1, 2 or all 3 days:

Single Day Ticket = \$125

Two Day Ticket = \$195

Three Day Ticket = \$250

LOCATION:

**Grand Wailea™ A Waldorf Astoria™ Resort
Wailea, Maui, Hawaii**

BONUS



Make a Print from Your File!

*Each day features output on Canvas,
Metallic Paper or Watercolor paper.*

REGISTER NOW - SPACE IS LIMITED • 808-878-4154 • BECKY@IVAMAUI.COM

INSTITUTE OF VISUAL ARTS MAUI • 3697 LOWER KULA ROAD • KULA, MAUI, HI 96790

Photoshop & Lightroom Training Comes to Maui

The Institute of Visual Arts Maui is proud to announce a new annual event **Photoshop® Hawaii** — offering three days of Adobe® Photoshop® & Lightroom® programming and live printing demonstrations with Canon's imagePROGRAF printers.



It's your choice...come for one day, stay for two, or register for all three days! Plus, the instructors will be available on August 25, 26 and 27 for hourly private consulting sessions to help you with any skills that you wish to improve.

Transform your photography with creative inspiration and technical insight offered in this unique workshop. We will show you how to capture and print images with drama, impact, and the WOW factor. Great images are a balance of proper technique, creativity, and attention to detail. Classroom education sessions will cover a variety of subjects to improve your camera technique, lighting, composition, and post-production processing.

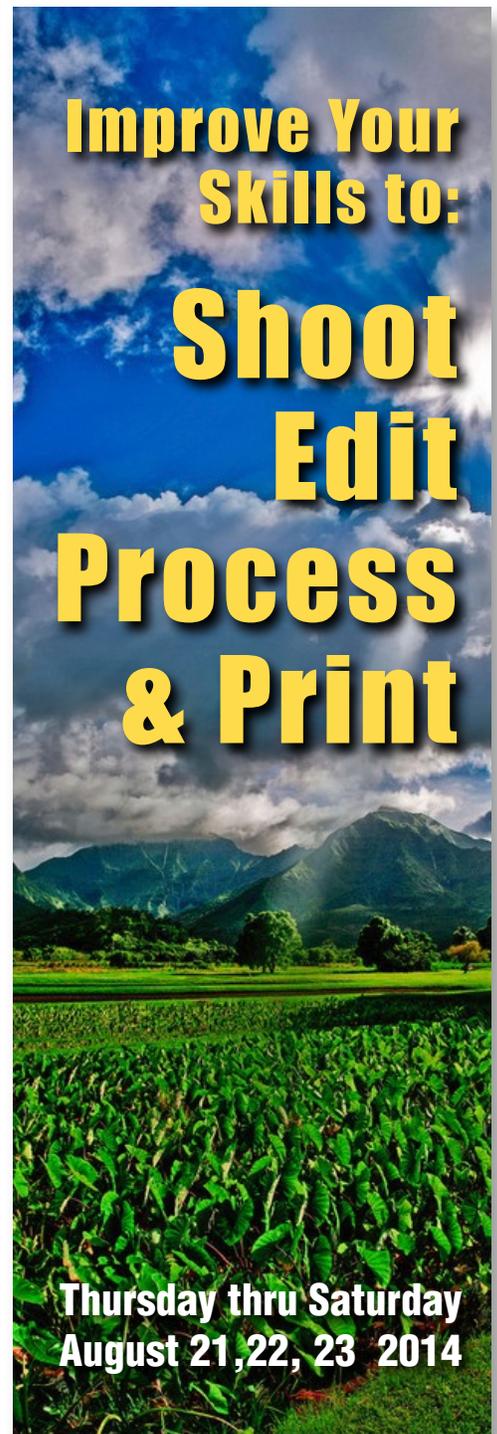
You Will Learn:

What's New in the Adobe Creative Cloud 2014 Upgrade
Workflow for Great Photos in the Lightroom Develop Module
Printing from Lightroom on Canvas & Fine Art Paper
"Fix It In Photoshop" vs. "Do It Right At the Camera"
Creating Image Composites in Photoshop
Calibration & Color Management Basics
Selling Photography as Fine Art
Tips for Better Product Photography
Food Photography for the Author, Chef or Blogger
Composition – the Power of Proper Placement
....and much more!

This workshop will transform your photography!

Adobe Photoshop and Lightroom are essential tools for every serious photographer, but understanding all of the capabilities of each software program can indeed be overwhelming. It is always easier to learn by seeing how to accomplish specific tasks in a practical demonstration... it can really become a breakthrough moment!

Each presentation is jam-packed with real-world examples and the everyday operations that you need to work smarter and faster. In these programs we will concentrate on specific workflow features and will highlight the most useful techniques and tips so you can improve your photography and productivity.



Randy Hufford – IVA Maui

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

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 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 a frequent speaker and 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 to protect and enhance inkjet prints.

Larry Guyer – A la Carte Digital Solutions

M.Photog., CR, PPA Certified;

For over 30 years, Larry operated The Graphic Marketing Group, Inc. producing photography and printed marketing materials for his clients; the majority from the food & beverage industry. In 1998, Larry was 100% digital and changed the business name to A la Carte Digital Solutions.

Larry was marketing director for Better Light, Inc., the manufacturer of high-resolution digital scanning backs and became very involved in the digitization efforts of museums and libraries. Currently Larry is expanding his concentration in equipment sales, consulting and training for art reproduction and 360° product video production.

He has earned the Master of Photography and Craftsman degree from the PPOfA and has presented many seminars and workshops relating to lighting, portraiture, art reproduction and digital food photography for both the photographic and food industries.

Michael Gilbert – Fine Art Photographer

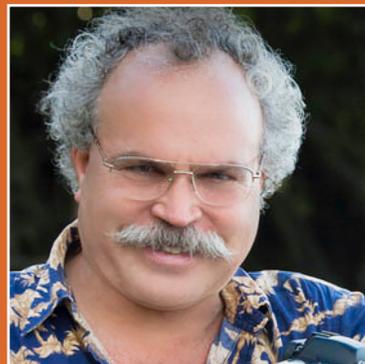
M.Photog., CR

Michael Gilbert is a third generation photographer, painter and sculptor. He holds the Master of Photography and Craftsman degree from the PPOfA and is a featured speaker worldwide. His lectures and shows have taken him all around the globe. Michael has lectured at WPPI, Imaging USA, Photo Plus, the Dutch School of Photography and several recent programs for B&H Photo and Adorama in New York City. In 2006 he was a featured photographer at Photokina, the world's largest photography event.

Gilbert's images are collected internationally and are part of the collections of Epson, Canon, Hahnemuhle, Olympus, Mitsubishi and Kodak. In 2006 Michael had a one-man show at the International Center of Photography and Hall of Fame, after the show the museum acquired the complete 52-image print set for their permanent collection.

Currently his sculptures and images are sold through the Napua Gallery, a Waldorf Astoria Collection, at the Grand Wailea Resort.

INSTRUCTORS



RANDY HUFFORD



LARRY GUYER



MICHAEL GILBERT

Arthur Van Dover – Canon USA

West Coast Regional Field Analyst



Arthur has been with Canon USA for 7 years as the West Coast Regional Field Analyst. He worked as a commercial photographer in San Francisco and was the Digital Media Specialist for Gap, Inc. Arthur is also a certified Master Printer. His responsibilities include training dealers and customers

on using Canon's wide format devices and how to optimize their digital printing and workflow.

Canon®

Canon Inkjet Solutions — Printing on Canvas, Metallic and Watercolor Media

Each day, the last class session will include valuable information for preparing your files for printing, controlling the color reproduction with a calibrated monitor and printer, and finishing techniques for delivery to your clients or for fine art photography sales.

These sessions are for anyone wishing to simplify the output of their large format digital prints, upgrade their current printing technology, or become more educated on the quality of printing solutions that Canon has to offer.

Discover what lies beyond creating and processing an image by learning how to print your photographs with Canon's wide-format printers. Canon's imagePROGRAF line has created a huge sensation in the wide-format photo and fine-art printing markets.

Arthur Van Dover will explore the features and benefits of the new Canon imagePROGRAF line, demonstrate the Print Plug-In software for Photoshop and help you manage your printing workflow while maintaining true color from capture to print.

Jim Walters, Western Regional Sales Specialist for Canon, will focus on the technological benefits of the new printers that make printing your own files so easy. He will help you understand how to choose the printer that is right for you and show you how easy it is to lease a new Canon wide-format printer.

You'll have the opportunity to make a print your own file to a Canon imagePROGRAF printer utilizing Canon's intuitive software while receiving hands-on instruction.

FREE OUTPUT FROM YOUR FILES EACH DAY:

**Day 1: 11x14 Canvas Gallery Wrap
with QuikBars**

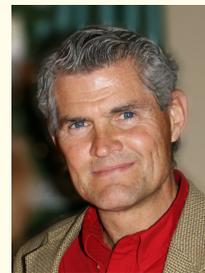
Day 2: 16x24 Metallic Print

Day 3: 11x14 Hand-torn Watercolor Print

Jim Walters – Canon USA

West Coast Wide Format Printer Sales Specialist

Jim Walters is the wide format printer account executive for for Canon USA in the Western United States. Jim has been with Canon for 22 years. During his tenure at Canon he has worked for the National Accounts division, the Special Channels division and the Wide Format Printer distribution channel. Jim is based in Phoenix, Arizona with his wife and three children and enjoys golf and music.



PHOTOSHOP HAWAII SPONSORS

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Canon

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Eco Print Shield,

Eizo Monitors

Harwin Camera,

IVAMaui.com

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Nik Filters

Passport to the Arts

Photoshop Cafe

Premier Imaging Products

R&R Copy Systems

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Summary of Classes for Photoshop Hawaii 2014

Register for One, Two or All Three Days — See schedule page for more details

Thursday, August 21

What's New in Creative Cloud 2014, Photoshop, Lightroom and Camera Raw

Creative Cloud is often misunderstood and not appreciated for the extended resources and progressive improvements it offers. Explore many of the newest tools and features available in Adobe's Creative Cloud 2014 that was just released in late June.

Fix It In Photoshop vs. Get It Right In the Camera!

Problem solving should start at the camera, but sometimes time or circumstances require some help in post-processing. This session looks at techniques to use while shooting and tools at the computer that can help you work faster and smarter by "thinking digitally".

Practical Compositing in Photoshop

Let's look at everyday solutions to common photographic problems using multiple exposures or images to improve our photos and amaze our clients. This is where the "Photoshop Magic" comes into play.

Canon Printing Session — Printing on Canvas

Keep the workflow simple by printing directly from the Export Module in Lightroom. Learn how to select the best settings for any paper and printer ink combination and specifically canvas media. The procedures for stretching and coating canvas will be demonstrated.

Make an 11x14 Canvas Gallery print from your file!

Friday, August 22

Composition — The Power of Proper Placement

This is where art meets photography...as visual story tellers we want our images to captivate the viewer and focus their attention without distractions. We will look at the rules but also explore what contributes to the visual impact of an image and how capture it.

Getting Started with Lightroom & the Import Module

To know it is to love it...Lightroom can look a little scary and complicated until you understand how it works and the benefits it can provide for your entire workflow from sorting and processing to printing and image cataloging.

20 Tips for Better Product Photography

Regardless of your need for product photography as a studio photographer, for your company's website, or to sell products on eBay you will learn some shortcuts and enhancements to make your products look their best.

Canon Printing Session — Printing on Metallic Paper

Learn the importance of calibrating your monitor and printer and the options for available devices to do the job. We will share the way we prepare our files to make great prints and how to add that extra "Wow" factor with the new metallic papers.

Make an 16 x 24 Metallic print from your file!

Saturday, August 23

"The Bump & Grind" — Workflow for Great Photos Using Lightroom's Develop Module

Here is where the magic happens...the powerful tools in the Develop module can save you time in editing, batch processing, and individual image enhancements. This session will give you a new appreciation of the the power of Lightroom and help you understand how to take full advantage of its features to produce better images.

Food Photography for Authors, Chefs and Bloggers

Everybody is doing photos of food these days, but are these images making you hungry? Learn some of the techniques the pros use to make the food look great! Take the proper steps in prep, lighting and processing to make a big improvement in your food photos.

Outdoor Photography: Lighting, Composition & Gesture

Internationally acclaimed photographer Michael Gilbert takes you on a visual journey exploring the "Art of It". The class is set up to prepare artists using the medium of photography to not only improve their scope but what it takes to get into the fine Art Market.

Canon Printing Session — Watercolor Print Papers

Let's get started...Learn how easy it is to own your own Canon printer! This session covers optimizing print quality and using soft proofing, outputting to Watercolor paper and creating hand-torn edges.

Print your file as a 11x14 Hand-torn Watercolor print!

BONUS CREATIVITY SESSIONS

Monday to Wednesday, Aug. 25,26, 27

Individual Tutoring and Training with the Instructors

Here is your opportunity to have personalized training on any particular aspect of the photography process that you want to improve on. Our instructors will work with you individually to explain the difficult concepts so you understand the "why" and not just the "how".

Each session is based on your specific issues and interests. It is a unique opportunity to work with experience professionals to share in their knowledge at a fraction of normal consulting fees.

Time is available on a first-come, first-served basis. Additional people from the same organization can attend the same session at a substantial discount. **Ask for a registration form!**

REGISTER NOW — Space is Limited!

Register for 1, 2 or all 3 days:

Single Day Ticket = \$ 125

Two Day Ticket = \$ 195

Three Day Ticket = \$ 250

LOCATION: Grand Wailea™

A Waldorf Astoria™ Resort, Wailea, Maui, Hawaii

To register or request more information email

Becky@ivamaui.com or call us at: 808-878-4154.

Photoshop HAWAII - 2014

Thursday, Friday and Saturday • August 21, 22 & 23

	Thursday, August 21	Friday, August 22	Saturday, August 23
9:00 am to 10:30 am	What's New in Adobe Creative Cloud, Photoshop, Lightroom and Camera Raw	Composition – The Power of Proper Placement	"The Bump and Grind" Workflow for Great Photos in Lightroom's Develop Module
15 minute break			
10:45 am to 12:15 am	"Fix It In Photoshop?" versus "Get it Right in the Camera!"	Getting Started using Lightroom and the Import Module	Food Photography for Authors, Chefs and Bloggers
45 minute lunch			
1:00 pm to 2:30 pm	Practical Compositing in Photoshop	20 Tips for Better Product Photography	Outdoor Photography: Lighting, Composition & Gesture
15 minute break			
2:45 pm to 4:00 pm	Stretching & Coating Canvas Printing from the Export Module in Lightroom Printing on Canvas	Calibrating Your Monitor & Printer File Prep for Great Prints Output on Metallic Paper Face Mounting	It's Easy to Own a Canon Printer Optimizing Print Quality and Soft Proofing Output on Watercolor Paper Hand-Torn Print Edges
	<i>Make a Print from Your File!</i> 11x14 Canvas Gallery Wrap	<i>Make a Print from Your File!</i> 16 x 24 Metallic Print	<i>Make a Print from Your File!</i> 11 x 14 Hand-Torn Watercolor Print

LOCATION: Grand Wailea™ – A Waldorf Astoria™ Resort Wailea, Maui, Hawaii

REGISTRATION: Register for 1, 2 or all 3 days
 — Single Day Ticket = \$125 — Two Day Ticket = \$195 — Three Day Ticket = \$250

For more information: Institute of Visual Arts Maui phone: 808-878-4154 email: Becky@ivamaui.com

Essentials

History Actions

- Default Actions
 - Vignette (selection)
 - Frame Channel – 50 pixel
 - Wood Frame – 50 pixel

Properties Info

Curves

Preset: Custom

RGB Auto

Input: 88 Output: 87

Layers Channels Paths

Kind

Normal Opacity: 100%

Unify: Propagate Frame 1

Lock: Fill: 100%

Curves 1

Background



INSTITUTE OF VISUAL ARTS MAUI PHOTO ADVENTURES

Student Feedback

"Classes at IVA Maui have been phenomenal. Whether it's photo field trips, classroom time developing expertise on the software, or hands-on learning about printing, Randy brings in phenomenal instructors who work closely with the students in a small group setting. I always leave energized, and better at my craft than when I went in. (And don't forget Randy's secret weapon -- the gourmet meals provided by his amazing wife, 'Chef Becky')." *David Schoonover*

"Thanks for hosting this instructive class on post-processing of photos! I gained much needed confidence in use of Photoshop and Camera Raw and learned better how to interface with Adobe Lightroom. The instructors are so good at explaining both the theory and the practice of digital processing that it was easy to understand and it kept my interest the whole time. Exactly what I needed at exactly the right time in the development of my photographic skills!" *Tom Savidge*

"I was looking for a special experience for our 25th wedding anniversary. The Flowers and Flavors Adventure was a perfect fit for my spouse and I to enjoy a week in paradise becoming a better photographer and better gourmet cook together. AN AWESOME EXPERIENCE!" *David Nelson*

"I really enjoyed the cooking class. I had never done anything like it before and didn't know what to expect. Becky made it fun and interesting. We prepared some foods that I would not have attempted myself, along with everyday items. Also, learned some seasoning tips and new preparation methods. Fun, educational and yummy! Thanks for a great Maui experience!" *Mel Nelson*

Since I was not a photographer I spent a lot of my time with Chef Rebecca, in the kitchen, during the Flowers and Food seminar. In the cooking class we learned tips, tricks and skills from basic to advanced, on preparing delicious, easy, and attractive meals. Becky made our experience fun and interesting by demonstrating how to use kitchen tools and appliances we may or may not have used in our previous kitchen experience. By the end of the week we were experts at chopping and mincing garlic, how to do it and what is the difference! We learned about keeping our knives sharp and our pans seasoned. It was fun to work with a 'team' in the kitchen. The best part was eating our creations AFTER the photographers recorded our successful preparations. I thoroughly enjoyed the experience. *Ann Guyer*

"I highly recommend taking this class if you want to take your photographic skills to the next level. Getting individual attention from Larry and Randy changed my approach to capturing photographs. By working with professionals who taught the use of proper lighting techniques and composition, my photographs went from good to great."

"I thought you might like to know what some of my friends think about the photos I took during our class. A big thank you to you and Larry for sharing your knowledge with me". *Michelle Hamilton*

Oh, WOW! GORGEOUS! STUNNING! How much fun that had to be...to take a photography class on Maui! - *Lois H.*

WOW, Michelle. . . Stunning. Brava! - *Ruth M.*

Awesome photos! A new profession in the making!! - *Don T.*

