



## **Working In The Digital World**

We are producing a **new series of one-day workshops** called: **Working in the Digital World**. This ongoing series will be presenting renowned individuals from the fields of photography, journalism, design, film and new media.

This program seeks to teach the skills and discipline necessary to work within a digital environment. The workshops are about creating insights and making a difference. They broaden the student's understanding of the world. Emphasis is placed on social consciousness and making a contribution to society.

Vision Project is always interested in exploring ways to collaborate with schools, universities, educational organizations, etc. to help them develop programs. These programs can be established within confines of the given institution or outside at sites determined to benefit the program at hand. We will work to custom design a program to fit the needs of an institution.

For more information please contact:

Richard Falco

(914) 277-8850

[rfalco@visionproject.org](mailto:rfalco@visionproject.org)

[www.visionproject.org](http://www.visionproject.org)

## **SESSION I**

### **IMAGES THAT AFFECT PEOPLE**

#### A One-Day Workshop

How do we create photographs that affect others? As individuals, photography can give us a strong voice. It can serve as a means in which we generate awareness and chronicle our history. This workshop helps the student develop the skills and insights necessary to document those things that are important to them. Focus is placed on making strong visual images, developing a photographic essay and the art of the edit.

#### **Morning Session**

##### **Part I**

The morning session consists of a power point presentation of photographs taken by Richard Falco. The material has been drawn from assignments done on four continents in some thirty-five countries. The subjects range from photo essays related to news, social issues, unique cultures and travel. Over three hundred images have been compiled, focusing on a variety of different stories and issues: blindness in India; prisons and incarceration; travel pieces in Egypt, Asia & Europe; the World Trade Center disaster; health care; AIDS; war and famine; indigenous people in New Guinea; Witches & Witchcraft; poverty; rice cultivation; and much more.

The presentation will be followed by a discussion of the images; the process of creating images that affect people; and using the camera as a personal voice. We will also discuss the business of journalism; the digital age and how technology is changing the way we work.

#### **Afternoon Session**

##### **Part II**

Like it or not, the digital world has arrived. This section of the workshop will look at the changes and work with students to help them develop their own vision as they incorporate the new technology. The choice of equipment is just the next step in the photographic process. We will look at and talk about some of this equipment, as well as, replacing the conventional darkroom with a digital one. The darkroom will be in our computers. The goal is to introduce the student to this new medium and enable them to gain some insights into photography's future.

##### Discussion: Tips on Equipment & Shooting

- what's in the camera bag
- why shooting digital can be a plus
- using simple bounce flash

Discussion & Demonstration: Downloading a day's work into the computer

- the importance & luxury of seeing the material quickly
- the Art of the Quick Edit -- using Adobe's Bridge/Photoshop and what it means to the next day's shoot and final outcome of the project
- how technology works as an organizational tool for the entire project
- utilizing this technology to your advantage while still in the field
- why seeing the story as it unfolds, helps you make better photos as you continue to develop and explore your ideas.
- building your story as you to shoot it -- understanding why editing your images is as important as shooting them

### **Part III**

This section will be a review of portfolios brought in by individuals attending the seminar & a small critique of their work. Students will be encouraged to create a portfolio that will help them to work within the field.

**INSTRUCTOR: Richard Falco.** Mr. Falco is the President & Creative Director of Vision Project. For the past twenty-five years he has worked as a photographer in New York. He has had assignments on four continents in over thirty-five countries and has worked for many major magazines, including: Life Magazine, Newsweek, Geo, Time, New York Times, US News & World Report, to name a few. There are two published books of Mr. Falco's work. The first book is entitled, Medics: A Documentation of Paramedics in the Harlem Community. The second, To Bear Witness/ September 11, was published August 2002. Mr. Falco also has twenty years of teaching experience. He has taught and lectured at a number of universities, schools and institutions; notably, The New School for Social Research; Sacred Heart University; the State University of New York at Purchase College, the School of Visual Arts in New York and the Art Workshop.

## **Session II**

### **INTRODUCTION TO DIGITAL IMAGING**

#### **A One-Day Workshop with Adobe Photoshop**

This workshop is designed to give students a basic understanding of the Adobe Photoshop software program. It will introduce the concepts, language, and tools of Adobe Photoshop, the industry standard for editing images. There will be discussions on the basics of digital imaging technologies and a look at historical examples that provide background for understanding this evolving medium. Finally, a concise demonstration will allow each student to discover the abilities of Photoshop by teaching them how to use some of the tools on a sample photograph. By the end of the workshop, students will not only have a basic understanding of how to work with photographs in a digital environment, but they will understand how to incorporate those elements into creating their own visual ideas.

#### **Morning Session - Part I**

During the morning session the origins of digital imaging and the significance that it has on the photography of today will be discussed. An understanding of the elements that make up a digital image will be taught, and some of the terminology involved in digital imaging will be understood.

The rest of the morning session consists of a general tour of Photoshop's features. Once familiar with the navigation and basic layout of the program, we will begin to explore image adjustments and retouching techniques (finally, the fun part!).

#### **Afternoon Session - Part II**

The afternoon session involves even more advanced techniques so that participants can see how to master the basics of navigation, selection tools, image adjustments, layers, and compositing, among other skills. Through discussion and demonstration, you'll learn the necessary components to manipulate and improve your own digital images.

At the end of the workshop, participants will have a solid foundation and a concise understanding of Photoshop. They will learn how to:

- fine-tune the computer to best run Photoshop
- navigate and explore the tools within the tool palette
- understand layers and palettes
- create image and type layers
- define and manipulate selections
- use quick mask
- use copy and paste functions for compositing images

- properly control contrast, enhance tone, and correct color using levels and curves
- understand the significance of the “digital numbers”
- apply photo-retouching techniques / remove scratches and dust
- determine correct resolution for input and output
- have fun using Photoshop to create their own visual ideas!

**INSTRUCTOR: Scott Nobles.** Mr. Nobles is a graduate from the Rochester Institute of Technology. A photographer, photo-illustrator, educator, Mr. Nobles, also works as a technology specialist & archivist for New York City’s Department of Records. He is responsible for the digital scanning, restoration and archiving of historic images. Other clients include: General Electric, British Telecom, Alcoa, Hachette Book Group and St. Martin’s Press. He also specializes in high-end retouching and post-production for catalogues and photographers, as well as, design, advertising and PR agencies. Mr. Nobles presently teaches at the Fashion Institute of Technology and Long Island University. He was recently chosen as a winner of the PIX Digital Imaging Awards for 2006.

## Session III

# **PORTFOLIO DEVELOPMENT**

Using ADOBE's INDESIGN

A One-Day Workshop

Presenting yourself and your work is the most important step once you are ready to go into the workplace. Putting together a portfolio that will sell YOU as uniquely qualified can make or break your getting the job. This workshop will give you the basics needed using InDesign to prepare a concise, organized presentation of your work.

You will learn

- How to lay out your work with copy that best explains your work
- How to assemble it into a document, and export as PDF and html.
- Tips on how to market yourself.

### **Morning Session – Part I**

Review your work

View online portfolios (who is your competition and what are they doing)

Demonstration on how to:

Creating a layout/template

Set up a basic document using InDesign (ie document set-up, facing pages, size)

Import and place your images

Import and place text.

Font usage

### **Afternoon Session – Part II**

Using your own design, you will create your document and place your own images and text into it. You will learn how to position the images, and edit your layout.

#### **Mandatories: to be brought to Class**

- You must have a written resume and a minimum of 10 work samples in a digital format (text, PSD's, JPEG's, EPS's or PDF'S) ready to assemble
- You must have basic working knowledge of the computer and the Adobe interface.
- You must have a portable media storage device, (Flash drive)
- You must have access to the Adobe programs outside of this workshop (to continue working on your document)
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**INSTRUCTOR: Lisa Maxwell.** Ms. Maxwell is an art director & creative director. She is the winner of three Effie Awards. Over the last 25 years, she has worked at many of New York's premier advertising agencies, such as Young and Rubicam, Backer & Spielvogel, McCann Erickson and Euro RSCG. Her clients include: General Foods, Oil of Olay, Helene Curtis, Coca Cola and Lean Cuisine to name a few. She continues consulting in advertising and has expanded her capabilities from conventional consumer print and television advertising to the web. Well versed in the usage of QuarkXpress, Adobe's Photoshop, InDesign, and other applications for web design; she brings a wealth of perspective and experience to her teaching. Ms. Maxwell is presently a computer graphics instructor with the Art Workshop at the State University of New York and has taught at the Fashion Institute of Technology.

## Session IV

# **THE DIGITAL JOURNALIST**

## A One-Day Workshop

Today there is revolution developing in the way news is beginning to be covered and will be covered in the future. It is driven predominantly by two factors: technology and economics. The traditional teams of professionals that were used to cover a story is gradually being replaced by a single individual -- the Digital Journalist.

Digital cameras and laptop editing are quickly making the former model of news coverage obsolete. The digital journalist is emerging as the new model of the future. This workshop will focus on this emerging new concept and introduce the student to the tools and methods employed by the digital journalist that can be used by you to become a video storyteller.

### **Morning Session - Part I**

Discussion of course aim

- What is the digital journalist and how does it apply to you?
- The “broadcasting” team approach to news coverage and how it is changing.
- Examples of the digital journalist in action today and in the past.
- What are the tools of the digital journalist?
- Introduction to the digital camera and laptop editing.
- The story is the thing. Choosing and researching a story subject.
- Reading material: Handout #1 - A Glossary of Common Terms.
- Using your camera to tell a story.
- Basic hands on instruction in using the digital video camera
- Exposure, focus, depth of field, white balance, recording audio
- Rules of composition
- Shooting a sequence (wide shot, medium shot, close up, reverse shot, P.O.V. shot).
- Reading Material: Handout #2 – THE NINE STEPS TO BETTER VIDEO:
  - (Survey, Commit, Scene List, Open, Sequences, Pace, Sound, Adapt and Close)

### **Afternoon Session – Part II**

During the afternoon “hands on” session, each of the students will shoot a short video sequence that will be edited together.

- Introduction to Final Cut Pro
- Uploading your video
- Discuss and critique raw footage
- The first cut: Building your sequence

- Discussion and critique of edited sequences with students
- Reminder: The story is the thing. Follow the nine steps to better video.

**INSTRUCTOR: Joe Alicastro.** Mr. Alicastro is a 30-year veteran producer of NBC News. His assignments included all political coverage from 2000 through 2007. As NBC Rome Bureau Chief, Alicastro travelled extensively around the globe covering breaking news, including the fall of the Berlin Wall, the breakup of the Soviet Union, Afghanistan, the Gulf War and the Liberation of Kuwait. After teaching Digital Journalism at the New York Film Academy, he joined Vision Project as Senior Producer and Associate Director in the fall of 2008. He is the winner of three News and Documentary Emmy awards.

## Session V

### **DREAMWEAVER**

#### Market Yourself with HTML Email

##### A One-Day Workshop

Marketing yourself in a way that will sell YOU as uniquely qualified, can make or break your getting the job. This workshop will give you the basics needed using Adobe Dreamweaver to prepare a concise, organized presentation of you and your work for immediate viewing via email by potential employers.

You will learn:

- How to prepare an html document combining text and images in a simple, single-minded, compelling way.
- How to prepare images in a digital format in the proper size and quality level.
- How to lay out your work with copy that best explains your work.
- Tips on how to market yourself.

#### **Morning Session: Part I**

Optimizing and exporting images in Photoshop

Demonstration on how to:

- Create a layout/template in Dreamweaver
- Basic CSS
- Uploading your document

#### **Afternoon Session: Part II**

Using your own images and text you will create an html page

#### **Mandatories: to be brought to Class**

You must have copy and images in a digital format (text, PSD's, JPEG's, EPS's or PDF'S)

You must have basic working knowledge of the computer and the Adobe interface.

You must have a portable media storage device, (Flash drive)

You must have access to the Adobe programs outside of this workshop (to continue working on your document)

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