

Westchester Art Workshop presents:

PhotoWeek!

A Photography Symposium sponsored by Westchester Art Workshop and Vision Project

Monday, March 14
10:00am – 12:30pm

**VISION PROJECT:
PRESENTATION & LECTURE
BY RICHARD FALCO**

This presentation of images is drawn from assignments shot around the world. The images are selected from photo essays relating to news, social issues, unique cultures and travel stories. The presentation will be followed by a discussion of the photographs; shooting documentary work; the process of using the camera as a personal voice and creating images that affect others. The business of journalism and the transition into the digital world will also be discussed. A503

Bio: Richard Falco

Since 1977 Richard Falco has worked as a photographer in New York. He has traveled extensively working on assignments throughout the world. His photographs appear regularly in major publications in North America, Europe and Asia. Clients include: Life, Newsweek, Geo, Time, New York Times, etc. The author of two books, "To Bear Witness/ September 11" and "Medics: A Documentation of Paramedics in the Harlem Community," Mr. Falco is the president of Vision Project, and the lead advisor for the symposium.

Monday, March 14
1:00pm – 4:30pm

**THE BASICS OF DIGITAL
PHOTOGRAPHY:
LESTER LEFKOWITZ**

What's a pixel? How do I get my pictures into a computer? Are digital cameras any good? How do they work? Mac or PC? Can I do black and white? What's Photoshop? What other software do I need? How do I store a digital image? How do I make prints from digital files, and are they any good, and will they last? How do I send and receive photographs on the internet? Can I use my existing computer? Can I duplicate darkroom techniques on the computer? What special effects and manipulations are available? Can I make exhibition-quality large prints? How can I bring my existing slides and negatives into the digital realm? What suppliers are available for input, output, materials, and support? How much will I need to spend? Using hundreds of photographs and actual "screen shots," these and many more topics will be clearly explained for those wishing to finally turn their attention toward the amazing world of digital photography. A504

Tuesday, March 15
9:30am – 4:00pm

**INTRODUCTION TO
ELECTRONIC FLASH
PHOTOGRAPHY:
LESTER LEFKOWITZ**

A small flash, the type that fits on top of a camera can be an ally in many lighting situations, but it is often considered an enemy by those wary of technical equipment. This full day workshop will demystify flash technique by providing a thorough overview of the aesthetics and mechanics of electronic flash photography. We will cover: the flash look; the operation of small, on-camera flash units; bounce and fill flash; obtaining reliable and consistent exposures; and the things that can be accomplished when you take your flash off the camera. Using a digital camera and digital projector; instantaneous demonstrations will convince you that flash can be beautiful and creative. A505

Bio: Lester Lefkowitz

Author of four books on photography, including texts for Kodak and Polaroid. Major producer of stock photography, represented by both Getty Images and Corbis, the two largest international agencies in the world. Frequent lecturer at workshops throughout the country.

Wednesday, March 16
10:00am – 12:00pm

**THE BUSINESS OF THE
PHOTO WORLD:
MARCEL SABA**

The role of the photographic agent is often crucial to career building. The presentation will focus on the relationship between agents and photographers. Business issues and concerns will be addressed. Discussion will also encompass how the professional network operates. A506

Bio: Marcel Saba

Marcel Saba has been representing editorial photographers from around the world for the last 23 years. He has represented many world-renowned photographers in fields such as portraiture, entertainment and photojournalism. He is presently the Director of Redux Pictures. The work of his photographers regularly appears in publications such as Rolling Stone, Sports Illustrated, Time, Newsweek, People, Fortune, Entertainment Weekly and The New Yorker. Mr. Saba has also edited several photography books, the latest being WITNESS IRAQ, a photo documentary of the war in Iraq.

Wednesday, March 16
1:00pm – 4:00pm

**THE WEB IN A DIGITAL AGE:
BRAD TAYLOR**

This seminar will focus on web design and help you understand the use of search technology. It will explore the most effective ways to display and market images using the internet. Emphasis will be placed on the tools and software used to create and build websites, as well as, working in the digital world. A507

Bio: Brad Taylor

Brad Taylor is a professionally trained designer who has close to 10 years experience designing exclusively for the Web. His work has appeared on the Web sites of some of the world's leading corporations. His assignments have included web design for: CBS, Dell.com, Ikea.com, Delta Airlines, General Electric, Mobil, Time Warner, and the American Museum of Natural History.

Thursday, March 17
10:00am – 12:30pm

**DOCUMENTARY
PHOTOGRAPHER:
JOSEPH RODRIQUEZ**

The lecture and discussions will accompany a slide presentation. The focus will revolve around access and getting close to your subject. A508

Bio: Joseph Rodriguez

A documentary photographer, Joe has been published and exhibited internationally. He has received several awards for his photography such as Pictures of the Year International and the Missouri School of Journalism. Joe Rodriguez has published several books and photo essays. His most recent books are: The New Americans; Juvenile; The Way Home; Ending Homelessness in America; and East Side Stories: Gang Life in East Los Angeles; and Spanish Harlem. He teaches at NYU and the International Center Of Photography.

Thursday, March 17
1:00pm – 3:00pm

**PORTFOLIO PRESENTATION
& MARKETING:
ALLEGRA WILDE**

This workshop will focus on building a portfolio and the importance of marketing yourself. A509

Bio: Allegra Wilde

Allegra Wilde has more than 15 years of experience as a sales representative and creative consultant. She is currently the marketing and creative consultant for The Workbook in NYC. She provides extensive consultation to photographers on business and creative issues such as securing representation, portfolio development, editing, marketing and image selection for promotion. She also assists photography agents in business development, building photographer talent and marketing.

Friday, March 18
9:30am – 1:00pm

**LIGHTING ON ASSIGNMENT:
RON AMATO**

This workshop is designed to give the student an overview of what it takes to complete a photo assignment on location. The session will begin with an explanation of essential equipment needed, while still traveling as light as possible. There will be a demonstration of how to evaluate and light a space in order to create the best possible photograph. Students will have the opportunity to present ideas about the creative direction of the photographs being taken. A510

Bio: Ron Amato

A professional photographer since 1983, Ron Amato has exhibited nationally. He works with editorial publications and advertising. His client list includes Campbell's Soup, Parade, Woman's Day and Men's Health. He is also the Associate Director of Vision Project.

\$35 for half day event
\$80 for full day event
\$260 for entire week
\$369 + fees for entire symposium for 3 credits,
with darkroom access and follow up project

All events are held at the Westchester Art Workshop,
Westchester County Center in White Plains.
To register please call for application 914-684-0094
Email: WAW@sunywcc.edu
Website: www.sunywcc.edu