



ISLAND MOUNTAIN ARTS
Annual School of the Arts 2009
Toll Free 1-800-442-2787

PHOTOGRAPHY: GET THE MOST OUT OF YOUR DIGITAL CAMERA

Instructor: William Pitcher

Assistant: Penny Pitcher

Saturday, July 25 – Sunday, July 26, 2009

9 am - 3:30 pm (with a 1½ hour lunch break)

Location: the Wells / Barkerville School

Max. Enrollment: 10

Early Bird Fee: \$203 + \$10.15 GST (if paid by June 1)

Regular Fee: \$225 + \$11.25 GST

Deposit Fee: \$56.25 (25% of course fee - required to register; must pay in full by June 1st for Early Bird)

Combine with the 1-Day Photoshop seminar on July 24 for \$269 + \$13.45 GST (before June 1st) or \$299 + \$14.95 GST (after June 1).

*Accommodations not included. There are numerous options including motels, hotels, bed & breakfasts, RV and camping. Ask IMA about discounts offered to IMA students.

**A basic Breakfast & Lunch is available at the school.

Registration deadline is two weeks before class starts. Registrations will be taken after that date, space permitting. Payment by cash, cheque, money order, Visa, MasterCard, or Debit Card accepted.

Events Included:

- Friday, July 24, 7pm: Welcome Reception - IMA Gallery (2323 Pooley Street)
-Meet your instructor and pick up your student information packages
- Friday, July 24, 7pm: Artist Talk: *When Venus was a Man: A walk through centuries of image manipulation* - William Pitcher, IMA Gallery, by donation
- Saturday, July 25, 12:30 – 1:30pm: How to Photograph Art - William Pitcher, School, free for students and the public.
 - A straightforward way to photograph art – even if it's already behind glass. Also learn how to “square” up the image and remove distortions using PhotoShop.

IMA students also receive free admission to **Barkerville Historic Town** and many discounts to local businesses.

Course Description:

Day one is in the classroom:

We'll cover everything necessary to record the scene in a way that provides all the digital information necessary to create a stunningly realistic, detailed image or print. We'll “cut-to-the-chase” and leave out the irrelevant. We'll touch on everything from how to hold a camera to how to compose an image. Emphasis is placed on when/how to use fast or slow shutter speeds, and when/how to use various aperture settings. We do cover a lot of ground, but keep it as simple, and as nontechnical, as possible. We'll also develop an understanding of how the human eye and brain work together when viewing a scene, and then relate that to how the lens and digital sensor record an image. This is a little understood, but critically important, concept. It's also surprisingly easy to understand and leads to an instant ability to adjust your camera settings to control the “look and feel” of your image.

We'll also review the software I've found most useful for editing, storing, and finding images. I'll quickly demonstrate, and list, my "helper" programs. I don't hold anything back – there are no secrets.

Day two, in the field:

We'll practice everything discussed and demonstrated in day one. There's lots of one-on-one instruction and problem solving. The field trip could be to meadow of wild flowers, into Barkerville, or a walkabout in Wells.

Image critiquing:

We'll load up everyone's images and project a number of them for critiquing. Approximately two hours is required - scheduling depends on where we go for the field trip.

Instructor Bio:

William Pitcher decided to become a photographer while sitting in a bar in Buffalo, New York. With a couple of beers on the table in front of him, a jukebox playing in the corner, and a life size image of a scantily clad Marilyn Monroe on the wall, he proclaimed this fact to everyone within earshot - it was 1954, and he was seven years old.

This surreal-like atmosphere set the stage for a lifetime of visualization and unconventional thought. As a student of light and line, colour and composition, William has an innate understanding of how a camera 'sees' compared to how the human brain assembles an image.

Primarily a storyteller, William's photographic career has centered on industrial projects across Canada, and his reputation for working under difficult lighting conditions has allowed him to maintain an international client list, even while living in a small Rocky Mountain community. Scheduled for 2008 are projects in Vancouver, Edmonton, Calgary, Toronto, and New York.

For more about William visit: www.williampitcher.ca

Island Mountain Arts School Policies

- Registration: A (non refundable) deposit is payable upon registration. Final payment is due no later than seven days before a course begins. Please add 5% GST to adult courses.
- The registration deadline is two weeks before class start. Registrations will be taken after that date, space permitting.
- Refund: There are no refunds on course deposits. If full payment has been made, and a student withdraws from a course, 75% of the workshop fee will be refunded. Note - there are no refunds the final week before classes begin.
- Cancellation Policy: If Island Mountain Arts cancels a course due to insufficient registration, the entire fee will be refunded. Cancellation decisions are made two weeks before course start.

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