



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

**PHOTOSHOP SEMINAR: GET UP AND RUNNING**

**Instructor:** William Pitcher

**Assistant:** Penny Pitcher

Friday, July 24, 2009

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

Location: the Wells / Barkerville School

**Max. Enrollment: 15**

Early Bird Fee: \$81 + \$4.05 GST (if paid by June 1)

Regular Fee: \$90 + \$4.50 GST

Deposit Fee: \$22.50 (25% of course fee - required to register; must pay in full by June 1<sup>st</sup> for Early Bird)

*Combine with the 2-Day Photography Workshop July 25 - 26 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: 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:**

Understanding “LAYERS” is the key to unleashing the power of Photoshop. With that in mind, we'll rebuild one of my “Ancient Myths & Modern Metaphors” pieces from scratch. Some of these images are over 3 gigabytes in size and can contain 20 or more layers. I'll demonstrate how to achieve complex results using a simplified approach. I strive for a consistent approach using skills that can be easily transferred from one tool to the next. This can significantly reduce the learning curve. I'll provide handouts, and there's always time for questions and discussion. I'll also demo the plug-ins and helper programs I use in conjunction with PhotoShop.

This is a seminar – not a workshop. I'll project my desktop and describe in detail what I'm doing.

**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](http://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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