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**East Coast School**  
Photographic Workshops  
427 Greenleaf Road  
Angier, NC 27501

# East Coast School

## Photographic Workshops



July 31  
thru  
August 3  
2006



Downtown Raleigh  
**Sheraton Hotel**

421 S. Salisbury Street  
(919) 834-9900



Info. & Registration  
888-404-7762



### General Information

**For Course Questions: Call Rick Gibbons, Director at (336)687-1943**  
**For Registration Questions: Call Loretta Byrd, 888-404-7762 or 919-894-3444.**

**Tuition:** \$595.00 before June 1, 2006 and \$695.00 after June 1, 2006. All group meals and social functions are included. Also included in your tuition are: a class photograph, a certificate of completion, and 2 PPA merits for PPA members.  
**Attendance Requirements:** Enrollment and orientation will be held Sunday, July 31 with classes starting Sunday afternoon. Classes will end Thursday, August 3 at 1:00 PM. Attendance is required at all class sessions for graduation.  
**Dress Code** is casual.  
**Hotel Accommodations** – You are responsible for making your own hotel accommodations. Call the Downtown Sheraton Hotel at (919)834-9900. Room rates are \$80.00 plus 13% tax per night. The room cost includes parking for **one** car. Those sharing a room will have to pay to park any additional cars. Transportation is available from the airport.  
**Additional Information** – Information, supplies, and equipment requirements will be sent with confirmation of your application.

### East Coast School Photographic Workshops // Application Procedures

Because East Coast School makes every effort to assure each student will receive the highest quality educational experience for their tuition investment, class sizes are limited. We encourage you to apply early. Assignments are made on a first-come, first-served basis.

To reserve your space in a workshop, a deposit of one-half total tuition is required at the time of registration. We cannot hold your space in a workshop without a deposit. Once your deposit has been received and processed, we will send you a statement of your account with the balance due at registration prior to the start of the workshop. Final payment of your balance may be made by personal check or money order payable in US funds, or by MasterCard or Visa.

**Cancellation and Transfer Policies**  
We rely on your attendance to fulfill our obligations to the school facility and the instructor, so if you need to withdraw for any reason, please notify us 30 days or more before the start of the workshop. At that time we will refund your deposit less a \$50 cancellation fee. If notification of cancellation is made less than 30 days from the start of the workshop, we must retain any deposits paid. No refund of any fees will be made for withdrawal after the workshop begins.

If for any reason you choose to transfer to another workshop, notify us at least 30 days before the start of the workshop. We reserve the right to allow or disallow any transfer.

If, due to insufficient registration, we cancel a workshop 21 days prior to the start, we will refund your deposits paid in full or transfer your deposit at no charge to another workshop. East Coast School will not be responsible for non-refundable airline tickets in the event of a workshop cancellation.

There are no exceptions to our transfer and cancellation policy. We highly recommend purchasing Travel Insurance ( see below).

**Travel Insurance**  
We strongly suggest that you purchase travel insurance. We are registered with Access America for this purpose and their brochure is available from our office or you may visit their website at "http://www.accessamerica.com." [www.accessamerica.com](http://www.accessamerica.com). The average policy is \$40 to cover the cost of tuition and air fair. With this insurance you can protect yourself against unforeseen circumstances that might prevent your attendance. We suggest the "comprehensive" plan which offers coverage for medical and dental emergencies, lost baggage, missed connections, and trip cancellation should you have a medical problem that prevents you from attending. The East Coast School is not responsible for cancellations due to medical emergencies or reimbursement of non-refundable airline tickets in the event of a workshop cancellation.

**Lab Fees**  
Some classes require the instructor to prepare a workbook and or cd-rom for your use in the class. So that they may have enough of these available at the beginning of the class, we have added a lab fee in your tuition for these classes. Overnight processing for your instructor is provided by the school. You may secure the local lab to process and/or proof your own film at their applicable rates. ECS will not be responsible for any costs incurred by any student for processing of any film during the class. At no time will licensed software be made available to any student. ECS promotes, and adheres to, all Federal Copyright laws concerning any licensed materials. You will need to come prepared with any software, hardware, or peripherals listed by the instructor needed to successfully complete the class.

**Discounts and Scholarships**  
Scholarships are available to members of the Professional Photographers of North Carolina; download applications at [www.ppofnc.com](http://www.ppofnc.com) and submit by February 1. The Susan A. Hudson scholarship is also available to new members of the Professional Photographers of America. You may visit [www.ppa.com](http://www.ppa.com) for an application. Coupons are also made available to instructors during programming prior to the workshop or at PPA affiliated events in the area.

### Registration

Register on Line at [www.ppofnc.com](http://www.ppofnc.com) or Fax or mail this form before June 1, 2006. Do not register on line and also fax or mail the application. Your card will be charged twice.

East Coast School reserves the right to cancel courses, change faculty, or refuse admission to any student. Please list a first, second, and third choice of classes. Classes will be filled on a first-come, first served basis as postmarked. If your first choice is not available, you will be placed in your second and then third choice.

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Member PPA?  Yes  No Your PPA # \_\_\_\_\_

1<sup>st</sup> Choice # \_\_\_\_\_ Instructor \_\_\_\_\_

2<sup>nd</sup> Choice # \_\_\_\_\_ Instructor \_\_\_\_\_

3<sup>rd</sup> Choice # \_\_\_\_\_ Instructor \_\_\_\_\_

Would you describe yourself as:

Full time professional

Aspiring to full time pro; most income from other sources

Highly motivated amateur

Method of Payment: Check # \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

Amount to Charge Credit Card \_\_\_\_\_

If using Credit Card: Signature \_\_\_\_\_

Make checks payable to East Coast School.

An initial deposit of \$300.00 (unless otherwise indicated) will be charged to make your reservation with the balance due by June 1, 2006.

Print or Type all information. Incomplete applications will be returned.

Cancellations and refunds will be handled in accordance to the cancellation and refund policies. No refunds will be offered for cancellations after May 15, 2006.

I have read and understand the terms which are applicable to my workshop concerning payment, liability and cancellations and I agree to the terms and conditions.

I  accept  decline travel insurance

Signature \_\_\_\_\_ Date \_\_\_\_\_



### Course #1: Bob Boyd

M. Photog. Cr., CPP,API

#### “Introduction to Professional Portrait Photography”

Cornelius, NC  
704-655-8300

[BOBPHOTO@aol.com](mailto:BOBPHOTO@aol.com) [www.BobBoydPhoto.com](http://www.BobBoydPhoto.com)



Want to make your work stand out? According to Bob Boyd, use the right light and the right poses and you'll get a portrait that utilizes today's innovative techniques without losing yesterday's classic, elegant touch. The resulting images are timeless. By using live models, studio and location sets, artificial and ambient lighting, students will get an arsenal of real-world skills that will pay back tenfold in their own work.

Course Content: Posing and lighting (Indoor and/or Location, studio)



- Location backdrop Scouting
- Reading the Light
- Creative use of Backgrounds (Problem Solving)
- Brainstorming Out of a Corner
- Tips for Successful Business
- Intro to Film vs Digital



Bob's love of people informs every aspect of his photography, from the way he runs his business to the images he creates with every snap of the shutter. But don't be fooled by this man's easygoing nature; his skill in capturing a subject is essence that has made him one of the most successful portrait and wedding artist in NC and throughout the world. Bob's awards span state, regional, and national competitions, and include the Kodak Gallery Award and the Fuji Masterpiece Award. In 1983, he received his Master of Photography Degree and the following year earned his Craftsman Degree. Bob channels his insatiable enthusiasm and love for the craft in two ways: Being an avid, lifelong student and by being a gracious teacher. In his class, you will experience an enjoyable and informative week.



### Course #2: Hanson Fong

M. Photog., Cr, FPPC, ASP, XXV

#### “Wedding Photography - Mastering the Techniques”

San Francisco, CA  
(415) 433-4994

[hanson@hansonfong.com](mailto:hanson@hansonfong.com) [www.hansonfong.com](http://www.hansonfong.com)



The Art of Photography by Hanson will share techniques developed over the last three decades and taught to fellow professionals involved in both fine art and photojournalistic photography. He will demonstrate the 10 Classic Bridal Poses, the body shifting techniques that he pioneered, which will allow you to make every bride and groom look great together. Attendees will be shown flow posing and shoot around techniques as well as understand how to follow the pace and flow of different styles of weddings. Students will have a chance to work hands-on with models. Other areas of instruction will be:

- |                     |  |                              |
|---------------------|--|------------------------------|
| 1. Classical Posing | 5. How to work in bright lighting situations | 9. Nik filter for retouching |
| 2. Flow Posing      | 6. Chair Posing                              | 10. Business                 |
| 3. Fashion Posing   | 7. Hi Key Bridal                             |                              |
| 4. Infrared Imaging | 8. Hands on sharing in small groups of five  |                              |

Hanson Fong of San Francisco, California, is recognized as one of the premier wedding photographers in the industry today. His work has been displayed in the Hall of Fame, Epcot Center, and the ASP Traveling Loan. Hanson has lectured at every major school of photography across America and has spoken at various national and international conventions. His work and talent are recognized throughout the United States, Canada, Mexico and Europe.



### Course # 3 John Woodward

Cr. Photog.

#### “Mastering the Light”

Dix Hills, NY  
(631)243-1242

[woodward2@aol.com](mailto:woodward2@aol.com)  
[www.johnwoodwardphotography.com](http://www.johnwoodwardphotography.com)



“Mastering the Light” challenges your creative approaches to portraiture and lighting. John demonstrates the subtleties of facial analysis and the proper lighting to use for different facial structures. He covers advanced techniques such as wrap-around light, window lighting and modified styles. The class will include studio and outdoor portraiture and will stimulate the beginner to seasoned professional. Understanding how to control the highlights and add a veneer of light to the shadows is essential to the natural look of the finished image.

In the nearly three decades of his diverse career Woodward's images have been used by CBS, NBC, ABC, Newsweek, Sports Illustrated, and the New



York Times. His client list includes Viacom, Chase, Marriott, Champion, Paramount, and more. He's worked with five U.S. Presidents, the Pope, and many Fortune 100 executives. His practical approach has helped hundreds of photographers improve their skills.



### Course #4: Michael Redford

M. Photog., Cr., PPA Certified

#### “A Master Class With Michael Redford”

Canonsburg, PA (724)743-5700

[Michael@redfordphotography.com](mailto:Michael@redfordphotography.com)  
[www.redfordphotography.com](http://www.redfordphotography.com)



Master Photographer, Michael Redford will cover, in depth, the most important aspects of operating a very successful portrait studio. Marketing systems and strategies for obtaining great children, family, and high school clients will be shown in detail, as well as the many aspects of digital capture, color management. In addition, Michael will cover selling techniques he utilizes each year to generate over one million dollars in portrait sales.

Lighting, posing, and composition of hi key, low key, window light, and outdoor photography is also taught in this course that is applicable to photographers at all levels. The attendee will go home fully ready to increase their studio's business.

His class is based on a great deal of day-to-day, client involved knowledge. Unique and highly successful marketing, sales, and business management systems are shared in a down-to-earth, and humorous presentation. Michael has blazed the trail and taken many arrows. He now has the tried-and-true map to portrait studio success.

Michael's portrait awards have now come from every level of the industry and his work has been featured in the PPA Loan collection Showcase books. He continues annually to win awards in national, regional, and state competitions including Photographer of the Year. He has also been selected for the prestigious Kodak “Pro Team”. He is currently one of only 13 Kodak “Mentors.”



### Course #5: Sher Carroll And

Master Photographic Craftsman

Laura Tramontina

Master Photographic Craftsman, CPP

Harleysville, PA

(215)256-4215

[SPhoto@erols.com](mailto:SPhoto@erols.com)

[www.sherphotography.com](http://www.sherphotography.com)



#### “Beyond Ordinary Imagery - Creating Timeless Portraiture of Children”

Is your photography business everything you ever dreamed and MORE?

Are you inspired and challenged creatively EVERY day?

Do your images speak to the soul of your clients and TOUCH THE HEARTS of those who view them? Are your FINANCIAL DREAMS coming true?

Throughout this hands-on workshop, sisters, Sher and Laura will work together as a team, just as they do in their own business, to show you how the perfect combination of artistry, quality, and profitability can bring both creative and financial success to your studio. You will learn to balance the art of photography with the business of photography, recharging your creative energy, rediscovering the artist within, utilizing the creative magic of digital, taking control of your finances, and moving toward true profitability. Discover how Sher's free-form, observe style of portraiture, combined with a warm client-artist relationship has kept her work fresh, unique, and award-winning for twenty years. Topics covered will include strengthening your imagery with the classical rules of composition, design, and layout; creating a unique and distinctive style in your work; capturing emotion in every session; connecting personally with the client; set design and prop selection for creative and timeless images along with psychology for photographing children; and much much more!



Sher's powerful emotional images have received numerous First Place and Best of Show awards on local, state, and national levels. She has become a popular lecturer, sharing her knowledge and experience through various programs and workshops for other professional studio owners. Sher is one of the founding trustees and currently serves as Associate Director of the Mid-Atlantic Regional School of Professional Photography.



### Course #6: Suzette Allen

CPP, Cr. Photog. F-PPC, S-PPC, FSWPP

#### “Photoshop: Focus on Fun & Efficiency!”

Sacramento, CA  
(916)485-3460

[suzette@suzetteallen.com](mailto:suzette@suzetteallen.com) [www.SuzetteAllen.com](http://www.SuzetteAllen.com)

This four day class will teach you all the vital skills you need to be successful with Photoshop and your photographic Digital workflow!

Not only will you Master the Vital Skills in Photoshop, you will come away knowing how to do it quickly and efficiently! You will also know how to get a perfect digital exposure with perfect color every time! Now, THAT's a major timesaver!

Learn to harness the power of Photoshop tools-you will be amazed at the flexibility and control you will find awaiting you, hidden within each tool and technique! Most photographers barely scratch the surface of Photoshop's capabilities as we can help you get up to speed and learn to be truly efficient with your time in Photoshop.

You'll be able to take images from ho-hum to fabulous in record time! (OR Just be a digital photographer and still have a life!) Save time and make money with lots of speedy tips that will get you racing to the bank!

- Take the mystery out of masks
- Put the pedal to the metal with time saving shortcuts!
- Snap into production with Snapshots
- Sweep away your mistakes with the History Brush
- Go Low-Carb with Liquefy!
- Clone, Heal or Patch You'll know the answer!
- The 4 second teeth whitener
- Turbo-production with Templates
- WOW your clients with creative compositions!
- Create new products and profit centers!

Suzette Allen is the In-Demand Photoshop instructor in the Photographic Industry and is well know for her down-to-earth and easy-to-understand teaching style. She has a remarkable talent for simplifying Photoshop down to understandable terms and easy techniques to follow, and consistently gets rave reviews from her students. All of her material is relevant to Portrait-Wedding Photographers because she comes from over 20 years as a professional photographer and years of experience as a digital retoucher at a photo lab.

