



Longview Arboretum

Announces a special 1-day workshop
“An Introduction to Digital Photography”
presented by local photographer William Plunkett

Time & Place: Saturday May 7, 2011 8:00AM - 5:30PM
Seesaw Children's Place, 1601 Fairmont, Longview

Cost: \$50.00 per person

Morning Coffee and a boxed lunch are included

William (Bill) Plunkett is the President of the North American Nature Photography Association (www.nanpa.org) and the former Director of Digital Photography for the New Mexico Photography Field School. He has been the Judge for various photography contest including the 2010 South Texas Pro Classic sponsored by the Valley Land Fund and the 2011 District 2A-2 Texas Association of Private and Parochial Schools (TAPPS) Art Contest.

He has taught week-long workshops in Adobe Photoshop CS, Adobe Lightroom and Digital Photography. His landscape and wildlife images from around the world are represented by KAC Productions in The Woodlands. Among the many places he has visited to photograph, East Africa and Antarctica are by far his favorites. One of his images was the cover photo for Petersen's Photographic and he has other credits for illustrating photographic articles.

He has shone images at the Randal Davies Audubon Center in Santa Fe, New Mexico and at the Longview Museum of Fine Art. A few of his images can also be viewed at Art Gallery 100 on Tyler Street in Longview.

You may learn more and see many of his images at www.plunkettphoto.com.

All Proceeds go directly to the Longview Arboretum.

What You Will Learn:

Digital Photography Basics

- Digital Media
- Resolution (Image, Screen, Printer)
- File Types (RAW, TIFF, JPEG)
- White Balance

Camera Equipment

- Point& Shoot, Digital SLR
- Lenses
- Digital Sensors
- Features to look for
- Accessories

Exposure Basics / Camera Settings

- The Menu
- White Balance
- Exposure controls:
 - Programmed, Shutter Priority,
 - Aperture Priority and Manual
- Metering modes
- Auto/Manual Focus
- ISO, Shutter Speed & Aperture (f/stop)
 - Controlling motion and depth of field
- Reading the camera's histogram

Basic Composition

- Light: Quality, Direction...
- The "Rule of Thirds"
- Distractions / hot spots
- Drawing the viewer's eyes to the subject
- How to decide what to include or exclude
- "The Eyes Have It"
- Horizons
- Wide-angle and Telephoto lens effects
- Polarizing and Neutral Density Filters

Processing images on the computer

- Computer hardware requirements
 - (RAM, Hard Disc, Screens, etc.)
- Printers (Dye or Pigment)
- Color Management / ICC Profiles
- Paper Options (Matte, Glossy, Canvas)

Software Options

- Photoshop Elements
- Adobe Lightroom
- Photoshop CS5
- Apple Aperture
- iPhoto
- Others

Using Adobe Photoshop Elements

- Bridge / File Browser
- Managing Your Images
- RAW file conversion
- Color Space (sRGB, Adobe RGB 1998 etc.)
- Image Editing Tools
- Adjustment Layers
- Levels and Curves
- Color Correction
- Tonal Controls
- Removing dust spots
- Image Sizing
- Printing

Sharing your Images

- Slideshows
 - Software
 - Hardware
 - Music
- Web
 - Facebook
 - Flickr
 - SmugMug

To Register or for more information
call 903.660.3269, 903.236.5050 or go to
www.longviewarboretum.org/activities.html