



# Power Lunch

Webinars  
with  
Jay Kinghorn

*These Power Lunch Webinars are designed for digital imagers, retouchers, pre-press technicians, professional and serious amateur photographers. The Power Lunch series assumes a higher degree of proficiency in Adobe Photoshop, Lightroom and digital image processing.*

## Workshop Schedule/Time/Registration

**Dates:** Late January through early April 2010 (specific dates below)

**Times:** All classes are held at Noon (MST), 11 a.m. (West) and 2 p.m. (East)

**Registration:** \$89/60-minute session. 15% discount for class packages. *See below for package prices.* Registration is limited.

**Each Power Lunch webinar includes:**

- An information-packed 60-minute live webinar with Jay.
- An e-book (pdf) containing step-by-step directions to help you recreate Jay's techniques on your computer.
- A recording of the full audio/video webinar you can watch on your own time! *Note: This is a great feature for attendees who have to miss a webinar in a series.*

## Webinar Topics

[Advanced Adobe Photoshop](#) (Jan. 19, 26 and Feb. 2/9/16)

[Color Management](#) (Feb. 18/25)

[Multimedia](#) (March 11, 18, 25 and April 1)

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## Advanced Adobe Photoshop Power Lunch Series

**January 19, 26 and Feb 2, 9, 16 (Tuesdays)**

*Attend all four classes to jump-start or deepen your Photoshop knowledge, or attend individual classes to address specific components of your workflow.*

**1) Non-destructive image correction: Layer Masks** (part 1)  
**January 19, 2010**

Layer masks are versatile, powerful tools that give you tremendous control over your photos. They are effective tools for a variety of tasks, from combining a photo with text or graphics in a page layout program to applying changes to specific portions of a photo without affecting the rest of the photo. These selective corrections can bring a photo alive, add depth, improve contrast and shape your photos in subtle, yet powerful ways. In this Photoshop Power Lunch, learn to:

- Distinguish the key differences between masks and selections and when to use each
- Color-correct specific areas of a photo quickly and easily
- Composite two images using layer masks
- Create and copy basic layer masks
- Create gradient masks

## 2) Non-destructive image correction: Layer Masks (part 2)

**January 26, 2010**

*Layer Masks, Part 1 is recommended for this class.*

Building on Lesson 1, go deeper into the uses of layer masks.

You'll learn several methods for building complex masks quickly for color correction, compositing and cutouts. In this Photoshop Power Lunch, learn to:

- Use Smart Objects with layer masks
- Master the methods for creating complex masks such as Color Range, Channel Duplication and forcing the selection using image correction techniques.
- Efficiently create convincing cutouts for product photography, compositing and layout

## 3) Building a Mood: Image Refinement

**February 2, 2010**

Photoshop is a remarkably effective tool for enhancing the mood, depth and impact of your photos. Basic color correction maneuvers can't quite help you convey sadness through a slight blue hue or love through a warmer tone. Learn how to perform corrections so your photos really pop. In this Photoshop Power Lunch, learn to:

- Create grayscale soft proofs
- Darken and Lighten select area of your photo through Burning & Dodging
- Add punch to your photos through Color Dodge
- Target specific colors so to increase or decrease their presence in the photo
- Soft proof for perfect printing every time
- Use the Gamut Warning feature to predict color shifts in print.

## 4) Perfecting the Shot: Sharpening & Noise Reduction

**February 9, 2010**

Every image, regardless of their output method, needs sharpening. However, it's tough to prescribe one method of sharpening to many photos, since the amount of sharpening you add depends on the size of the image, image content and reproduction method. Learn the art of sharpening and leave with practical tips for preparing photos for all types of outputs like a Web site, video, inkjet printers and printing presses. In this Photoshop Power Lunch, learn to:

- Distinguish which sharpening technique is best for your chosen projects
- Master the three different types of sharpening: Capture, Creative and Output
- Sharpen your photos through the four methods: Smart Sharpen, Unsharp Mask, High Radius and High Pass
- Identify problems in sharpening and how to rectify them

## 5) Streamlining your Workflow: Automation & Efficiency

**February 16, 2010**

You really are too busy for all the mundane tasks you must complete to ready photos for the Web or print. Make more time for using the creative aspects of Photoshop by streamlining your production tasks. In this Photoshop Power Lunch, learn to:

- Use keyboard shortcuts
- Customize keyboard shortcuts for your unique needs
- Create, use, build, troubleshoot and customize actions for specific projects.
- Customize Photoshop further by using the Configurator to build panels, add actions and save and share panels

Class prices: \$89/class or \$375/all five classes (15% discount)

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## Color Management Power Lunch Series February 18, 25 (Thursdays)

### 1) Creating Consistency in Color: Color Management & Monitor Calibration **February 18, 2010**

Your monitor is the cornerstone of your digital photography workflow. The precision of a properly calibrated, high-quality monitor can infuse your workflow with accuracy and efficiency. Conversely, a poorly calibrated monitor can wreak havoc on your workflow, lengthening the time you spend on each photo and creating constant headaches in color matching. In this Power Lunch Webinar, learn to:

- Select a monitor to match your workflow needs
- Calibrate and profile your monitor for the best monitor-to-print match
- Eliminate variables by controlling the ambient light in your studio or workspace.

Also, hear a comparison of the most popular monitor calibration packages on the market to help you select the one that best fits your budget and specific needs.

### 2) Printing Perfection: Eliminating Surprises on Your Inkjet Printer

**February 25, 2010**

When your inkjet printer and monitor are in sync, your world can become a whole lot easier. Imagine having confidence that your print will look just much like the image on your computer screen. Eliminate surprises and save yourself frustration by aligning these two essential photographic tools. In this Power Lunch Webinar, learn to:

- Evaluate your print environment and its effect on your final product
- Successfully print from Photoshop every time
- Use advanced printing techniques like creating custom ICC profiles, printing on specialty papers and soft proofing for predictable output on your inkjet printer and on press.
- Troubleshoot printing problems like incorrect density and color

Class prices: \$89/class or \$160 for both (10% discount)

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## Multimedia Power Lunch Series March 11, 18, 25 and April 1 (Thursdays)

*Designed for professional and advanced amateur photographers looking to build a solid foundation in the world of multimedia. This includes any in-house production staff that is being asked to produce multimedia in addition to print.*

While many other workshops focus on the creative aspects of multimedia (like storytelling, using the camera, etc.), these workshops focus on the “behind the scenes” action. What vision do you have for the project? How do you want to tell your story? What tools can help you accomplish that? Jay will focus on how you can translate these initial ideas into a finished, Web or DVD-ready project.

After the first session, this webinar series will focus on using Final Cut Express, a powerful video editing application which bridges the needs of a professional with the cost and convenience of a consumer-level application. Final Cut Express is an excellent choice for amateurs who want to produce compelling multimedia content without a large software investment and professionals who want to “learn their chops” before graduating to a professional-level application.

## 1) Surveying the Multimedia Landscape

**March 11, 2010**

Whether you are engaging a company or your family in your photos, something needs to change. Just ‘plain ol’ photos” aren’t working any more. But how do you get started? What tools are the best to build a great multimedia project without too many headaches? Gain a big-picture 30,000-foot view of multimedia options available to photographers. In this Multimedia Power Lunch, you’ll learn about:

- Audio Slideshows, Rich Media Narratives and Immersive Web experiences: Three types of multimedia presentations varying in difficulty and presentation style
- Audio basics including choosing a microphone, recording devices and understanding file formats and terms like waveforms and kilohertz
- Video basics including similarities between still photography

and video, understanding pixel aspect ratio and understanding which video preset to use for your project.

- Selecting a video editing software application to suit your needs.

## 2) Catching their ear: Creating clear, crisp and stimulating audio

**March 18, 2010**

Audio can be really daunting for photographers because it’s a completely unfamiliar medium that can be, admittedly, challenging. With the variety of microphones and audio-editing tools out there, you can do great work without a degree in audio engineering. In this session you will learn:

- Effective recording techniques for the spoken word and ambient sounds, including how to eliminate unwanted sounds, and how to set and format recording levels
- How to edit audio to create audio tracks, adjust volume, fading techniques and correcting common errors
- How to prepare an audio track for your full project

## 3) Catching their eye: Creating compelling visuals

**March 25, 2010**

Because your specialty is photography, your visuals are the cornerstone of your multimedia storytelling. Creating a strong, dependable workflow for this process is vital to your organization and, ultimately, your finished product. In this session you will learn:

- How to plan your story by organizing your project and establishing a clear beginning, middle and conclusion
- How to prepare still images for multimedia applications
- The correct methods for creating video projects, from start to finish

- How to use the Final Cut Express timeline to organize and edit your visuals

#### 4) The Main Event: Creating your finishing product

**April 1, 2010**

By now you've learned all the components of creating a multimedia project. It's time to export, but it is not that simple. To make sure your finished video meets the technical needs of your medium (DVD, Web-based movie), and provides the best quality you'll need to master the art of video compression. In this session you will learn how to:

- Prepare a movie for export, considering your audience and communication method
- Optimize image quality
- Prepare a video for a Video Delivery service like Vimeo or Brightcove
- Prepare a video for self-hosting like QuickTime
- Collect and archive video files

Class prices: \$89/class or \$300/all four classes (15% discount)

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**PIAMS members receive 20% off the list price for these webinars. To receive your discount, just enter the coupon code PIAMS20 during checkout. To learn more about the webinar times and topics, and to register, visit Jay's Web site at**

**<http://www.prorgb.com/powerlunch>**

## How do the Webinars work?

**All you need is:**

- Internet connection (dial-up connections are not recommended)
- Web browser
- Internal speakers turned on or headphones plugged in so you can hear the presentation over Voice Over IP
- The Adobe Flash Player—Most computers already include this feature.

*However, if you do not, just download the Adobe Flash Player for free at <http://get.adobe.com/flashplayer/>*

#### **Test your computer for an optimal webinar connection**

To run a simple diagnostic test to ensure your computer and network connections are properly configured to provide you with the best possible Adobe Connect Pro meeting experience, visit [www.adobe.com/support/connect/](http://www.adobe.com/support/connect/) and click on "Run a Connection Test."

*At least 24 hours prior the Power Lunch Webinar, you will receive an e-mail with instructions on Webinar participation.*