

# GOING PRO

WITH DAVID BEVER



## THE SCHEDULE

### MASTERING PRO TECHNIQUE SERIES

Saturday	September 24, 2016	1:00-5:00pm
Saturday	October 22, 2016	1:00-5:00pm
Saturday	November 19, 2016	1:00-5:00pm

### BUILDING THE BUSINESS SERIES

Saturday	January 21, 2017	1:00-5:00pm
Saturday	February 18, 2017	1:00-5:00pm
Saturday	March 18, 2017	1:00-5:00pm

### CAPTURING THE OCCASION SERIES

Saturday	April 22, 2017	1:00-5:00pm
Saturday	May 20, 2017	1:00-5:00pm
Saturday	June 17, 2017	1:00-5:00pm

### THE MOCK WEDDING SERIES

Friday	July 21, 2017	1:00-9:00pm
Saturday	July 22, 2017	9:00-5:00pm
Sunday	July 23, 2017	9:00-5:00pm

\*Details about each session located on back

## THE SERIES

Join certified professional photographer David Bever as he takes you on a journey from hobbyist to professional. The **Going Pro Series** is designed to take students step by step through the multi-layered components of becoming a professional photographer.

Organized into four-part mini-series, the Series progresses from "Mastering Pro Techniques", which reviews and introduces the technical aspects of a professional photographer's work, to "Building the Business", outlining the steps necessary to construct an effective business around the student's photographic talents. The second half of **Going Pro** continues with "Capturing the Occasion", which preps students on how to direct and manage photographic shoots. Finally, students have the opportunity to gain practical experience of designing and executing a wedding plan, as well as hands-on guidance for the final editing process with "The Mock Wedding". This course provides you with the knowledge required to also become a Certified Professional Photographer through the Professional Photographers of America Association.

Individual Class	\$199
Individual Mini-Series	\$499
Solo Mock Wedding	\$1299
Going Pro Series Early Bird - The Whole Kit & Caboodle (before August 31 <sup>st</sup> )	\$1999
Going Pro Series - The Whole Kit & Caboodle	\$2199

# REGISTER TODAY

FOR MORE INFO CALL US AT 310-375-7014 OR VISIT US ONLINE AT [WWW.CREATIVEPHOTOACADEMY.COM](http://WWW.CREATIVEPHOTOACADEMY.COM)

**Cancellation Policy:** View policy online at <http://creativephotoacademy.com/policies/> or ask for a copy in store. It is your responsibility to read and understand the policy before purchase.

# MASTERING PRO TECHNIQUES

## *NUTS & BOLTS*

2-hour lecture, 2-hour practice demonstration:

- Camera/Lens
- Attachments (filters)
- Color relationships
- Light spectrum
- Framing/cropping images
- Angle of view
- Use of drones
- Positioning of subject
- Light meters/gray card
- F/stop, shutter speed, ISO

## *MASTER THE LIGHT*

2-hour lecture, 2-hour practice demonstration for the professional techniques designed to review the following:

- Single flash
- Light modifiers
- Multiple flash
- Advanced flash
- Reflectors
- Translucents
- GOBO's

## *FINISHING TOUCHES*

2-hour lecture, 2-hour practice demonstration reviewing:

- Color space (sRGB, Adobe RGB, CMYK, etc.)
- Different file formats
- Color management (computer calibration)
- File archival
- White balance correction
- Preparing file for print
- Understanding resolution

# BUILDING THE BUSINESS

## *GETTING STARTED*

4-hour discussion featuring guest speaker:

- Creating your business license
- Proper book-keeping
- Contact with professional organizations
- Designing the business plan that works best for your professional goals

## *WEBBING IT*

4-hour discussion featuring guest speaker:

- Designing an effective website (which bases to use, website editing, etc.)
- SEO Techniques (Search Engine Optimization, making sure customers can find your business quickly and easily)

## *DISTRIBUTING*

4-hour discussion on:

- Developing a competitive strategy
- 5 Forces Analysis (competitive rivalry, bargaining power, etc.)
- How to effectively market yourself and your professional talents
- Differentiation

# CAPTURING THE OCCASION

## *PORTRAITS & BOUDOIR*

4-hour experimental learning:

- Individual posing
- Group posing
- Light design (Rembrandt, etc.)
- Main, fill, etc.

## *VERSATILITY*

4-hour lecture with guest speaker, covering:

- Events (parties & plays)
- Seniors (posing & lighting)
- Sports (posing & lighting)
- Fashion (runway & studio)
- Boudoir
- Real Estate photography

## *WEDDINGS*

4-hour lecture with guest speaker, covering:

- The wedding plan
- Girls getting ready
- Guys getting ready
- The pre-wedding shoot
- The ceremony
- Formal images
- The Reception

# THE MOCK WEDDING

## *DAY 1: THE PLAN*

8-hour participatory learning:

- Building a wedding plan that works best for both you and your clients
- Scheduling/arranging the photo shoots
- Understanding the photographer's purpose

## *DAY 2: THE SHOOT*

8-hour participatory learning:

- Shooting the engagement, the pre-wedding (bride and groom getting ready) the wedding, the reception
- Students will come away with portfolio-quality photos

## *DAY 3: THE ALBUM*

8-hour participatory learning:

- Wedding Workflow: digital workflow, the process of editing, creating the final prints, albums, and slideshows for your clients