

Going Pro

W I T H D A V I D B E V E R



THE SCHEDULE

Mastering Pro Technique Series #451

452 Saturday October 7, 2017 1:00-5:00pm
 453 Saturday November 18, 2017 1:00-5:00pm
 454 Saturday December 9, 2017 1:00-5:00pm

Building the Business Series #455

456 Saturday January 6, 2018 1:00-5:00pm
 457 Saturday February 10, 2018 1:00-5:00pm
 458 Saturday March 10, 2018 1:00-5:00pm

Capturing the Occasion Series #459

460 Saturday April 14, 2018 1:00-5:00pm
 461 Saturday May 5, 2018 1:00-5:00pm
 462 Saturday June 9, 2018 1:00-5:00pm

The Mock Wedding Weekend #463

Friday July 20, 2018 1:00-9:00pm
 Saturday July 21, 2018 9:00-5:00pm
 Sunday July 23, 2018 9:00-5:00pm

*Details about each session located on back

**Mock Wedding sold as one package only

THE SERIES

Join certified professional photographer David Bever as he takes you on a journey from hobbyist to professional. Our **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.

"I took my CPP (Certified Professional Photographer) written exam last week, I found out this morning that I passed!!" "Based on my wedding photos portfolio I just booked a wedding for Feb 10th!" **D.Mac**

"I had a one of a kind experience with a great instructor David Bever and wonderful photographers." - **E.M**

"I just want to give a shout out about how great this weekend was. First, David and Patti, thanks for all your work. David, you're very inspiring and I love your non-judgmental way of teaching. Thank you!" - **B.S**

Individual Class	\$199
Individual Mini-Series #451, 455, 459	\$499
The Mock Wedding Weekend #463	\$1299
Going Pro Series -The 3 Series & Mock Wedding#450	\$2399
Going Pro Series Early Bird - The 3 Series & Mock Wedding	\$1999
(Before September 31 st \$500deposit & 3 monthly payments of \$500.)	

MASTERING PRO TECHNIQUES

Nuts & Bolts

#452 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

#453 2-hour lecture, 2-hour practice demonstration of the pro techniques designed to review the following:

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

Finishing Touches

#454 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

#456 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

#457 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

#458 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

#460 4-hour experimental learning:

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

Versatility

#461 4-hour lecture with guest speaker, covering:

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

Weddings

#462 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 WEEKEND

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

Sold as weekend package only
#463