February 16 – February 23rd, 2008
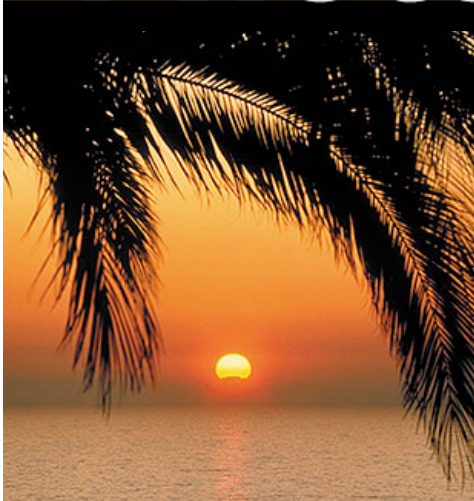
geekcruises.com
EDUCATION THAT TAKES YOU PLACES

Eastern Caribbean

PhotoshopFling™ V

Expand your skills. Chat with the experts. Join our community of kindred spirits on this exotic journey.

Our Speakers on Photoshop Fling 5 are:
Marty Grivjack, Dan Margulis, Deke McClelland,
Bert Monroy, and Ben Willmore

Lightroom

The next 40 people who book this mid-winter Caribbean delight will receive a *FREE* copy of the current Adobe Lightroom, a $299 retail value. Get the goods — book online or call us now to get the Adobe app that converts the skeptics.

Getting Started with Lightroom
Speaker: **Ben Willmore**

Learn to organize and adjust your images with utmost flexibility using Adobe Photoshop Lightroom. All edits made in the program are non-descructive, so you can experiment to your hearts content without damaging your image. Learn to completely replace Bridge and Camera Raw with Lightroom to obtain a more efficient workflow.

- Learn the advantages of using Lightroom over Bridge and Camera Raw
- Quickly adjust multiple images including removal of sensor dust specks
- Learn how to make Lightroom play nicely with Photoshop and the other way around
- See how creative Lightroom adjustments can produce astonishing images
- Learn about the main limitations of Lightroom and how Photoshop fills those gaps
- See how to work around Lightroom's features to open your images as Smart Objects

The Photoshop Fling V Conference

The conference fee is $925 and includes all the Photoshop Fling V courses listed, over a dozen lectures and two cocktail parties — over 20 hours of programming in all!

Pricing & Booking Information

(Full details: http://www.geekcruises.com/ booking_b/pf05_booking.html)

Course Fees: $925. Only passengers booked through Geek Cruises will be admitted.

Deposit: $400 per person, due at time of booking.

Cabin Type:	Cruise Rate (per person)
Better Inside:	$799 [GS* avail.]
Outside:	$1,099 [GS avail.]
Better Outside:	$1,199 [GS & PC avail.]
Outside/Balcony:	$1,299 [GS & PC avail.]
Superior Suite:	$1,899 [PC avail.]
Full Suite:	$2,899 [PC avail.]

The pricing above is subject to change. Geek Cruises will generally match the cruise pricing advertised, at the time of booking, offered at the Holland America website. If at the time of booking the cruise line notifies us that the price of cruise fare has *increased,* you will be notified of the new pricing before your reservation is booked.

Advanced Lightroom: Library and Develop
Speaker: **Marty Grivjack**

Take advantage of the power of automated image processing by learning how to use Lightroom's robust workflow tools. In this session you will understand the Lightroom database (Library) and take your photos into the Develop module.

Getting Organized: The Library Module

- Customize the Loupe view
- Create and manage Collections
- Set up Keywords for future searches
- Understand Lightroom's Metadata concepts
- Sort, find and protect your images using Metadata
- Back up and verify your database

The Develop Module

- Make JPEGs from your images
- Change blocks of photos
- Transfer changes to other photos
- Create multiple photo versions
- Make Tone Curve adjustments
- Undo changes
- Use the powerful, new and improved intuitive Cropping tool
- Calibrate your camera

Advanced Lightroom: Slideshow, Workflow And Web
Speaker: **Marty Grivjack**

Continue with Lightroom's advanced, photographer-driven workflow processing tools by learning how to display your work and post to the web. Learn the steps for a complete, successful shoot-to-print workflow process.

The Slideshow

- Creating the Instant Slide Show
- Selecting photos
- Set your slide look
- Create a background from a photo
- Create a template
- Adding Music

Workflow: Tying It All Together

- The Shoot Starts it All
- Shooting Tethered — Instant Gratification
- Backing Up After The Shoot
- Flagging Your Shoot
- Making Collections
- Making The Album
- Play Your Photo Album, Rate Your Pix
- Adding By Deducting — Cull out the NG shots
- Filter And Show
- Presenting Your Work (Don't forget the music!)
- Save Your Work As A Template

Color Correction

Taking Color Out, Putting Color In
Speaker: **Deke McClelland**

Color and luminance are the two main ingredients of a photographic image. And even though they are as thoroughly blended as flour and water in a mixer bowl, Photoshop lets you separate these ingredients cleanly, as if the twain had never met. The result is that you can mix any of several black-and-white variations, infuse an image with color, and modify different ranges of colors independently to get just the effect you want. In this session you'll learn:

- Why every digital photograph starts out as a black-and-white image.
- Why every raw photograph produced by a digital camera and Camera Raw is color.
- How to blend a custom monochrome image using the improved Channel Mixer.
- How to gain even more control over the process using the new Black & White command.
- How to achieve the highest degree of control possible using Camera Raw 4.
- Ways to balance gray values with the Curves command.
- When it can be useful to add spot colors to an image using the arcane Duotone command.
- How to edit ranges of colors independently using Hue/Saturation and Camera Raw.
- How to colorize an image with Split Toning and the often overlooked Gradient Map.

Correcting Everything in Camera Raw
Speaker: **Deke McClelland**

Photoshop's color correction features are a powerful but random bunch. Randomly organized, randomly implemented, randomly suited to photographic images. Do you start with Levels? Can you apply Hue/Saturation and Variations, or should just one suffice? Should you always use adjustment layers or are there times when flat adjustments are better? There are a lot of theories out there, but one thing's for sure: Photoshop isn't going to help you. It just lumps all the color commands in the Adjustment submenu and leave chance to sort them out.

Compare that to Camera Raw in which every option is prioritized, every modification is dynamic, and the original image is never harmed. It is in many regards like having Lightroom built into Photoshop. But unlike Lightroom, it ships with Photoshop for free. And in Photoshop CS3, Camera Raw 4 (or ACR4 as many call it) can open any image, raw, TIFF, or JPEG. You'll learn how to:

- Open any image in ACR4.
- Navigate inside the ACR interface.
- Correct temperature and tint.
- Adjust exposure, brightness, and contrast.
- Boost the Saturation and Vibrance of an image.
- Use the best Curves function in Photoshop.
- Selectively correct Hue, Saturation, and Luminance.
- Convert an image to black-and-white.
- Apply spot corrections with the retouch tool.
- Save presets and batch-process a day's shootÑall without opening a single image in Photoshop.
- Open a Camera Raw image as a smart object, so you can return to ACR anytime you want.

PRE-CRUISE HOTEL STAYS: Sightsee Ft. Lauderdale from your base, Hollywood Beach Marriott. A transfer from the airport to the hotel and then from the hotel to the ship (two transfers total), and all taxes, are included in the prices below. All prices are PER PERSON.

	1 night	Add'l Nights
Shared Double	$159	$199
Single	$279	$249
3rd/4th person	$39	$39

NOTE: Holland America will not accept any booking unless a fully completed Reservation Form is accompanied with a per-person deposit: http://www.GeekCruises.com/ booking_b/pf05_booking.html. Have questions? Want to book voice-to-voice? Please give us a call: 650-787-5665

Color by the Numbers: An Introduction to Curves
Speaker: **Dan Margulis**

Proper numerical values don't guarantee a spectacular image — but lack of them does guarantee a second-rate one. This session is accessible to beginners, but it explores how the pros identify target values in each image, and then write curves to achieve them.

- Identifying the proper endpoints.
- The RGB/CMYK connection.
- How to play detective, to uncover the clues as to what a particular color must be.
- Identifying and establishing neutral points.
- How to identify areas of impossible color.
- Taking contrast to the max — and then dialing it back down.
- Curving once for color, once for contrast.

Advanced Color Correction 1: The Magic of LAB
Speaker: **Dan Margulis**

When Dan Margulis's landmark book on LAB was released in 2005, it quickly became the #1 bestseller in the entire computer field, as the world discovered that this arcane colorspace could be exploited by nonexperts. Today, LAB's power in creating believable separation of colors has made it the venue of choice for many outdoor photographers. This session explores not only the basic structure of LAB and its common uses, but expands into several advanced retouching areas.

- The basic AB color correction and its variants.
- How to identify the kinds of image that can only be handled satisfactorily in LAB.
- The power of Blend If in LAB.
- The decisive advantage in retouching.
- Advanced curving to isolate objects without formally selecting them.
- Advanced blending using the A and B channels.A suggested blending workflow for faces.

Advanced Color Correction 2: Every File Has Ten Channels
Speaker: **Dan Margulis**

Channel blending is widely understood to be the deepest and also the most rewarding method of color correction. This session concentrates on luminosity blends in its first half, and then progresses to several powerful, bleeding-edge blending tricks that are not documented anywhere.

This advanced session presupposes at least rudimentary knowledge of the Apply Image command, the function of layer masks, and the basic structure of LAB.

- The art of converting color to grayscale — and its application to the correction of *images.*
- How to examine RGB channels for blending opportunities.
- Generating a false black channel for blending use in RGB.
- Overlay blends using LAB channels.
- Using channels as layer masks or to mask other blends.
- The mighty Multiply mode.
- A suggested blending workflow for faces.
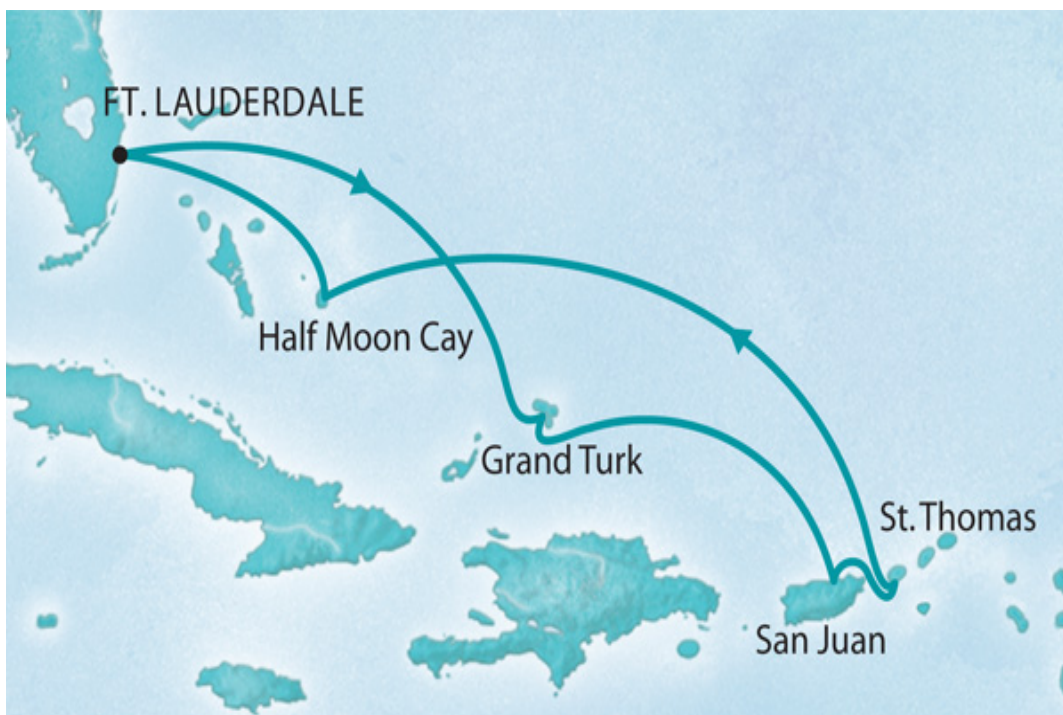
DAY	PORT	ARRIVE	DEPART	CONFERENCE SESSIONS
SATURDAY, FEBRUARY 16	**FT. LAUDERDALE, FLORIDA**	—	5pm	7pm, BON VOYAGE COCKTAIL PARTY
SUNDAY, FEBRUARY 17	**AT SEA**	—	—	8:30am – NOON & 1:30pm – 5pm
MONDAY, FEBRUARY 18	**GRAND TURK, TURKS & CAICOS ISLANDS**	7am	3pm	3:30pm – 7:30pm
TUESDAY, FEBRUARY 19	**SAN JUAN, PUERTO RICO**	10am	11pm	—
WEDNESDAY, FEBRUARY 20	**ST. THOMAS, U.S.V.I.**	8am	5pm	6pm – 8pm
THURSDAY, FEBRUARY 21	**AT SEA**	—	—	8:30am – NOON & 1:30pm – 5pm
FRIDAY, FEBRUARY 22	**HALF MOON CAY, BAHAMAS**	8am	4pm	4pm – 7pm
SATURDAY, FEBRUARY 23	**FT. LAUDERDALE, FLORIDA**	7am	—	

The Basics

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The World of Photoshop
Speaker: **Bert Monroy**

Whether you want to fully understand what Photoshop is all about or already think you know everything there is to know about it, this class is for you. Bert will teach you the basics of Photoshop — not just how things work but, most importantly, why. What are layers? What is an alpha channel and when do you use it? How do brushes work to create effects? These questions and many others will be answered in detail, by the man who is famous for details.

This class will take you deeper into the workings of Photoshop, better than most beginner classes have done before.

- Learn your way around the Photoshop interface.
- Understand what resolution, color modes, and bit depth really mean.
- Learn how to optimize an image without compromising quality.
- Get up to speed on working with Layers, layers styles, and layer masks.
- Learn the basics of image enhancement.
- Understand file formats and image saving.

Illustrator and the Beauty of Vectors
Speaker: **Bert Monroy**

This class will introduce you to the intricate value of vectors in the design and illustration arenas. You will be given an in-depth view of the features that make Adobe Illustrator the powerful tool of choice for many designers.

You will learn how to manipulate vectors and type to create visuals you could only dream of before this class. You will see how to add snap and interest to normally boring subjects like a pie chart. You will understand how to take a simple pencil sketch and convert it into a work of art.

- Learn to navigate through the Illustrator interface.
- Master the creation of vectors and paths.
- Understand how to make patterns and intricate brush strokes.
- Learn the difference between filters and effects and when to use them.
- Learn how to integrate Illustrator images into Photoshop and animation.

This class will leave you properly acquainted with the workings of Illustrator to confidently take on the challenge of mastering the world's leading vector-based tool.

Shooting for Photoshop
Speaker: **Ben Willmore**

If you're approaching digital the same way you shot film, then you have a lot to learn about shooting to take full advantage of the digital tools available. In this full-day session you'll learn:

- How to slow down water without slow shutter speeds
- To reduce or eliminate environmental mist and fog
- To combine a bracket of exposures into a single full-range image
- How to process a RAW file twice using smart objects and masks
- How to change the background colors by filtering the subject's light
- About simulating graduated neutral density filters
- About the three essential on-camera filters for digital
- How to create light painting and car streak photos with a difference
- Shooting techniques that ensure accurate color and skin tones
- How to combine two less than ideal shots to produce an acceptable result
- How to make handheld extreme panoramas that will blow your mind
- How to simulate Infrared
- About a two shot process for making flash look natural
- Digital cross processing techniques
- How to eliminate sunburn and blotchy skin
- How digital cameras capture images differently than film
- How a histogram can indicate if multiple exposures are necessary to capture the full dynamic range of a scene
- Why it's best to "shoot to the right"
- How using white balance aids for more accurate color
- The true differences between JPEG and RAW
- What the advantages and disadvantages are of converting images to DNG format
- Why daylight white balance is best for sunrise and sunset shots
- Simulating sunrise or sunset light

Inside Staterooms – $799

Outside Staterooms: $1,099 – $1,199

Outside with Balcony: $1,299 – $1,399

Deck Plan of Our Ship (pdf)

Superior Suite – $1,899

Full Suite – $2,899

Advanced Topics and Techniques

Is it Real or is it Photoshop?
Speaker: **Bert Monroy**

Bert Monroy is considered one the world's leading Photoshop painters. In this class he will teach you many of the techniques he has developed in the creation of his internationally-renowned work. Whether you want to add some missing detail to your photograph or create a scene entirely from your imagination, this class is the one that must be taken.

Bert will show you how to use filters in ways you never thought possible. He will show you how to take a blank screen and create imagery that will force the viewer to question whether the image it is real or an illusion.

- Understand what makes good balance and composition.
- Learn how to develop a concept and carry it through to the finished product.
- Learn the basics of perspective, shading, and lighting.
- Gain an in-depth understanding of the power of Photoshop.

This class promises to be not only educational but inspirational. You will be left with the motivation to take Photoshop and your imagination to heights you never thought possible.

Smart Sharpen, Smart Objects, and Smart Filters
Speaker: **Deke McClelland**

When they were introduced in Photoshop CS2, the Smart Sharpen command and smart objects were altogether unrelated features. In CS3, they remain very different functions. (And just how "smart" they are, I leave you to judge.) But the new smart filter feature brings them together, along with a host of other dynamic filtering effects.

In this session we'll see how to make the most of these always powerful, sometimes complicated, occasionally downright mysterious features. You'll learn how to:

- Correct for lens blur and camera movement with Smart Sharpen
- Create the rough equivalent of a focus adjustment layer with High Pass
- Avoid noise enhancement with the Emboss filter
- Place or create a smart object
- Apply nondestructive transformations
- Create duplicate layers, all of which can be updated at once by changing a single smart objects
- Recall Camera Raw settings from a placed "smart photograph"
- Apply smart filters to a layer
- Filter multiple layers at a time
- Mask one smart filter effect independently of another
- Apply a filter to live, editable text
- Predict when smart filters are your friends and when they're a waste of time
- Sharpen vintage photographs with a custom edge mask, with and without smart filters