

Photoshop Fling 3™ & MacMania™ IV

Escape to the good life. Allow yourself to be pampered. Unwind. Have fun. Enrich your mind. And do it all aboard a luxurious cruise ship.

Speakers

Chris Breen
Jack Davis
Bruce Fraser
Janet Hill
Andy Ihnatko
Leo Laporte
Bob LeVitus
Deke McClelland
Bert Monroy
Sal Soghoian
Jason Snell
Mark Swain
Steve Wozniak



Photoshop Fling: Essentials

Photoshop Fling 3 / MacMania 4

During our cruise-conference, there will be four (4) three-day "tracks" offered at the same time:

- **Photoshop Fling: Essentials & Effects**
- **Photoshop Fling: Photography & Workflow**
- **MacMania: New User**
- **MacMania: Power User**

Attendees may freely move between the tracks, at any time. For example, while Photoshop Fling and the Digital Photography Workshop are independent of MacMania, classes here may be counted toward your MacMania session total. Similarly, Photoshop Fling conference attendees may attend any of the MacMania seminars—at no charge.

Therefore, all attendees may choose any combination of full-day, half-day, or quarter-day seminars—from either MacMania or Photoshop Fling—for a total of three (3) days' worth of sessions.

The conference fee is \$795 and includes all courses, course materials, five evenings of entertainment, and the Bon Voyage Cocktail Party.

Adobe Photoshop CS2 One-on-One

Sunday the 5th, 8:30am – Noon

Speaker: **Deke McClelland**

Photoshop is a vast and complex program. It does certain things very, very well, and it does others very, very strangely. Using the program effectively is a matter of knowing which tools work best and when best to use them. Attend this introductory class and learn how to use the right features in the right order and save yourself a lot of heartache.

- What Photoshop can do
- Workspace and navigation
- Basic color management
- Highlights, shadows, and midtones
- Adjusting brightness levels
- Fixing a color cast
- Hue and saturation
- Colorizing a grayscale image
- Image size and resolution
- Rotate, crop, and perspective

Filters and Masks

Sunday the 5th, 1:30pm – 5pm

Speaker: **Deke McClelland**

Newly enhanced in CS2, corrective filters rank among the program's oldest and finest capabilities. Besides permitting you to sharpen the contrast of an image, blur away the defects, and remove digital noise and JPEG artifacts, they can help you hone in on exactly those details that need help the most. Combined with Photoshop's Masking function, filters make it possible to separate even the most complex foreground subject from its background and composite that image into a new setting. Sound amazing? You have no idea.

- Filtering basics
- The new filters in Photoshop CS2

- Unsharp Mask and High Pass
- Removing motion blur with Smart Sharpen
- The wonders of Remove Noise
- Gaussian Blur and Median
- Creating an Edge Mask
- Using the Color Range command
- Extracting image elements
- Blue screen and sky
- Full-on Masking

The Bold and the New in Photoshop CS2

Thursday the 9th, 8:30am – Noon

Speaker: **Deke McClelland**

Photoshop CS2 is the most ambitious, exciting, and downright seminal update to Adobe's flagship image editor in the past five years. Vanishing Point, envelope-style image warping, floating-point exposure, and the stand-alone Bridge all qualify as flat-out great. Then there's my favorite feature, smart objects, which let you do three things you could never do before: First, you can apply non-destructive transformations. Second, you can replicate a layer and edit all copies simultaneously. And third, you can adjust the composition of imported camera raw and Illustrator layers long after importing them. If flexibility and power appeal to you, join Deke and learn how to make them yours.

- The new Adobe Bridge
- The revolutionary Vanishing Point plug-in
- Combining multiple exposures into a single HDR image
- Applying free-form distortions with warp and envelope
- Making a smart object
- Non-destructive transformations
- Creating alias layers, all linked to a single original
- Placing camera raw and Illustrator artwork
- Modifying placed layers well into the future

& Effects

The Wow Factor:

One-Click Solutions in Photoshop

Thursday the 9th, 1:30pm – 5pm

Speaker: **Jack Davis**

Quick and easy ways to use Photoshop's built-in presets (and hundreds of complimentary Wow presets that will be provided in class) to create special effects on-time and on-budget.

- The phenomenal power, flexibility, and speed of Layers Styles
- How to create dimensional effects like chrome, rock, and glass (and beyond)—instantly and without filters
- One-click framing and tinting techniques to tie disparate photographs together—separately or as a collage
- Quick template-based collaging for weddings, groups, or editorials
- Single image collages and ghosted backgrounds

Creating Special Effects with Photoshop

Friday the 10th, 8:30am – 5pm

Speaker: **Bert Monroy**

Creating realistic textures, the effects of lights and shadows, and the ability to make an image jump off the page will be covered in this session. Filters? There are many of them in Photoshop. What happens when you use them for other than their intended purpose? What happens when you put a few of them together? You will create images that are more realistic than a camera could ever achieve.

The ability to bend things on a curve has been one of the most asked-for features, yet it has always been there. Bert will demonstrate the use of the Displace Filter to make controlled, fluid distortions. The Liquify Filter will also be explored for distortion effects. Distorting with the Transform function will be explored for perspective matching and the creation of realistic reflections.

- Working with Filters
- Using the Liquify command
- Light and shadows
- Reflections
- Integrating Photoshop into other programs
 - After Effects
 - 3D software

The Evolution of Digital Art

Speaker: **Bert Monroy**

Bert Monroy embraced the Mac as an artistic medium with the introduction of the Mac 128 in 1984. In this evening talk, open to all, Bert will take you on a journey through the evolutionary transformation of the Mac from its beginnings with MacPaint to its current status as the preferred tool of graphic artist throughout the world.

A history lesson mixed with useful production techniques will leave you not only entertained but a little more attuned to the potential that lies within our favorite little box.

You will learn:

- How the first computerized comic book was produced
- How the Mac has revolutionized the graphic arts industry
- How the Mac is used in the motion picture industry
- Much, much more

You will leave this talk, not only with some new found skills, but with the inspiration to explore new avenues you never before considered.



Photoshop Fling: Photography & Workflow

Expert Color Management

Sunday the 5th, 8:30am – Noon

Speaker: **Bruce Fraser**

Learn everything you ever wanted to know but were afraid to ask about color management. We'll start with a look at the basic science that underpins color management—don't worry, the session is guaranteed equation-free—because doing so helps you understand not only how color management works, but also why it sometimes fails to do so.

Next, we'll look at profiles, and their relationship to the devices they represent, with a view to developing sound troubleshooting skills.

Last but not least, we'll delve deep into Photoshop's color management features, mine the mysteries of working spaces, and look at what it takes to build and maintain a complete capture-to-output workflow.

Real World Camera Raw

Sunday the 5th, 1:30pm – 5pm

Speaker: **Bruce Fraser**

With the advent of Camera Raw 3.0, I look at Photoshop as a plug-in for Camera Raw, rather than the other way around. In this session, you'll learn the many benefits of shooting raw. Then you'll learn to exploit the vast amount of information raw files contain by making use of Adobe Camera Raw's powerful features, so that when your images land in Photoshop, you'll have very little to do to them except press Save and choose a file format.

Possibly the greatest challenge that digital shooters face is the sheer amount of data they generate. You'll learn that the key to avoiding drowning in data is to master metadata and make it your friend. You'll learn how to build a complete digital raw workflow using Bridge, Camera Raw, and Photoshop using automation wherever possible so that you still have time to shoot, and to have a life.

Essential Photo Optimizing—Getting it Right

Thursday the 9th, 8:30am – Noon

Speaker: **Jack Davis**

The experienced user knows there are a million tools in Photoshop to adjust your images for maximum impact, but which ones work best, work fastest, and are most “photographer friendly”? In this session you will learn all sorts of workflow-enhancing techniques including: 101 uses for Auto Levels, how to create non-destructive dodge and burn layers, advanced gray-scale conversions, eyedropper color correcting, stained teeth whitening, red-eye neutralizing, blotchy skin unifying, and the only way to use Photoshop's healing brush—all with an emphasis on quality, flexibility, and speed.

- Which editing tools are best to use when fixing images—and which ones to avoid
- Quick tone and color adjustments that leave your original image intact
- How to quickly fix under and over exposed images using Photoshop features like Shadow/Highlight
- Creating nondestructive, fast, and flexible repair layers for fixing, dodging and burning, and color correcting
- Simplified levels, curves, and sharpening techniques
- Advanced gray-scale conversions using Channel Mixer

Editing Images in Photoshop

Thursday the 9th, 1:30pm – 5pm

Speaker: **Bruce Fraser**

Photoshop has so many image editing options that it's often hard to know where to start, and once you've mastered a few tools, you tend to use them for everything (when all you have is a hammer, everything starts to look like a nail).

We'll start with basic adjustments like Levels, Curves, Hue/Saturation, and Shadow/Highlight, possibly turning up some hidden goodies you may have overlooked. Then we'll progress to how these basic adjustments can be modulated and controlled using layers, layer masks, and blending modes.

We'll look at strategy as well as tactics. Do I build a monster layered file that lets me keep all my options open, or do I use History instead? Last but not least, we'll delve into detail control—dustbusting, blemish removal, and sharpening.



Digital Photography Workshop

Speaker: **Jack Davis**

Learn the secrets of digital photography on our Mexican cruise. In this full-day class you'll quickly discover how to become a better photographer and tap the benefits of your digital camera. This Digital Photography workshop will give you the power to capture special moments and preserve precious memories—for snapshots to put in an album or oversized prints suitable for a gallery!

Learn how to:

- Tell beautiful, visual stories by capturing great digital photos
- Use natural light and flash the right way
- Use your camera's menus and functions to optimize what your camera can do
- Tap the value of a digital camera's features such as exposure compensation, scene modes, and when to shoot RAW

Part 1: Light, Camera, Action

Friday the 10th, 8:30am – Noon

Light is the primary subject of all of our photographs. In this illuminating, four-hour session we'll discuss the properties of light (and how it relates to space, depth, and focus) and how to use an understanding of light plus the various camera controls and features to produce technically-proficient photographs from the subtle to the dynamic.

- Understanding the properties of light
- Effective use of traditional camera controls
- Metering and exposure
- F stop/depth of field
- Shutter speed/motion control
- ISO
- Understanding digital camera menus
- Resolution
- File formats—RAW and JPEG demystified
- White balance
- Tone control
- Sharpening
- Putting it all together when shooting pictures

Part 2: Making Better Photographs

Friday the 10th, 1:30pm – 5pm

How do you put a little bit of soul into your pictures? Having control of your equipment is necessary, but only the first step. In Part 2 of this Workshop we will discuss how to move beyond technically well-executed documentation photography to exciting images that allow us to share, in an artful and memorable way, the experience of the moment we chose to record.

- Human vs. camera vision
- Perspective and point of view
- Camera position and lens choice
- Understanding the frame
- Organizing the visual elements
- Keep it simple and the use of negative space
- Design tools for “drawing” the photograph
- Clues to three-dimensionality
- Exploring the subject
- Photographing people
- Travel photography techniques
- Close-up photography techniques



MacMania Ingenious Bar: The Near Genius IS IN!

(Every evening, 5pm to 6pm)

Apple stores may own the rights to the name "Genius Bar," but at sea our own near geniuses will be ready to help you get up and running on Macintosh at the MacMania Ingenious Bar. Leo Laporte, Cap'n Neil, and many of our onboard luminaries will gather to offer informal one-on-one assistance from 5pm to 6pm every evening in the Crow's Nest. If the MacMania seminars are leaving you feeling like a sub-genius, visit the Ingenious Bar for an instant upgrade. These sessions are also designed for spouses and family members who aren't yet Mac geeks but are ready to learn more in a friendly, nonjudgmental environment—so everyone is welcome.

The MacMania Ingenious Bar: no problem too small, no brains too big.



MacMania: New Users

The Ground Floor Guide to the Macintosh

Sunday the 5th, 8:30am – Noon

Speaker: **Andy Ihnatko**

"Honestly, I don't know the first thing about Macs."

Oh, really? Sure, it's easy to brag about how little you know about these things, but so few people are willing to put their money with their mouth is. Attend this session and silence all the nay-sayers. How basic is this session? Turning the Mac on and off is lesson two. Sure, by the end, you'll no longer be a novice... but you'll be able to thrill and amaze people with your tales of compressing a whole month's worth of trial-and-error learning into one single class.

The Dilettante's Guide To Tiger

Sunday the 5th, 1:30pm – 5pm

Speaker: **Andy Ihnatko**

There are American History books that spend 500 pages covering the whole thing from start to finish, and then there are the ones that cover just one thing in obsessive detail. The latter leaves you with ready answer to the question "So: the quill that Jefferson wrote the Declaration of Independence: what species of bird did it come from?" But the former approach leaves you with a broad understanding of absolutely everything, and the relationship between all of the various bits.

So the goal of this session is to make sure you know just exactly what Mac OS X is capable of, from user-level features that you'll use every day to aspects of Unix system administration that will make you glad that you're free to never ever ever touch that sort of stuff if you don't want to, not even with a ten-foot-pole strapped to a twelve-foot-pole.

Mac OS X Troubleshooting

Thursday the 9th, 8:30am – Noon

Speaker: **Christopher Breen**

The Mac and its accompanying operating system are impressive accomplishments but even Macs sometimes get the blues. Join Chris Breen as he shows you how to keep your Mac and OS X on the straight and narrow and, should it stray from that path, how to get it back on its feet with the least amount of fuss. Along with preventive and troubleshooting strategies, Chris will offer tips for dealing with such common annoyances as spam, Mac/Windows interaction, and printing problems.

Life is Good... iLife Makes it Better!

Thursday the 9th, 1:30pm – 5pm

Speaker: **Janet Hill**

If you are new to iLife, come see what happens when you take five best of breed multimedia applications—iTunes for managing music, iPhoto for digital photography, iMovie HD for editing digital video, GarageBand for creating your own music, and iDVD for creating your own DVDs—and integrate them so they work seamlessly. Suddenly it all connects!

Let your imagination soar: the iLife '05 software applications let you do fun, creative things with your pictures, music, and movies in ways that PC users can only dream about—then you share your joy with family and friends every which way from email and the internet to print and DVD. An you can do all these things and more, quite nicely, without thumbing through a manual.

A Day of iLife '05 Exploration

Friday the 10th, 8:30am – 5pm

Speaker: **Janet Hill**

Learn why this suite of tightly-integrated applications continues to lead the digital-media revolution.

You have been using iLife for a while but what can you really do with this program? With iLife '05 you can easily create stunning softcover books; import, organize, and edit RAW photos; and stun them with fully-customizable slideshows using iPhoto 5. Edit high-definition 16:9 video from the newest camcorders and create movies automatically with iMovie HD's new Magic iMovie feature. Drag and drop video clips, pictures, and music into the new animated drop zones found in iDVD 5 templates. Or create multi-track recordings in GarageBand 2. Of course, iTunes seamlessly integrates with iPhoto, iMovie HD, iDVD and GarageBand and syncs with every member of the iPod family. Come spend a day exploring the many intermediate features of iLife '05.

MacMania: Power Users

Power-User Productivity in OS X Tiger

Sunday the 5th, 8:30am – Noon

Speaker: **Bob “Dr. Mac” LeVitus**

What is a Power User? According to Dr. Mac’s Really Abridged Dictionary: Power User (pou’er yoo’zer) n. 1. Someone who uses a Macintosh better, faster, or more elegantly than you do. 2. Someone who can answer Macintosh-related questions you can’t.

Don’t miss this unique opportunity to spend some quality time with “one of the world’s leading (self-proclaimed) authorities on Mac OS X,” and the author of *Mac OS X 10.4 Tiger For Dummies*. The session will feature a myriad of tips, hints, tutorials, shortcuts, product demos, timesaving software recommendations, where to find what you need on the Web, and much more.

Automator

Sunday the 5th, 1:30pm – 5pm

Speaker: **Sal Soghoian**

Mac OS X version 10.4 Tiger introduces Automator, a new application that automates anything on your computer quickly and easily. Using the power of Mac OS X, Automator controls your applications and files, automating—in an instant—what you need done with them. Automator will change the way you use your Macintosh. There’s no scripting or coding, it’s drag-and-drop easy. It’s truly “Automation for the rest of us!”

Automator Product Manager, Sal Soghoian, gives you a personalized tour of this innovative application and you’ll learn when and how to use Automator to make automating complex or repetitive tasks a breeze!

The MacMania Trio

Classic Jazz and Rock’n Roll
Performed by MacMania Speakers
**Andy Ihnatko, Chris Breen,
and Bob LeVitus**

AppleScript Fundamentals

Thursday the 9th, 8:30am – Noon

Speaker: **Sal Soghoian**

Now that you can “automate” your tasks, are you ready to look under the hood? In this session, you will gain a thorough understanding of the fundamentals used to create real-world AppleScript scripts. Step-by-step, practical approaches and techniques are reviewed in detail with plenty of snippets to aid you in developing a solid foundation in script writing. Sal provides insight and examples gleaned from over a decade of scripting the Mac OS and its core applications. Special attention is paid to new AppleScript tools and abilities found in Mac OS X Tiger.

Living the iLife

Thursday the 9th, 1:30pm – 3pm

Speaker: **Christopher Breen**

There’s a lot of power hidden under the placid exterior of Apple’s digital media suite, iLife 05. Chris Breen goes beyond the basics and reveals his favorite iMovie, iDVD, iPhoto, GarageBand, and iTunes tricks. Among them, you’ll learn how to use iMovie to add multiple playlists to your iPod shuffle, create an inescapable kiosk presentation with iDVD, manipulate iPhoto’s expert sharing settings to make smaller (and better looking) slideshows, make GarageBand play the blues, and alter audio files in iTunes so they take up less space on your iPod.

Advanced iMovie:

Beyond the Birthday Party

Thursday the 9th, 3:30pm – 5pm

Speaker: **Christopher Breen**

We understand that with a minimum of effort you can import video from your digital camcorder into iMovie and string together enough scenes to make a darned fine home movie, but is iMovie nothing more than the means for making less-boring videos of your kid’s 10th birthday bash? Hardly. In *Advanced iMovie: Beyond the Birthday Party*, Chris Breen will show you how to bend iMovie to your will to make dynamic video vignettes that include blue screen effects, picture-in-picture tricks, and sound effects that add realism (and a heapin’ helpin’ of humor) to your work.

Final Cut Express and Final Cut Pro: A Step Up

Friday the 10th, 8:30am – Noon

Speaker: **Mark Swain**

There is no doubt about it, iMovie is a quick digital editing solution with loads of features. However, if you have outgrown iMovie’s feature set, this is a great session that will take you inside the world of Final Cut. This guided tour starts off with getting you comfortable with the Final Cut interface and work flow. Learn the basics of non-linear editing, how to handle footage, and the ins and outs of video footage. Explore advanced editing tools such as ripple, roll, and slip edits. Also, figure out which version of Final Cut is right for you when we examine the differences between Express, and Professional versions. This session will take you from raw footage to finished video with little or no previous Final Cut experience.

GarageBand 101:

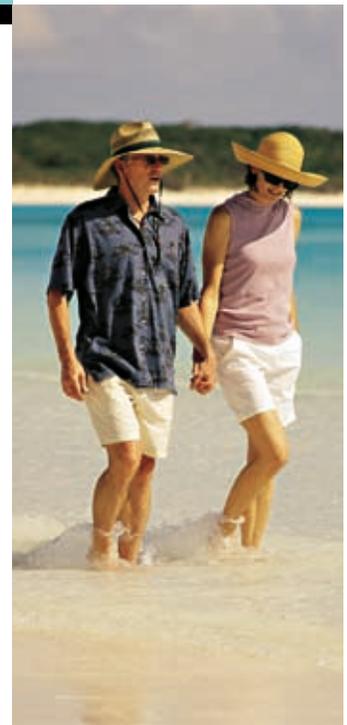
So You Want To Be a Rock ‘n Roll Star

Friday the 10th, 1:30pm – 5pm

Speaker: **Bob “Dr. Mac” LeVitus**

If you want to make music with GarageBand, this session is the perfect first step. The premise is to record, mix, and master a complete rock and roll song—using guitar, bass, drums, and vocals—in 3.5 hours or less.

Along the way you’ll discover cost-effective hardware products that make using GarageBand better; how Apple Loops can save you time and effort; how to record vocals and acoustic instruments that sound awesome; using GarageBand’s software instruments effectively; and lots of other cool stuff guaranteed to help you produce better sounding music with GarageBand.



Other Evening Entertainment

The Woz Hour

Join Apple co-founder Steve Wozniak while he reminisces, answers your questions, and explores our future.

Macworld/Apple Q&A

Got a question about Apple or the Mac? This is your chance to get the *real* skinny from the experts! Macworld Editorial Director Jason Snell and Apple’s Sal Soghoian and Janet Hill answer your questions with the benefit of their years of first-hand experience in the Mac world.

Andy Ihnatko—The Wild Side



Mac Gems Shootout with

Leo Laporte, Bob LeVitus, and the Woz

Hold on to your hat and don’t miss this a once-in-a-lifetime shootout featuring three of the most fanatical Mac maniacs in the universe—Leo, Bob, and Woz. Thrill as they demonstrate and praise their favorite and most-beloved shareware, freeware, and otherware. Then, once the smoke clears, grab a copy of any or all of these fabulous gems at the GeekCruises website. Don’t miss it!

PRICING AND BOOKING INFORMATION

Course Fees: \$795. Only passengers booked through Geek Cruises will be admitted.

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

Cabin Type	Cruise Rate
Standard Inside	\$ 729 (GS* available)
Better Inside	\$ 899 (GS* ♿ available)
Standard Outside	\$ 999 (GS* ♿ available)
Better Outside	\$1,099 (GS* ♿ available)
Outside w/ Balcony	\$1,299 (GS* ♿ available)
Mini Suites	\$1,399 (♿ available)
Superior Suite	\$1,799 (♿ available)
Full Suite	\$2,799 (♿ available)

Cruise prices are subject to change

3rd and/or 4th Person Rate:

ages 19 and older, \$549; ages 2 – 18, \$499; under 2 years old, \$449.

Single Occupancy:

150% for inside and outside cabins and 200% for Outside with Balcony and above.

Port Charges and Taxes:

\$199 per person.

Full payment is due on November 1, 2005

(or, if you book after November 1, at the time of booking).

Foreign Shipping Fees and Additional Payment Information:

There is a foreign shipping charge of \$60 (to cover the shipping of your cruise tickets, via FedEx) per foreign residence (\$35 per Canadian residence). There is a \$25 charge for returned checks.

Air Add-ons:

Airfare from most major cities is available through the cruise line. You can call our office for this pricing. (These rates include transfers to/from the dock/airport plus transfers to/from your hotel if we've booked the hotel as well.) In most cases, however, you will find better airfares on your own. Online travel sites such as Expedia.com, or Travelocity.com are excellent resources.

Pre- and Post-cruise Hotel Stays:

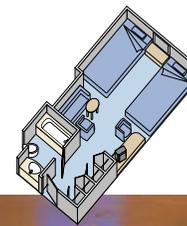
Sightsee San Diego! The hotel (Westin Horton Plaza San Diego) will be close to the dock. If we book your hotel, transfers from the hotel to the dock are included.

	1 night	2 nights	3 nights
Shared double	\$150	\$275	\$400
Single	\$275	\$525	\$775
3rd/4th person	\$50	\$80	\$110

♿ Physically challenged available

***Guaranteed Share (GS) Fares:** This plan is for passengers who are coming on a Geek Cruise by themselves and wish to share a cabin with another Geek Cruises passenger in an inside or outside cabin only. The prices are the same as the per person double occupancy rates. Share Passengers who smoke are not to do so in the cabin, unless okayed by fellow roommates. We try to match passengers with someone close in age, whenever possible. Note: Holland America will not accept any booking unless a fully completed Reservation Form is accompanied with a per-person deposit:

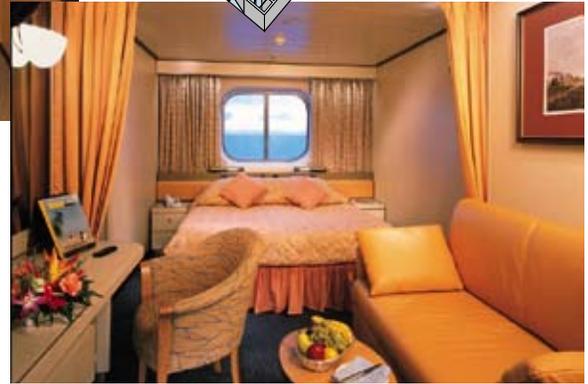
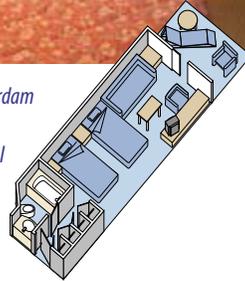
http://www.GeekCruises.com/booking/mm04_booking.htm



Standard outside double on the ms Oosterdam is approximately 177 square feet. Rooms will vary in size and furniture placement.



Mini-suites on the ms Oosterdam are big on luxury: private verandahs, whirlpool baths, VCRs, and mini bars.



DAY	PORT	ARRIVE	DEPART	CONFERENCE SESSIONS
Saturday, Feb 4	San Diego, Ca	—	5:00pm	7:15pm, Bon Voyage Cocktail Party
Sunday, Feb 5	At Sea	—	—	8:30am – 5:00pm & 6:00pm – 7:30pm
Monday, Feb 6	Cabo San Lucas, Mexico	7:00am	6:00pm	6:00pm – 7:30pm
Tuesday, Feb 7	Mazatlán, Mexico	8:00am	6:00pm	6:00pm – 7:30pm
Wednesday, Feb 8	Puerto Vallarta, Mexico	8:00am	10:00pm	—
Thursday, Feb 9	At Sea	—	—	8:30am – 5:00pm & 6:00pm – 7:30pm
Friday, Feb 10	At Sea	—	—	8:30am – 5:00pm & 6:00pm – 7:30pm
Saturday, Feb 11	San Diego, Ca	8:00am	—	



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