



ALISON SHAW WORKSHOPS

MARTHA'S VINEYARD

Fall 2012

Martha's Vineyard Workshop – Fall 2012

DATE

Fall I: Sunday, September 9 – Saturday, September 15, 2012

Fall II: Sunday, October 7 – Saturday, October 13, 2012.

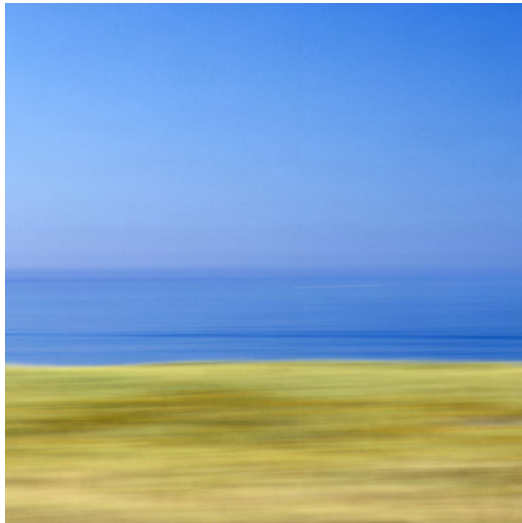
We offer two identical week-long workshops in the fall. Each workshop begins with a welcome meeting at 7pm Sunday evening, and ends at 12 noon the following Saturday.

LOCATION

The Mansion House, 9 Main Street, Vineyard Haven, two blocks from the Steamship Authority Terminal. We will meet in their main meeting room on the first floor.

WORKSHOP DESCRIPTION

The Vineyard workshop will push you beyond the “postcard” approach to color photography. It will challenge you to make photographs that have more in common with painting than with photojournalism, to see the island of Martha's Vineyard from the perspective of an artist with your own unique vision.



We'll explore color and light, and how they can magically transform the most mundane as well as the grandest subjects. Alison's passion for color – its creative possibilities, and how to maximize its effect – is what inspires her own photographs, which she will share extensively throughout the workshop. She'll also discuss exposure, digital tips, filters, color temperature, composition, and fine art.

We'll begin the week by sharing your personal photographic goals, and reviewing your past work. Each day, we'll divide our time between the classroom and the field. During classroom time Alison will critique new work, lecture, and give individual feedback. Most of our time in the field will be spent together as a group, so

that each participant can receive hands-on help with planning and making photographs on location. Subjects include pristine beaches, lighthouses, a fishing village, Victorian architecture, dramatic clay cliffs, up-island farms, and charming historic towns. Days will be long and intense, but also exhilarating and rewarding. You will make some wonderful new images, as you learn to see the world around you in a new, more intensely personal way.

WHO SHOULD ATTEND

This workshop is designed for serious photographers – amateur and professional – who want to explore the island of Martha's Vineyard, build their portfolios, and expand their knowledge of color photography. You should have a basic understanding of exposure and be familiar with your camera's operation in manual mode. Most participants will be at an intermediate level. A portfolio is not required for admission.

EQUIPMENT YOU'LL NEED

Students need to bring their digital camera, a tripod, and a laptop for downloading and working with images. You'll need image-editing software, such as Adobe Photoshop, Adobe Lightroom

(strongly recommended), or Apple Aperture. You'll also need a memory stick or CDs to transfer your images to the classroom computer, so they can be projected using our digital projector. We will not offer film processing. Alison is shooting exclusively with her digital Nikon D700 (with two Nikon 200s as backups), and she uses Adobe Lightroom to manage her workflow. About two weeks before the workshop, Alison will send you an email with more equipment info - if you have any questions before that time, feel free to email us: workshops@alisonshaw.com.

GETTING TO MARTHA'S VINEYARD

By Sea: Ferry service is available from Woods Hole, Falmouth, Hyannis, and New Bedford, MA, and Quonset Point, RI. You will need to check the websites listed below for complete information. Please be aware that some of these ferries run seasonally and will no longer be in service during the October workshop.



If you wish to bring your car on-island, you will have to travel via the Steamship Authority ferries out of Woods Hole. The ferry service will be extremely busy, so be sure and make your auto reservations well in advance of the workshop. Going over as a passenger on a Steamship Authority ferry does not require an advance reservation. If you plan to drive to Woods Hole, but do not wish to bring your car to the Vineyard, there are parking lots in Falmouth that charge \$12/calendar day (be sure to allow time for shuttle bus transport to the terminal). Watch for electronic signs along Route 28 for parking instructions (www.steamshipauthority.com).

Bus service is available directly to the Woods Hole Steamship Authority terminal via Peter Pan/Bonanza Bus – from Boston (downtown South Station, or from Logan Airport), Providence, and New York. This bus/ferry combination is a very easy way to get to the island (www.peterpanbus.com)

Passenger-only ferries also run from:

New Bedford:

New England Fast Ferry (www.mvexpressferry.com)

Falmouth:

Island Queen Ferry (www.islandqueen.com)

Falmouth-Edgartown Ferry (www.falmouthferry.com)

Hyannis:

Hy-Line High Speed Ferry (www.hylinecruises.com)

Quonset Point, RI:

Martha's Vineyard Fast Ferry (www.vineyardfastferry.com)

By Air: Cape Air flies into the Martha's Vineyard Airport daily from Boston, Hyannis and Providence (www.flycapeair.com).

GETTING AROUND THE ISLAND

To explore the island you can drive your own car, rent one on the island, or car pool with other students. Car rentals are available from Budget 508-693-1911, or Hertz 508-693-2402. Don't worry if you choose not to have a car – there are always plenty of workshop participants willing to share their cars, in exchange for pitching in with gas money. We can help coordinate this at our first meeting.

ACCOMMODATIONS

You are responsible for booking your own accommodations for the week on the Vineyard. The Mansion House, where we will be meeting, is a good choice. They fill up quickly (Martha's Vineyard is a major wedding destination during the fall) so be sure to book your hotel room early. We'd suggest doing it as soon as you sign up for the workshop, to be sure you're set with accommodations for the week. The Mansion House is located on Main Street, in Vineyard Haven (800-332-4112, www.mvmansionhouse.com). They have lovely rooms, a health club, spa, indoor pool, hot tub, sauna, elevator, wireless internet, and a nice restaurant. Mention the workshop when you book your room.

If you'd like a list of accommodations other than the Mansion House, or are interested in sharing a room with another student, send us an email, workshops@alisonshaw.com. We don't book rooms for students, but we'll be happy to give you more information.

MEALS

Students are responsible for their own meals. We'll eat breakfast together at a restaurant near our morning shooting destination. Hopefully students' individual preferences and schedules will allow the other meals of the day to be shared together as well. There is a good restaurant in the



Mansion House, and many others to choose from within a 5-minute walk of our meeting location. Alison will provide participants with a list of her local favorites. A group dinner will be held on Friday evening at no additional charge to students (you'll be offered your choice of several entrees). You are welcome to purchase tickets for a guest to attend (tickets will be available at cost, which is approximately \$60/person).

Registration

TO REGISTER

Enrollment is limited to 16 participants, and space is available on a first come-first serve basis. Workshops fill up quickly, so we encourage you to apply early. In order to register, please fill out the attached registration form and either fax to 508-693-5829, or send to Alison Shaw Photography Workshops, P.O. Box 1545, Oak Bluffs, MA 02557.

When we receive your registration, we'll send either an acceptance email indicating that you're enrolled in the workshop, or notification that you're on the waitlist.

FEE S

Tuition: \$1095 (Includes the Friday evening dinner. Other meals, transportation, and lodging are not included). A deposit of \$300 is required at the time of registration in order to hold a place in the workshop. You have the option of paying by check or money order (payable to Alison Shaw Photography), or credit card (MC/Visa/Amex/Discover). The balance of \$795 is due 60 days before the workshop begins, in order to reserve your space in class.

If the workshop is full, you may elect to stay on the waitlist. We won't deposit your check or charge your credit card until you're enrolled.

CANCELLATION, REFUND, TRIP INSURANCE

If for any reason you need to withdraw from the workshop, please notify us in writing (snail mail, fax, or email) within 30 days of the first workshop day. We will return your deposit less a \$50

cancellation fee. If you cancel less than 30 days before the start of a workshop, your \$300 deposit is non-refundable, unless we are able to fill your space, in which case we will refund your deposit less the \$50 cancellation fee.

We recommend that you purchase refundable airline tickets, and consider purchasing trip cancellation insurance. We will not be responsible for refunds due to illness, personal emergency, unattended workshops (no shows), or events not under our control.

In the event that a workshop is cancelled, for any reason, our liability is limited to the return of all fees paid to us. We will not be responsible for any loss on airline tickets, or any other losses related to cancellation.

WAIVER OF LIABILITY

Alison Shaw Photography Workshops shall have no responsibility or liability for personal injury to any participant, or damage to any participant's property, or for personal injuries or damage to the property of any other person resulting from the participant's involvement in our workshop. We shall have no responsibility for the acts, errors, or omissions of instructors or staff, transportation companies, lodging facilities, restaurants, tour guides and outfitters, or other providers of services to participants in the course of the workshops. We have the right to cancel any workshop and to alter the time, context, or format of any workshop in the event circumstances require it. In the event a workshop is cancelled, for any reason, the extent of our liability is limited to the return of all fees paid to us. We will not be responsible for reimbursement of airline tickets, lodging costs, or other costs due to cancellation of a workshop.

Workshop Schedule (this will give you a general idea of what our days will be like)

SUNDAY

7pm	Welcome gathering in the Mansion House Meeting Room
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MONDAY

Morning	Portfolio reviews
Lunch	
Early afternoon	Review camera and exposure basics
Late afternoon-sunset	Photograph Menemsha
Dinner	on your own or with fellow students

TUESDAY

Sunrise	Edgartown Light
Breakfast	Edgartown Inn, Edgartown
Morning	Critique and lecture
Lunch	
Early afternoon	Critique and lecture
Late afternoon-sunset	Visit village of West Tisbury Photograph Lucy Vincent Beach
Dinner	on your own or with fellow students

WEDNESDAY

Sunrise	Vineyard Haven Harbor and Gannon & Benjamin Boat Yard
Breakfast	Black Dog Tavern, Vineyard Haven
Morning	Critique and lecture
Lunch	
Early afternoon	Critique and lecture
Late afternoon-sunset	Photograph Katama Farm
Dinner	with fellow students at Offshore Ale, in Oak Bluffs

THURSDAY

Sunrise	Oak Bluffs Waterfront
Breakfast	Linda Jean's Restaurant, Oak Bluffs
Morning	Critique and lecture
Lunch	
Early afternoon	Critique and lecture
Mid afternoon	Visit Alison Shaw Gallery and studio, in Oak Bluffs
Late afternoon-sunset	Photograph Victorian gingerbread cottages, Camp Grounds, Oak Bluffs
Dinner	on your own or with fellow students

FRIDAY

Sunrise	Vineyard Haven Steamship Wharf
Breakfast	Artcliff Diner, Vineyard Haven
Morning	Critique and lecture
Lunch	
Early afternoon	Critique and lecture
Dinner	Social hour, followed by class dinner
Evening	Slide show of the week's work



SATURDAY

8:30am	Farmers' Market (September workshop only)
Morning	Final critique Fill out course evaluation forms, Pass out class list and photo Farewells
12 noon	Workshop ends

QUESTIONS?

If you have any further questions regarding the above details, please do not hesitate to give Alison's studio manager, Claire, a call at 508-693-4429. Or you can reach her via e-mail at workshops@alisonshaw.com.

Optional Adobe Lightroom one-day workshop

DATE

Fall I: Sunday, September 9, 9am to 5pm

Fall II: Sunday, October 7, 9am to 5pm

DESCRIPTION

We are adding one-day intensive Adobe Lightroom classes to be taught by Adobe-certified instructor George Garbeck. Each one-day class precedes each of the fall workshops, and is a separate class, with its own fee. The intent is to get you comfortable with digital workflow prior to the workshop, but there are also a few spots open to the general public. If you are already familiar with Lightroom, or use a similar software like Apple Aperture for your workflow, there's no need to take this one-day workshop. But if this type of software is unfamiliar to you, we definitely recommend that you take this opportunity to learn it. During the week-long workshop that follows, you'll be expected to be able to manage your own digital workflow.



Overall concept: The thrust of the workshop will be on creating a real-world workflow that enables students to efficiently select their best images from a photo shoot and present them for evaluation. Students should use their own photos to work through

each step of the workflow. This is not a theoretical or comprehensive overview of all features of the software application, just those aspects pertinent to the ensuing workshop.

Topics:

- Organizing photos: Creating photo files and folders on your computer's hard drive
- Backing up photos
- Essentials: Understanding the catalog, non-destructive editing, shooting RAW advantage
- Import procedure: Transferring photos from camera to computer. Adding global metadata, basic keywords, and batch renaming of files (if desired) will be covered.
- Setting Lightroom preferences: Optimizing and customizing LR and its features.
- Overview of the workspace: The different panels, preview area, viewing options, common shortcut keys; understanding the 3 selection modes and accessing information about each image.
- Editing a Shoot: Going through newly imported photos efficiently in order to rate them and remove rejects. Different rating options; keywording techniques.
- Enhancing photos: Cropping, white balance and tonal correction, sharpening.
- Exporting photos: Creating copies of photos on a flash drive that are optimized for viewing during a critique. Understanding and creating export presets.
- Catalog management: Transferring of photos and catalogs from laptop to home desktop.

Equipment required: Laptop with Lightroom installed, a flash drive, and a portable external hard drive (optional) in order to take part in a hands-on learning environment.

FEE

\$125, payable when you register for the class (registration form on next page).

