Supply List & Syllabus

Objectives:
In the past decade as digital cameras have become reliable and prevalent tools most digital imaging based applications haven't really kept pace. Nor have most photographers realized how powerful and easy to use under-the-hood technologies such as RAW capture can assist in their everyday use of to achieve their visual goals.

Accordingly, even such well-known applications as Adobe Photoshop are poorly equipped to manage the demands of the current workflow of digital photography. So, members of the original Adobe Photoshop team, created Photoshop Lightroom, a new, sleek tool designed specifically for photographers using digital cameras. Will compare Photoshop Lightroom 3 to Photoshop and Bridge CS5, explore Digital Asset Management, and help to define your own personal or organizational workflow. In this two-day seminar, we will compare Photoshop Lightroom 3 to Photoshop CS5, explore Digital Asset Management, and work with the five different modules that make up the Lightroom 3 workflow.

It is vital to understand that making images is in many ways easier then ever, however dealing with the actual files, naming, storage, and making sure that the final use makes your life easier not harder is where the potential for this new paradigm lies.

Some Good Textbooks: These are not required but are great books to consider purchasing in the future as reference:

For Adobe Photoshop Lightroom 3 and workflow texts consider:


*Adobe Photoshop Lightroom 3 Classroom in a Book*, from Adobe Press  

*The DAM Book: Digital Asset Management For Photographers* by Peter Krogh  


Optional, but these are great books to consider purchasing in the future!

Note: You can purchase Adobe Photoshop Lightroom 3 at the UArts student store at a very attractive educational price.

What To bring!

Camera:  
Your own digital camera, please make sure it is charged up. Bring a memory card that is empty of images, and ready to use. If you have an card reader that you use to read your media, please bring as well. Bring a USB cable that will connect to your camera.

Digital Media:  
USB 2 Flash Drive, and Portable Hard Drive if possible. If you don't have one, I can try to bring one for you to borrow for the class. Our new systems are USB 2.0 compliant and have FireWire. It's best to bring an external Hard Drive, since we are creating our database of our images, and it's best if it lives on your own Hard Drive.
Your Images:
CD, Hard Drive with USB or Firewire, (USB Memory Sticks don’t really work due to their slow speed) with digital photos on them. Please bring between 50-100 or more images, preferably from several different shoots. The files should include RAW files, JPEGs, and TIFFs if you have some. When shopping for external HDs, the best solution is a HD with all four ports: eSATA, FireWire 400 & 800, USB 3.0. For portable drives, nothing under 160gbs, new ones are 500GB & up, with 500GB being the sweet spot price wise, but 1TB portable drives are becoming commonplace. For desktop drives, 1 - 2 TB is a good starting point. Look carefully at warranties, several companies, like Seagate, now offer 5 year warranties. Iomega has some deals on their factory website. Western Digital has several options, including their two-drive RAID options, which are great for maintaining a constant backup of your work.

Optional Optionals: Things you don’t have to buy, but may want to consider in the future... thoughts in general...

Camera Tripod - If you don’t have one, think about getting one! Gitzo (Possibly the best: but overpriced) & Bogen make great tripods.

Lens Shade - A rubber one is handy. Make sure to get one matched to the focal length of your lens.

Filters - I don't believe in too many filters. I almost never use any filters other than a Skylight or UV on a digital camera, and then only for protection. Filters should be coated on both sides. B&W, Heliopan, Hoya, and Tiffen make quality filters. There is a new slew of “Digital Filters” which promise to do more, but their most important feature is being multi-coated on both sides, and with very thin mounting rings so they don't cause vignetting with wide-angle lenses.

Meter - A good handheld meter is a wonderful tool. Talk to me regarding types and brands to look for.

Cable Release- A good cable release is necessary for time exposures. You should expect to pay far too much for a switch and short length of wire. You may be able to use the self-timer instead. Optional wireless remote controls are very cool!

PEC-12 Film Cleaner–from Photographic Solutions 1-800-637-3212. www.photosol.com (They also make swabs for cleaning image sensors in digital cameras) And.. PEC-12 is great for cleaning film before scanning.

A few good books on photography:

Edward Weston; The Daybooks of Edward Weston, Volume 1 & 2.
Ansel Adams; Examples, The Making of 40 Photographs.
Robert Frank; The Americans.
A.D. Coleman; Light Readings.
John Szarkowski; Looking at Photographs.
Roland Barthes; Camera Lucida.
Robert Adams; In Defense of Beauty and other Traditional Values.
Gordon Baldwin; Looking at Photographs, A Guide to Technical Terms.
Stephen Johnson; Stephen Johnson on Digital Photography
Class Topics:

Day 1:

Why Lightroom?
Photoshop CS5 and Bridge
The RAW file format
DNG Format?
Photoshop Lightroom 3
Digital Asset Management: Overall concept and applications compared.
Color Management (a bit...) 
What is a workflow?
What is metadata?
What is Lightroom?
The Modules Explained and explored
The Central Core
Starting up – Hands on Lightroom, understanding and Setting Preferences, etc..

Day 2:

Hands on with Lightroom
Importing files, creating a library, considerations about libraries.
Applying Metadata
Working with Keywords
Develop Module in-depth: Tone controls, Sharpening, Grayscale, Masking, etc...
Printing, galleries, and output
Exporting and working with Photoshop
Shooting some fresh images, weather permitting
Importing images, using Automated Import functions
Q&A

What I need to know from you in order to best plan the class.

Please e-mail me the following answers:

Your level of understanding in Digital Photography?
Would you describe yourself as beginner, intermediate, or advanced?
Have you used Photoshop or Lightroom? If so, what versions?
Are you used to working on Mac or a Windows machine?
What do you hope to gain from this class?
Lastly, this syllabus is not only subject to change, in fact I would expect it to change!

Notes from our friends in the Continuing Education Department!

The University of the Arts Continuing Education Program reserves the right to cancel or reschedule any course or to change the instructor. In the case of these circumstances, the university is not responsible for supplies that may be purchased in advance.

To have ACT 48 Activity Hours for this course reported to the Pennsylvania Department of Education (PDE) you must complete and return the Request for Activity Hours Submission Form to the UArts Continuing Studies Office and meet all requirements outlined by the PDE.
A Few Digital Resources!

The Internet and World Wide Web: For those of you who are Internet and World Wide Web savvy, many sites dedicated to photography exist throughout the net. Here are a few sites to consider: Do a search to find the rest!

dpBestflow.org – Partnering with the Library of Congress, which awarded a grant to A.S.M.P. (American Society of Media Photographers) to create a coherent body of research, freely available, that provides up-to-date information and strategies on the Best Practices for Digital Photography. A truly massive and wonderful undertaking!
http://www.dpbestflow.org/

Society for Photographic Education - or SPE as we know it. SPE is the largest organization of Photo Educators in the country, and they hold one Annual Conference each spring in a different city, and then there are local regional chapters which host a conference once a year in the fall. They have a very active student membership, and offer scholarships and opportunities to students. The main site is: http://www.spenational.org

A.D. Coleman's Photography Criticism Cyber Archive - Coleman is a photography critic and writer, often considered the dean of photography critics, has a site that is part of the BYO Cafe, a site dedicated to cultural issues. Coleman was the original photography critic for the New York Times, and as such brings the long view to the medium. Check it out!

The Photo Review – Celebrating its 25th Anniversary is a wonderful review of current trends in photography. Philadelphia based literary and critical journal on photography, with listings of exhibitions, grants, contests, and other news including interviews with photographers and other news.
http://www.photoreview.org

ZoneZero – Pedro Meyer's wonderful site features bi-lingual content (English and Spanish), a gallery of contemporary work, reviews, and much, much more. I think it is one of the best photography sites on the web.
http://www.zonezero.com

InLiquid.com, a Philadelphia based nonprofit organization, shows an extensive online collection of work by local, national, and international artists to the public, while serving as a comprehensive hub for visual arts information and resources. InLiquid also nurtures our creative community through a continuing series of non-virtual art exhibitions and events.
http://www.inliquid.com

Wilhelm Imaging Research, Inc. conducts research on the stability and preservation of traditional and digital color photographs and motion pictures. The company publishes brand name-specific permanence data for desktop and large-format inkjet printers and other digital printing devices.
http://www.wilhelm-research.com

Freestyle Sales – a site designed to sell equipment and suppliers, but with a great database of almost every film/developer/time combination imaginable. Also, if you need B&W or digital supplies they are a good source.
http://www.freestylephoto.biz

The National Association of Photoshop Professionals (NAPP) is a trade association and resource for Adobe® Photoshop® education, training, and news. Led by Photoshop experts, authors, consultants, trainers, and educators whose focus it is to ensure that NAPP members stay on the cutting edge of Adobe Photoshop techniques.
http://www.photoshopuser.com

Digital Truth.com is a good online source of information and products. One staff member says that “their massive development chart has served me very well through the many labs and schools I have worked with and for, as well as other nerdy scientific stuff.”
http://www.digitaltruth.com

Mac Edition Radio.com – This is the site I created that contains educational (hopefully!) reviews and interviews that center on digital imaging and related technologies.
http://www.maceditionradio.com

There are so many other sites that it is impossible to list them, or even a few, so just browse around the web!

Notes:

Harris Fogel-Photoshop Lightroom 3 CE Syllabus- Page 4
Some Local Photographic and Art Suppliers – Fall 2011
An incomplete list compiled by Harris. This list is always being updated!

There are thousands of camera stores, repair facilities, and suppliers, and this is a very short list of a few of those resources, feel free to discover your own. If you find a great source, please let us know about them. Often, there is a difference in price and service at the different vendors. So, don't be shy, shop around and compare. However, while many of the local stores might have slightly higher prices, they also offer local service, will often loan equipment, and have helped support the University of the Arts Photography Program. When buying film or cameras inquire as to whether it is "Gray Market" or U.S., and try to buy film and that is fresh and has been stored in a refrigerator. Many stores will give you a student discount with proof of your enrollment. Happy hunting! Let me know if I missed someone!

Photography Supplies and Camera Equipment:

Calumet Photographic
1400 S. Columbus Boulevard
Philadelphia, PA  19147
215-399-2155 / 800-225-8638 Catalog  (Professional national stock house)
http://www.calumetphoto.com

WebbCam, LLC
241 North 12th Street
Philadelphia, PA  19107 (Professional local stock house)

PHOTO Lounge /CBOP Professional
1909 Chestnut Street
Philadelphia, PA 19103 (Equipment and Processing -10% Student Discount available)

Ritz Camera
Walnut Street
1330 Walnut Street
Philadelphia, PA 19107-5311

Ritz Camera Shop
1533 Chestnut Street
Philadelphia, PA 19102 (10% off B&W film and darkroom supplies)

Allen’s Camera Shop, Inc.
4401 New Falls Road
Levittown, PA 19056
215-547-2841 / http://www.allenscamera.com

The Camera Shop
572 Lancaster Avenue / P.O. Box 230
Bryn Mawr, PA 19010-0230
610-527-0300 / http://www.thecamerashoponline.com

Larmon Photo  (also in Wayne & Doyleston, has student discount)
980 Old York Road
Abington, PA 19001
215-887-1248 / http://www.larmonphoto.com

Rittenhouse Camera
117 South 17th Street, Suite 312
Philadelphia, PA 19103
Digital Imaging and Computers: Local Vendors

Shades of Paper
600 Deer Road, Unit 4
Cherry Hill, NJ 08034  856-795-7780
http://www.shadesofpaper.com  (Supplier of InkJet paper, inks, and accessories)

MacSensei
5055 State Road
Drexel Hill, PA.
http://www.macsensei.com  610-734-2222  (Authorized Apple Dealer)

Springboard Media
2212 Walnut Street
Philadelphia, PA  215-988-7777  (Authorized Apple Dealer)
http://www.springboardmedia.com/apple

U Penn Computer Connection
3610 Sansom Street
(UArts ID card allows you to shop there. You can purchase Apple computers or PCs with educational bundle discounts)
http://www.business-services.upenn.edu/computerstore/

Apple Store, Walnut Street
1607 Walnut Street

Apple Store, Suburban Square
61 St. James Place
Ardmore, PA  610-726-9400  http://www.apple.com/retail/suburbansquare/

Apple Store, King of Prussia
160 N. Gulph Road

Camera Repair:
Roth Camera Repair (Sandy & Ken Smith)
745 W. Third Avenue
Runnemede, NJ 08078 / 856-931-2688

Essex Camera Services, Inc.
100 Amor Avenue Carlstadt, New Jersey 07072  / (201)-933-7272 / Fax: (201)-933-7647
http://www.essexcamera.com

There are several reliable camera repair facilities in the Eastern United States, ranging from the camera companies’ factory service centers, to small shops that specialize in Nikons, Leicas, Canons, etc. Contact me for advice regarding your particular camera. This is of course an incomplete list. There are thousands of reliable vendors out there, this is just a short guide. Most of the major camera manufacturers have offices and service centers, and many offer a flat rate repair charge for service, which can often be a bargain.

Commercial Photo Labs:
Philadelphia Photographics, Inc.
1021-B Arch Street (upstairs!)
Philadelphia, PA 19107  215-625-9678
http://www.philadelphiaphotographics.com

Color Reflections
400 Greene Street
Philadelphia, PA 19123  215-627-4686
http://www.color-reflections.com/philadelphia.html
Mail Order Suppliers:
With the huge interest in mail order, I would be remiss if I did not mention the large discount houses in New York. You can save significant amounts of money on large orders, however, you must be extra careful that you are receiving U.S. distributed goods, and that it is not Gray Market. If you have a problem, you have to ship it back to New York. You can save money and sales tax, but expect to be overcharged for shipping. Get everything in writing, especially in regards to warranty questions. Some people love these places, other swear that they will never darken their doorsteps ever again. My best advice is to purchase all items with a credit card, that way you have legal leverage to dispute a sale if you need to. The three vendors that I have found to be the most reliable are:

Freestyle Photo Supply
5124 Sunset Blvd.
Hollywood, CA 90027 800-292-6137 (Freestyle has a great selection of darkroom supplies and has student discounts)
http://www.freestylephoto.biz

B&H Photo-Video
349 West 34th Street / 420 9th Avenue
New York, NY 10001
1-800-606-6969 212-444-6612 Questions / http://www.bhphotovideo.com

Adorama
42 West 18th Street
New York, NY 10011 1-800-223-2500 Orders
http://www.adorama.com

47th St. Photo
38 E. 19th St.
New York, NY 10003 800-304-25100-Questions / 800-998-2066-Orders
http://www.47stphoto.com

Unique Photo, Inc.
11 Vreeland Rd
Florham Park, NJ 07932-1511 973-377-5555-Questions / 800-631-0300-Orders
http://www.uniquephoto.com

KEH Camera Brokers
2310 Marietta Blvd. N.W.
Atlanta, GA 30318 404-892-6905
http://www.keh.com - Used cameras- call for a catalog

Maine Photographic Resource
2 Central St.
Rockport, ME 04856 207-236-4788 - 877-577-7700 - 207-236-8581
http://www.theworkshops.com

Shutterbug Magazine
Patch Publishing Company Inc.
Box F
Titusville, FL 32781 305-269-3211
http://www.shutterbug.net
Shutterbug is stock full of ads for used cameras, enlargers, meters, and lenses, anything photographic. They also run some pretty nifty articles on cameras, and equipment tests in each issue.
Porters Camera Store  
Box 628  
Department PP  
Cedar Falls, IA  50613  800-553-2001  
http://www.porters.com
Porters has been in business since 1917 and they sell everything photographic.

**Specialty Vendors:**

Edmund Scientific  
60 Pearce Ave.  
tonawanda, NY  14150  
800-728-6999  
http://scientificsonline.com

Photographer’s Formulary  
P.O. Box 950, 7079 Hwy 83N  
Condon, MT  59826-0950  
406-754-2891 /1-800-922-5255 - Alternative Photographic Chemical Suppliers  
http://www.formulary.com

Bostick and Sullivan  
P.O. Box 16639  
Santa Fe, NM  87592  
505-474-0890 /505-474-2857 Fax - Alternative Photographic Chemical Suppliers  
http://www.bostick-sullivan.com

Eastern Chemical (for Amidol Paper Developer- (D45) 2,4-Diaminophenol Dihydrochloride)  
P.O. Box 2500  
Smithtown, NY  11787  
http://www.easternchemical.com

**Art Supply Vendors: Mail Order**

Archival Methods  
235 Middle Road  
Henrietta, NY  14467  
1-866-877-7050 – Mail order supplier of archival supplies, boxes, and paper. Download their free catalog. SPE discount.  
http://www.archivalmethods.com

Light Impressions Corporation  
205 South Puente Street  
Brea, CA  92821  
1-800-828-6216 – Mail order supplier of everything archival. Call for a free catalog.  
http://www.lightimpressionsdirect.com

Daniel Smith, Inc.  
PO Box 84268  
Seattle, WA  98124  800-426-6740  
http://www.danielsmith.com

Dick Blick Art Materials  
P.O. Box 1267  
Galesburg, IL  61402-1267  800-828-4548  
http://www.dickblick.com

Utrecht Art Supplies  
6 Corporate Drive  
Cranbury, New Jersey  08512  800-223-913  
http://www.utrechtart.com