

# LUMEN PHOTO WORKSHOP

## JUNE 2013



## THE CAMERA AS A CREATIVE TOOL

## KEY PRINCIPLES AND CORE CONCEPTS FOR DIGITAL PHOTOGRAPHY

DATE: Saturday and Sunday, June 8<sup>th</sup> and 9<sup>th</sup>, 2013

TIME: 8:30 AM until 5:00 PM

LOCATION: San Francisco – Address TBD

PRODUCED BY: Jeffrey Davis, The Lumen Production Company (LPC)

## WORKSHOP OVERVIEW

The Lumen Photo Workshop taught by Jeff Davis offers a two-day program designed to enhance creativity, expand photographic skills, improve technical insight and understanding, and further enable photographic vision. Presentations are combined with hand-on exercises and image reviews.

Neither in-depth understanding of photographic concepts nor professional experience is required.

This program is designed to support an amateur photographer who wishes to learn, improve, and explore his/her photography further.



## THE DETAILS

- COST:** \$450 per guest  
\$410 per guest if registration includes two or more people
- CLASS SIZE:** Maximum of twelve guests  
Minimum of six guests required for workshop to operate
- RESERVATIONS:** Registration secured when funds received by Jeff Davis (LPC).  
To register, please make your check payable to: "Lumen Production Company" and send your check to:
- Jeffrey Davis, 75 Casa Way, Unit # 5, San Francisco, CA 94123
- Credit cards: It is possible to pay using PayPal. My account is [jeff@lumenproduction.com](mailto:jeff@lumenproduction.com)

**CONTACT INFO:** For more information, please call or write Jeffrey Davis at:  
Email: [Jeffrey.davis@yahoo.com](mailto:Jeffrey.davis@yahoo.com)  
Cell Phone: 415-694-2526  
Jeff's web site can be found at: [www.lumenproduction.com](http://www.lumenproduction.com)



## WORKSHOP LEADERSHIP

**Jeffrey Davis** will lead this workshop. Jeff's career spans leadership roles in media, technology, non-profit services, and the arts. Today, through the **Lumen Production Company**, he works as a TV Producer, Documentary Filmmaker, Photographer, Fund Raising Partner (for non-profit organizations), and Advocate. His photography appears in leading magazines, newspapers, web sites, galleries, museums, and other high profile venues. Jeff's recent photographic exhibits were presented at Mumm Napa Aperture Gallery, San Francisco International Airport, Stanford University, The University of Washington, San Francisco City Hall, Banff Center for the Arts, the Vancouver Public Library, and the Telluride Mountain Film Festival. Jeff also served as co-Executive Producer for a nationally broadcast, award winning, twenty-six-part PBS Series, "Travels To The Edge" (now broadcast in seventy countries) and as Director and Producer for a short, nationally broadcast, documentary film, "Saving Futures. Saving Lives." Jeff's completed academic degrees at Stanford and Harvard University. For more information about Jeff's recent work, please visit:

<http://www.jeffreydavisphotography.com/>



## WORKSHOP TOPICS DISCUSSED

CYCLE TOWARD IMPROVEMENT

VISUALIZATION

COMPOSITION

LIGHT – CHARACTER, DIRECTION, AND INTENSITY

SUBJECT AND STORY

ESTABLISHING A FOCUS POINT

ESTABLISHING EXPOSURE

MANAGING WHITE BALANCE

TAKING CONTROL OF SHUTTER SPEED, APERTURE, AND I S O

MANAGING DEPTH OF FIELD

WORKING WITH MOTION

EXPANDING CREATIVITY AND TAKING CONTROL OF YOUR PHOTOGRAPHY

FILE FORMATS

CREATING DIGITAL PANORAMIC IMAGES

WORKING WITH HISTOGRAMS

CREATING IMAGES WITH HIGH DYNAMIC RANGE (HDR)

THE POWER OF NEUTRAL DENSITY FILTERS

LIGHT MANIPULATION – DIFFUSERS, REFLECTORS, AND FLASH OPTIONS

TRAVEL TIPS

CREATIVE INSPIRATION

HIGH-LEVEL COLOR MANAGEMENT CONCEPTS (MONITOR CALIBRATION, ETC.)

ONLINE TEACHING AND REFERENCE RESOURCES

This will be the fifth time this unique workshop has been offered in the San Francisco area. The first four sessions proved to be highly successful. Sample quotes from guests and comments on Jeff's photography are presented at the end of this PDF. References from past participants are available.





## WORKSHOP GOALS

The progression of ideas in this workshop allow a participant to begin with basic concepts such as focus point, exposure, and composition and build skills and understanding of the key relationships between fundamental controls on the camera. Participants observe, reflect, question, discuss, and integrate key concepts and principles through two days of presentations, hands-on exercises, and dialog. Our objective is to move beyond using “auto” and “program mode” on a camera, to take control of image visualization, visual story telling, emotional expression, and other creative options.

## FEEDBACK FROM WORKSHOP PARTICIPANTS

*“Before this workshop, my understanding of photography was built on a foundation of sand. I had a superficial understanding of a mishmash of elements, and could apply that in haphazard way, but I lacked true confidence and a grasp of the bigger picture. The workshop rebuilt my understanding on solid rock. I feel like I am now endowed with the technical acumen that’ll allow me to pursue photography in whatever direction I am inspired to. I still have plenty to learn, but I have the confidence that I can steadily progress in this medium I have always felt drawn to and passionate about.” Anna S.*

*“Thank you for offering such a valuable experience. Marjan and I will be reaping the benefits for the rest of our photography lives. I’m deeply appreciative of*

*how you organized your own learning journey and insights into a content-rich, highly relevant course.” Kirk B.*

*“Thank you SOOOOO very much for yet another fabulous workshop. You are a wonderful, encouraging, and clear teacher.” T.H.*

*“Overall, I came away very inspired, energized and enthusiastic about the power of visual storytelling through photography. The workshop provided an intense and enjoyable weekend of learning, and your passion for photography is contagious. From a practical perspective, I gained a lot of knowledge for using my new camera, confidence in when and how to use various settings, and awareness of new features that I have never tried. We had a wide range of abilities and experience among the participants in our workshop, from beginners/intermediate to a participant who had already published a book of photography. I found your engaging style and workshop format were flexible in meeting the needs of various participants, and inclusive so that we all learned from our various levels. I found the hands-on exercises to be most helpful in reinforcing the principles, and can't wait to get out there and start practicing.” Linda V.H.*

*“I would like all of my friends who have decent cameras and care about seeing and actually capturing a bit of what they love about life to take your workshops” Sherry A.*

*“Thank you so much for this past weekend. The time, the energy, the love, and your teachings that you shared are appreciated beyond words. I can't thank you enough for taking the time to conduct such an incredibly well thought out and executed workshop... one of which that exceeded my expectations of the knowledge and inspiration that I imagined to gain in such a short period of time. With my young experience, you have helped me gain a deeper understanding of the mechanics; supporting the technicalities of this art with beautifully moving and stimulating photographs. All of which individually have an incredible story, capturing a moment in time that will resonate forever. You are truly a gift!” Jessica R.*

*“The course was perfect for me as an eager beginner. Jeff made the intimidating concepts of using a seemingly complex SLR very easy to understand; and by giving us time to shoot what we had just learned, I could move from learning to doing quickly. The two days were educational, motivational and inspirational. Thank you, Jeff!” Palmer K.*

