

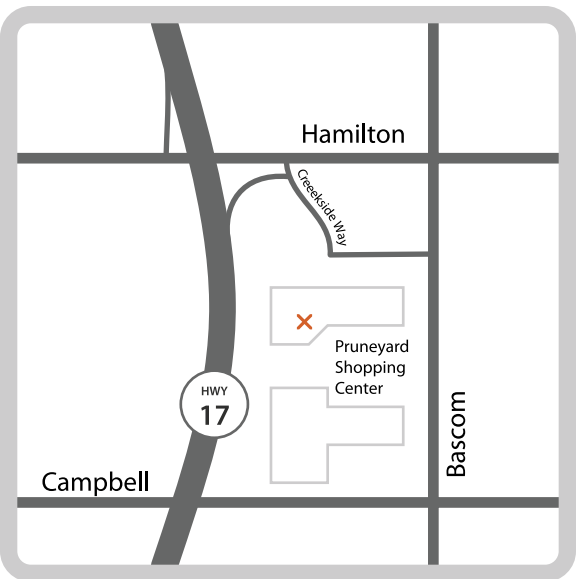


Aperture Academy[™]
FEATURING STEPHEN W. OACHS



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1875 S. Bascom Ave. • Ste 600 • Campbell, CA • 95008



10am–8pm Everyday • Closed some holidays



ABOUT APERTURE ACADEMY™

In 2009, Stephen W. Oachs founded **Aperture Academy**, a unique combination of fine art photography gallery and state-of-the-art teaching facility featuring classroom and in-field workshop instruction. The Academy is located in Campbell's beautiful Pruneyard Shopping Center, in the heart of Silicon Valley.

At **Aperture Academy** you will find a fun, interactive environment for learning everything related to digital photography. Whether you are a beginner, or an advanced photographer looking to polish existing skills, you will receive the best hands-on instruction in the industry.

Aperture Academy is for anyone interested in digital photography. Our brand new facility provides individual student workstations outfitted with the latest software and hardware for Mac and PC platforms. Our professional, award-winning instructors guide students of any skill level from learning to shoot in the field to techniques for digital post-processing, in a relaxed, personalized environment.

Aperture Academy is also available as an event venue. This brand new, elegantly decorated 4,000 square foot facility has a beautiful, open floor plan. If you are looking for the perfect location to hold an event, please give us a call.

We invite you to visit our Website for our latest news and course schedules, where you can view each course description and become familiar with our complete curriculum. If you have any questions, please do not hesitate to call. We look forward to meeting you!

COURSE REGISTRATION

Ready to get started? Registering for any of our courses and workshops is simple. Just visit www.ApertureAcademy.com or call (408) 369-8585 to learn more about our school and register today.



PROGRAM DIRECTOR

Stephen W. Oachs is an award-winning photographer, successful entrepreneur and technology veteran, who began his journey in photography the moment he picked up his first camera.

Completely self-taught, Stephen's unique and distinctive style has earned him recognition as one of today's finest nature photographers. He was recognized in 2007 as wildlife photographer of the year by the National Wildlife Federation and was awarded best nature photographer in 2008 by National Geographic.

Stephen has received many other awards and achievements. His work has graced the pages of such notable publications as National Geographic, Popular Photography, Outdoor Photographer, National Wildlife Magazine and many others.

Whether trekking through the wilds of Alaska, enduring the raw challenges of nature or experiencing the thrill of life on the edge, Stephen captures rare and breathtaking moments of light and time. His exceptional eye is filtered only by his passion for life, deep affinity with nature and love of adventure.

COURSE DESCRIPTIONS

Download and Share Photos

Practically everyone can benefit from this course, especially those who have a digital camera full of photos they want to share! In this class, you will learn how to download images to your computer, and your instructor will then demonstrate how to make easy adjustments that make your photographs come alive! To finish, you will learn how to build an online photo gallery to share with friends and family.

Course Content

- Downloading photos to PC or Mac
- Previewing & organizing images
- Photo adjustments & cropping
- Creating your online photo gallery

Adobe® Photoshop® for Photography: Introduction

Introducing the use of Adobe Photoshop CS4 for photographers, this course will focus on digital photo editing techniques, pun intended! Perfectly paced for those who are new to Photoshop, or for seasoned users who wish to brush up on their skills, the day is divided into morning and afternoon sessions. The instructor will explain concepts, initiate discussion and perform demonstrations via classroom projector. Students will have an opportunity to apply skills they have learned, hands on the computer, as well as receive individualized instruction. Every student will have their own Mac or Windows workstation, and photos will be supplied.



Course Content

- Megapixels, bit depth, resolution and file size
- Explanation of “lossy” compression
- RAW file format and why it’s important
- Photoshop RAW conversion settings
- Setting the white balance of a photograph
- Navigating with Bridge
- Tools and techniques to achieve the perfect selection
- Channels and why it’s important to save a selection
- Photoshop tools and associated options
- Composite images and managing the layers palette
- The history palette is your friend

Prerequisite

A working familiarity with the Macintosh and/or Windows operating system, including the fundamentals of file and folder management and navigation; experience using the World Wide Web.

Adobe® Photoshop® for Photography: Intermediate

If you have taken the Introduction course and are ready for more, you can really get your feet wet here and dive into some of the more advanced features of Adobe Photoshop CS4. For those of you who know enough to get in trouble and are brave enough to want more, this course is for you. Divided into morning and afternoon sessions, you will have a chance to practice your skills and receive individualized instruction. You can even start using your own photos!



Course Content

- The beauty of adjustment layers
- Layers speak to one another with clipping masks
- Tonal correction with levels and curves
- Many ways to approach color correction
- Make the most of opacity and blending modes
- Hand coloring a grayscale image, what’s that about?
- Create actions and batch process your images
- Selective editing and layer masks
- Use the quick mask to refine a selection
- Create a vector mask for a more shapely appearance
- Go back in time by painting with the history brush
- See the big picture with photomerge

Prerequisite

Students will get the most from this class if they have ever taken photographs with a digital camera and downloaded them onto a hard drive, know what RAW means, and have used Photoshop to some extent.

Adobe® Photoshop® for Photography: Advanced

Armed with so much knowledge from the previous two classes, you are really ready to rock 'n roll! Or, have you read our Intermediate course outline and feel you are ready for more advanced learning? Either way, in this class, you will dig deeper to uncover advanced Photoshop treasures that can be applied to your winning images, and create real masterpieces.



Course Content

- Advanced masking techniques using channels
- Non-destructive techniques for touching up portraits
- Color correction with channels
- Going back in time with the history palette
- Non-destructive sharpening saves the image!
- Digitally produce the Orton technique of creative imagery
- Improved tonal & dynamic range with layer blending

Prerequisite

Students will get the most from this class if they have taken RAW photos with a digital camera, downloaded them onto a hard drive, burned a DVD and brought it to class, have some experience processing RAW photos and are fairly comfortable working with Photoshop.

Adobe® Photoshop® Lightroom®: Introduction

Do you want to spend less time in front of a computer and more time behind the lens? Of course! With Lightroom you can quickly import, process, manage and showcase your images. This course will show you how organizing and adjusting images in Lightroom makes photo processing and management easier than ever.



Course Content

- Quick Tour of Photoshop Lightroom
- How Lightroom works with non-destructive editing sRGB, proRGB, adobeRGB: what's all that about?
- The Lightroom workspace and modules
- A Digital workflow for you
- RAW, DNG, JPG, TIF file formats
- Importing and exporting photos
- Reviewing, comparing, and managing images
- Creating quick collections
- Using quick develop & presets
- Printing and presenting
- Backing up your library

Prerequisite

A working familiarity with the Macintosh and/or Windows operating system, including the fundamentals of file management and navigation.

Adobe® Photoshop® Lightroom®: Advanced

Lightroom offers professional and powerful editing features in an organized and streamlined interface. This course jumps right into the details that allow you to make changes and enhancements to your photos as well as integrate robust organizing capabilities into your digital workflow. Using sample photos, you will learn the development module and photographic topics such as white balance and color correcting. You can then apply these techniques to your own photos directly in class!



Course Content

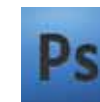
- Advanced importing into Lightroom
- How to find my photos: easy organizing, filtering, and selecting
- Being friends with metadata: adding and editing
- Whew! A good thing: undo, redoing, and remembering changes
- It's ALL about white balance
- The Three Brothers: Hue, Saturation, and Luminance
- Correcting colors & making discrete adjustments
- Adjusting tonal range
- Utilizing correction and enhancement tools
- Synchronized changes across more than one photo
- Working with Lightroom and Photoshop at the same time
- Publishing your photos on the Web

Prerequisite

Students should be familiar with the Lightroom user interface, as well as have a working familiarity with the Macintosh and/or Windows operating system, including the fundamentals of file management and navigation.

Lifestyle Photo Shoot and Photoshop® Touch-Up

This course will teach you how to produce creative fashion and lifestyle images. Whether you want to produce beautiful photos or pursue a career in professional photography, this course will give you insight into the fast paced world of fashion photography.



You will start with a 2-hour photo shoot, with a live model, in various settings. Our professional lifestyle photographer will show you lighting and angle techniques along with other tricks for you to get the most out of your subject and images. This will be followed by an in-depth Photoshop classroom session for you to process and edit the images you took, discovering how to get the maximum potential from your creations.

Course Content

- Setting the white balance of a photograph
- Improve eyes, skin, hair and teeth
- Powerful ways to use the clone stamp tool
- Spot healing brush and healing brush, what's the difference?
- Filters and masking techniques to achieve selective sharpening
- Make the most of blending modes
- Move pixels with the liquify filter
- Add subtle high and low lights with painting techniques

Digital Photography On-Location Workshops

If you are looking for a workshop that teaches the secrets of professional landscape photography, you have come to the right place! At these workshops, you will receive comprehensive digital photography instruction and tutoring by award-winning photographers, Stephen W. Oachs and Brian Rueb.

With two instructors at every workshop, you will receive one-on-one attention to ensure you are getting the most out of your time in the field. **All skill levels are welcome.**

Course Content

- Control your camera for creative imagery
- Properly expose a scene
- Create powerful images through simple composition
- Manage depth of field to enhance striking details
- Use filters to control exposure
- Learn advanced tips and tricks
- See amazing scenery and have fun!

2010 Photography Workshop Travel Locations

- February 2010 – Death Valley Landscape – 2 Days
- March 2010 – Yosemite Winter Landscape – 2 Days
- March 2010 – San Francisco/Marin Headlands – 1 Day
- April 2010 – San Francisco/Marin Headlands – 1 Day
- May 2010 – San Francisco/Marin Headlands – 1 Day
- May 2010 – Oregon’s Columbia Gorge Waterfalls – 2 Days
- June 2010 – Mt. Shasta Landscape – 2 Days
- August 2010 – Bodie Ghost Town/Mono Lake – 2 Days
- September 2010 – Arches/Canyonlands NP – 3 Days
- October 2010 – Grand Teton NP – 3 Days
- October 2010 – Yosemite Fall Color – 2 Days

Learn more and reserve your spot!

Prices and more information can be found on our Website.
www.ApertureAcademy.com

Testimonials



This was my first ever photography workshop and I am now “hooked”! What a fantastic experience. I can’t stop talking about it & my friends & family can’t stop talking about the pictures I took. Stephen & Brian are Fantastic. Not only did they get us to all the locations at the perfect times of the day for shooting, they are great instructors. I feel like my photography skill has gone to the next level, thanks to both Stephen & Brian. Can’t wait until the next workshop!

–Ellie Stone



Thanks for another great workshop! As of today, I get to call myself a published photographer since one of my pictures, a fire burning in the hills above the city, was featured on the CBS website and shown on several news stations today. I even had people contacting me to buy the picture today. I would of never been able to accomplish this picture without your workshops. I applied what I learned in this workshop on the Bay Bridge shots and the work we did with ND filters to come up with my first published photo. Thanks!

–Larry Harris

