



Guillermo Velez

PHOTOGRAPHY

EMBODYING THE ESSENCE OF PURE ARTISTRY

BEAUTY
FASHION
EDITORIAL
ADVERTISING

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contact:
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LIGHTING & POSTPRODUCTION

Two Day
workshop

San Antonio Texas

DATE	LOCATION	TIME	
04/02/11 & 04/03/11	White Light Studio 1420 S. Alamo suite #147 San Antonio, TX 78210	10 AM - 6 PM	First day studio, second day Postproduction Two models, make-up artist. Level: intermediate Price: \$450 For more info: www.GVphotos.com or info@gvphotos.com



Knowing how to use artificial light creatively is an essential skill for most photographers. Understanding light for a photographer is like a painter knowing his brushes.

Come spend two days of training with fashion photographer Guillermo Velez in a workshop that will take you through all aspects of photography. From pre to postproduction, you will learn many of Guillermo's tricks in this two day reality workshop that will minimize your time on the computer and maximize your productivity. Using two professional models, Guillermo will demonstrate how to shoot for cosmetic campaigns, editorial spreads, fashion magazines or simply shooting for a catalogue.

First day: GV will show you step by step his setups for beauty, fashion and catalogue. You will learn to effectively control the light quality, direction, and shape from strobe lighting by incorporating soft boxes, grids, reflectors and bounce techniques for more professional results. Participants will explore which lighting techniques are best suited to a particular subject and scene. Work with professionals in the industry including two fashion models, makeup artist, and other creative team members. Guillermo believes you learn more if you are part of the process, therefore students will work together as a team to set up the lighting, but all participants will have individual time to shoot.

Second day: GV will show you step by step how to setup a digital lab in your mac computer and give you the inside information to his workflow technics using Photoshop and Bridge.

Topics will include:
Renaming files, metadata, copyright, color correction, archiving, actions, digital lab, and workflow. Participants will work on their images from the day before.

This training experience will cover all aspects from pre to postproduction. Participants will improve their lighting skills and execute, edit and deliver a successful fashion shoot.

DAY ONE:
10-6 including a lunch break

DAY TWO:
10-6 including a lunch break

What to Bring:
DAY 1:
A DLSR (digital SLR) & lenses
Memory Cards

DAY 2:
A Laptop
A card reader
A hard drive

Bring a portfolio or some images in print or a website where Guillermo can view your current work

Participants leave this workshop with confidence in their new lighting skills and with a foundation for developing their own lighting techniques and style.

