

**NYMACC Presents a Unique Program in NYC**

# **Photo Involve!**

**A Day of Image Review and Hands-On Workshops**



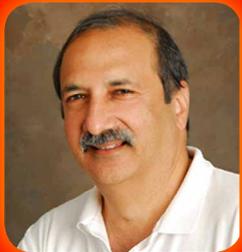
**Joe Edelman**  
Street Fashion Photography  
Using Natural Light



**Lisa & Tom Cuchara**  
Creativity With Your Camera



**Will Cadena**  
Portraits and Lighting



**Shiv Verma**  
Landscape and Wildlife

**Saturday  
September 14  
8:45 AM - 5:00 PM**



**Midpoint Bistro + Bar  
Priestly Room  
40 West 45 Street  
New York, NY**

**Registration**

NYMACC Members	\$80
Non-members	\$95
Walk-ins	\$110

**Sponsored by**

**Hunt's**  
PHOTO & VIDEO

Onsite all day



New York Metro Area Camera Council  
<https://www.nymaccphoto.org/photoinvolve>

**Register Here!**

## PROGRAMS

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**8:45-9:30 Registration**

**9:30-10:15 Joe Edelman: Creativity Requires Failure**

Begin the day with a wakeup call about what it takes to be creative. Olympus Visionary photographer Joe Edelman will bring his high energy approach to understanding what it really means to be creative and how to build a system for improving your creative vision to improve your photography.

**10:15-10:45 Break (refreshments)**

**10:45-12:00 Image Review with Shiv Verma (to improve your portfolio)**

**12:30-1:15 Lisa Cuchara: Creativity is Contagious. Pass it on!**

Learn how to be creative in your camera and in your postprocessing. Long exposures, multiple exposures, overall creativity in camera and in post-processing (plugins, HDR, and textures), creative focusing (Bokeh, soft focus, focus stacking), camera movement (panning, rotate, overall creativity in camera and in post-processing (plugins, HDR, and textures, etc), neutral density, Bulb setting, white balance, filters, panoramas, perspective, composites, plugins, HDR, tone mapping, Textures, etc.

**1:15-2:15 Lunch (on your own)**

**2:15-5:00 Individual Workshops (in a small hands-on setting, choose one from below)**

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### **Joe Edelman: Street Fashion Photography**

Using Natural Light Joe will show you how to find interesting backgrounds, identify great natural light and use reflectors to enhance the natural light. Joe will also share how to lenses and aperture to control your backgrounds how to interact with and direct your subject, along with some simple posing tips for full length and portrait style compositions. What to bring: A desire to be creative, a way to take some notes and your camera with portrait lenses—ideally short to medium length telephoto fixed focal length or prime.



### **Lisa & Tom Cuchara: Creative Smorgasbord—Creativity With Your Camera**

Come try your hand at some of the in-camera techniques that we learned inspired you with in the morning. Things to bring: Camera, Lens (24-105 type), Polarizer (yes we will use it inside), Cable release (wired preferably), Memory card and extra batteries, Tripod. Things to bring IF you have them: Macro lens, Small reflector, Small diffuser, Plamp, Joby (for LED light), Extension tubes, Savage LED light.



### **Will Cadena—You Only Get One Shot How to use the “film days” mentality to shoot less, and make more money**

In this class Will will teach you how to choose your shots wisely and get the most out of each image. You will see how he can make one shot work for the album, wall art, and the vendors, just by getting the right angle and lighting. Students should bring one camera body, 16-35mm and 70-200mm lenses, camera flash (speedlite/strobe), softbox box or umbrella.



### **Shiv Verma: Landscape & Wildlife (in Central Park)**

Wildlife Photography; This program will address the various features of Mirrorless cameras and how to set them up. You will learn how to obtain tack sharp images, Exposure; Auto Focus Modes; Manual Focus; Panning techniques and much more.

Landscape Photography: When we look at a landscape we typically let our eyes wander looking for elements that we find appealing. Though we can see vast scenes, our brain tends to ignore all but the most appealing. We need to train our lenses on the scene, compose and focus using the best possible light so as to capture a compelling photograph.

What should you bring: A DSLR or Mirrorless camera, long focal length lens 300 mm or greater, macro lens, 24 to 105mm or similar lens, Polarizing filter, ND filter (3, 6, 10 stop—this is optional), Macro rail (optional).

