

Focus on FLOWERS

Creating Floral Portraits at the
Chicago Flower & Garden Show

Daily Schedule:

Registration 8:15 - 9:00am (Meeting Room 300)

Morning session 9:00am - Noon

Lunch Break

Afternoon Session 1:30pm - 4:30pm

Learn from master photographer
Allen Rokach how to improve
your digital camera techniques.

Two Days of Masters Classes

Sunday, March 11, 2012

Monday, March 12, 2012

\$149 One Class

\$269 Both Classes

"Allen Rokach is without a doubt the finest photographer I have ever worked with.

If Allen can't take the picture, the picture can't be taken."

— Steve Bender,

Senior Writer, Southern Living

"You are a master teacher."

— Dr. Samuel Beranbaum,

New York City

DAY ONE:

**Intro to Digital Flower Photography:
Shoot It! Play with It! Enjoy It!**

In this fun one-day workshop we will explore all the basics of digital photography to help you create stunning floral photos. We will spend the morning photographing at the Chicago Flower & Garden Show. Through demonstrations and hands-on practice you will hone your skills in 1) photographic seeing, 2) composition and 3) mastering the various settings on your digital camera to achieve the kind of image that will make you proud. We will spend the afternoon critiquing and editing the morning's shoot, and follow up by exploring after-capture techniques that can improve and enhance our images.

Who should attend: Amateurs and advanced amateurs

This is what you will learn:

- Composing with clarity, imagination and aesthetic vision
- Achieving effective close-ups
- Understanding your digital camera settings and using them to get the best possible image
- Using white balance and histograms to get the best color in various lighting situations
- Using a portable flash unit effectively
- Basic after-capture techniques to perfect your photographs: sharpening, cropping, getting color accuracy
- How to send photos as email attachments

DAY TWO:

Creative Digital Flower Photography:

Today's digital cameras and imaging software are a photographer's best friends, enabling us to create images that were impossible just a few years ago. This intensive one-day workshop will bring your work to the next level by showing you how to make the most of your digital camera and use after-capture techniques to express your personal aesthetic vision.

We will spend the morning photographing at the Chicago Flower & Garden Show. Through demonstrations and hands-on practice you will hone your skills in 1) close-up flower photography, 2) using a flash unit creatively and 3) solving individual photographic problems in the field. We will spend the afternoon critiquing and editing the morning's shoot, and follow up by exploring advanced after-capture techniques that will show you the creative potential of your digital darkroom toolbox.

Who should attend: Advanced amateur photographers, artists and educators

This is what you will learn:

- Advanced close-up techniques using macro lenses, extension tubes and filters
- Using a flash unit to control sharpness, color, contrast and composition
- Digital solutions to overcome traditional lighting problems
- Advanced after-capture techniques to enhance, modify and reconfigure your photographs
- How to transform flat photographs into images that pop
- Managing workflow to help you organize, edit and improve your photographs



Allen Rokach (www.allenrokach.com) has traveled the world since 1975 on photographic assignments that range from the bulb fields of Holland and the antiquities of Egypt to the vast Amazonian rain forest. An expert in location photography best known for his photographs of flowers, gardens and landscapes, Rokach's work has spanned everything from public relations and photojournalism to art and sculpture to travel and features about people. In the course of his career, he has also served for fourteen years as the staff photographer and Director of Photography at the New York Botanical Garden and ten years as a Senior Photographer for Southern Living magazine. Rokach has been an active photographic educator throughout his career. He has taught at the New School for Social Research, the American Museum of Natural History, the International Center of Photography, the Santa Fe

instructional photography workshops in Maine, Colorado, Utah, Arizona, New Mexico and other prime locations around the U.S. With his wife, Anne Millman, Rokach co-authored eight books and numerous articles on photography, travel, nature and science. Focus on Flowers: Discovering & Photographing Beauty in Gardens & Wild Places (Abebeville Press) won the 1991 Award of the Year for Photography from Garden Writers Association of America.

Reserve Your Spot: Call 312-595-5445

Don't Delay - Class Sizes are Limited

For More information about other events at

the Chicago Flower & Garden Show visit:

www.ChicagoFlower.com