

February 3 – February 10, 2007



Eastern Caribbean

PhotoshopFling™ IV



Expand your skills. Chat with the experts. Join our community of kindred spirits on this exotic journey.

Our Speakers on Photoshop Fling 4 are:

Chris Campbell, Jan Kabili, Deke McClelland, and Eddie Tapp

Beginning Photoshop Track

The Photoshop Fling 4 Conference

During our cruise-conference, there will be three (3) "tracks" offered at the same time. Two of the tracks will be the Photoshop Fling seminars listed on this page. One more track will include all of the [PC Paradise classes](#). Attendees may move freely, at any time, between any of the three tracks. For the complete day-to-day Photoshop Fling class schedule see our [Photoshop Fling Seminar page](#).

Photoshop Fundamentals

Speaker: [Jan Kabili](#)

[February 4th](#)

8:30am to Noon

This course is for you if you're new to Photoshop, or if you're self-taught and want to polish your grasp of Photoshop essentials.

- Learn your way around the Photoshop interface.
- Understand once and for all what resolution, RGB color mode, and bit depth really mean.
- Discover how to resize and crop without compromising image quality.
- Get up to speed on working with Layers, with emphasis on the latest developments like multiple layer selection, Smart Object layers, and the revamped Layers palette.
- Learn the basics of image sharpening.
- Understand file formats and image saving.
- You'll come away from this class with a solid foundation for moving to the next step in Photoshop.

Beginning Photoshop Track

Advanced Photoshop Track

Digital Photography Track

Attendees may freely move among the sessions, at any time. Therefore, all attendees may choose any combination of classes from any of the three sessions.

The conference fee is \$795 and includes all courses, course materials, six evenings of entertainment, and the Bon Voyage Cocktail Party.

DIGITAL PHOTOGRAPHY — Exploring Camera Raw

Speaker: [Chris Campbell](#)

This session will be ideal for photographers currently shooting JPGs. You should gain enough knowledge from this session to begin shooting with Camera Raw. Photographers that have some experience processing Raw, should be able to pick up lots of ideas to improve their image processing.

The Next Level: Mastering Selections

Speaker: [Jan Kabili](#)

Making a good selection is an essential Photoshop skill, whether your goal is to correct exposure in part of a photograph, color part of a logo, or create a complex photo collage. In this course we'll examine the many ways to select, concentrating on which method is best for a particular situation. We'll look at how and when to use:

- Color and tonal-based selection features, including the Color Range command, the magic eraser, background eraser, and magnetic lasso tools;
- Drawing-based selection features, like the marquee and lasso tools;
- The Extract filter, for difficult selections like wispy hair;
- The quick mask mode, for fine-tuning and painting-in selections;
- Selection feathering and anti-aliasing;
- Selection modifications, like add-to, subtract-from, grow, transform, expand and contract; and
- The Save Selection command.

After this class, you'll be able to tackle any selection problem with confidence. This course is suitable for beginning to intermediate Photoshop users.

Beyond the Basics: Simple Masks and Layered Compositions

[February 6th](#)

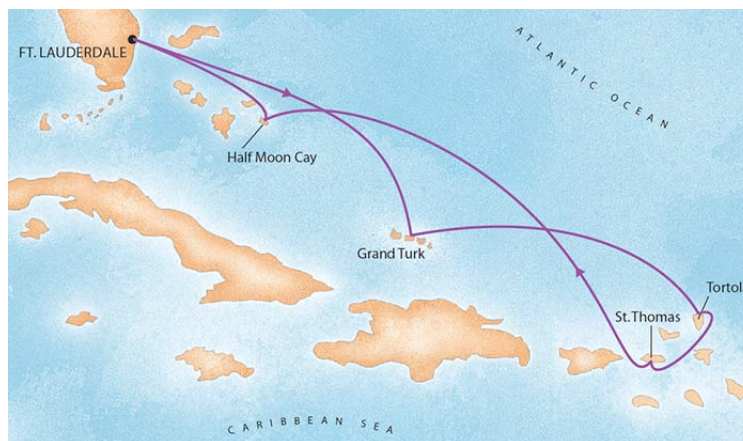
8:30am to Noon

Speaker: [Jan Kabili](#)

Take this course if you're an intermediate user who wants to learn the ins and outs of combining images in Photoshop. These skills are essential to any photo composition, from a montage of wedding photographs, to a fine art collage, to a professional photo illustration. Learn how to:

- Combine multiple images into a single layered composition;
- Transform images to fit the canvas;
- Use layer masks with gradients to seamlessly blend images;
- Paint in layer masks to hide and reveal parts of combined images;
- Apply blend modes to layers and layer groups;
- Vary layer opacity;
- Knock out colors with the Blend If sliders; and
- Unify image shading.

If your experience with Photoshop has been limited to working with single photographs, take this next step toward expressing your artistic side as you learn to combine images like a pro.



DAY	PORT	ARRIVE	DEPART	CONFERENCE SESSIONS
SATURDAY, FEBRUARY 3	FT. LAUDERDALE, FLORIDA	—	5pm	7:15pm, BON VOYAGE COCKTAIL PARTY
SUNDAY, FEBRUARY 4	AT SEA	—	—	8:30am – NOON & 1:30pm – 5pm
MONDAY, FEBRUARY 5	GRAND TURK, TURKS & CAICOS ISLANDS	7am	4pm	5pm – 8pm
TUESDAY, FEBRUARY 6	ROAD TOWN, TORTOLA	2pm	10pm	8:30am – NOON
WEDNESDAY, FEBRUARY 7	ST. THOMAS, U.S.V.I.	7am	6pm	6pm – 8pm
THURSDAY, FEBRUARY 8	AT SEA	—	—	8:30am – NOON & 1:30pm – 5pm
FRIDAY, FEBRUARY 9	HALF MOON CAY, BAHAMAS	7am	5pm	6pm – 8pm
SATURDAY, FEBRUARY 10	FT. LAUDERDALE, FLORIDA	8am	—	



Advanced Photoshop Track

Pricing & Booking Information

(Full details:

http://www.geekcruises.com/booking_b/pf04_booking.html)

Course Fees: \$795. Only passengers booked through Geek Cruises will be admitted.

Deposit: \$400 per person, due at time of booking.

Cabin Type:	Cruise Rate (per person)
Better Inside:	\$899 [GS* & PC* avail.]
Better Outside:	\$1,099 [GS & PC avail.]
Outside w/ Balcony	\$1,299 [GS avail.]
Better Outside w/ Balcony:	\$1,399 [PC avail.]
Superior Suite:	\$1,799 [PC avail.]
Full Suite:	\$2,799 [PC avail.]

Advanced Levels and Camera Raw

Speaker: [Deke McClelland](#)

[February 4th](#)

8:30am to Noon

Before you do anything else in Photoshop — before you resize an image, before you straighten it, before you filter it, before you do *anything* — you need to fix the colors. This means adjusting the brightness, fixing the contrast, tweaking the color cast, and generally making the image look the way you thought it looked when you captured it. We'll look at two of the most powerful tools for fixing colors in Photoshop: the Levels command and the Camera Raw image processor. In this half-day session, you'll learn how to:

- Use the Levels command
- Read and respond to a histogram
- Take advantage of the 16 bit-per-channel mode
- Use a Threshold adjustment layer to evaluate highlights and shadows
- Balance colors with the Levels command's eyedropper tools
- Correct for skin tones (and even add a bit of subtle tan!)
- Process raw digital photographs directly from the Bridge
- Adjust Tint and Temperature
- Apply your understanding of Levels to the world of Camera Raw
- Correct multiple raw images at once
- Save Camera Raw settings for later use and reapply them to other photographs shot under similar conditions
- Keep your Bridge settings safe with distributed cache files

The pricing above is subject to change. Geek Cruises will generally match the cruise pricing advertised, at the time of booking, offered at the Holland America website. If at the time of booking the cruise line notifies us that the price of cruise fare has *increased*, you will be notified of the new pricing before your reservation is booked.

*PC – Physically Challenged;

GS – [GUARANTEED SHARE \(GS\)](#) Fares:

This plan is for passengers who are coming on a Geek Cruise by themselves and wish to share a cabin with another Geek Cruises passenger in an inside or outside cabin only. The prices are the same as the per person double occupancy rates. Share Passengers who smoke are not to do so in the cabin, unless okayed by fellow roommates. We try to match passengers with someone close in age, whenever possible.

3rd and/or 4th Person Rate: ages 2 and older, \$599; under 2 years old, \$499.

Single Occupancy:

150% for inside and outside cabins and 200% for cabins with a balcony (i.e., Mini-Suites and above).

Port Charges, Taxes, & Gratuities:

Port charges (of \$160 per person) are included; taxes are \$69 per person and are additional. Holland America also charges, onboard, \$10 per person per day for gratuities.

Full payment is due on November 1, 2006

(or, if you book after November 1, at the time of booking).

(continued)

Advanced Focus Techniques

[February 4th](#)

Speaker: [Deke McClelland](#)

8:30am to Noon

Strictly speaking, focus happens inside the camera. You focus the image before you shoot it, not "in post." Photoshop can't really do anything to sculpt razor-sharp transitions or generate missing or vague detail. But it can simulate sharp or blurry focus, and sometimes quite well. Explore ways to use Photoshop's sharpening and blurring functions to enhance the good details in an image and smooth over the bad. You'll learn how to:

- Compare neighboring pixels using a convolution kernel
- Exaggerate edge details with Unsharp Mask
- Correct for lens blur and camera movement with Smart Sharpen
- Create the rough equivalent of a focus adjustment layer with High Pass
- Avoid noise enhancement with the Emboss filter
- Sharpen detail without creating aberrant color variations
- Soften the effects of digital noise, film grain and JPEG compression artifacts using the Reduce Noise filter
- Smooth over blemishes, razor stubble, and other imperfections with Median, Dust & Scratches, and Surface Blur
- Sharpen vintage photographs with a custom edge mask

Monochromes, Duotones, and Gradient Maps

[February 8th](#)

Speaker: [Deke McClelland](#)

1:30pm to 5pm

The simplest way to create a black-and-white image from a full-color original is to choose Image > Mode > Grayscale. But as is so often the case in Photoshop, the simple way is the bad way. Especially when they are so many other options that offer such better control in return from a modest increase in effort. And who wants a drab, flat grayscale image when you can increase the dynamic range and richness of an image by converting it to a duotone or adding spot colors? And you haven't lived until you've color-corrected and colorized an image in one operation with Gradient Map. In this half-day session, you'll learn how to:

- Blend the perfect monochrome image with the Channel Mixer
- Use the Curves command to balance gray values
- Convert color images directly to grayscale from Camera Raw
- Mix high-dynamic range images with the Duotone command
- Add additional printing plates as spot channels
- Infuse every nook and cranny of a grayscale image with color using the incredibly useful, often-overlooked Gradient Map function

Inside Staterooms - \$899

Large Outside Staterooms - \$1,099

Large Outside w/Balcony - \$1,299-\$1,399

Deck Plan of Our Ship (pdf)

Superior Suite - \$1,799

Full Suite - \$2,799

Foreign Shipping Fees and Additional

Payment Information: There is a foreign shipping charge of \$60 (to cover the shipping of your cruise tickets, via FedEx) per foreign residence (\$35 per Canadian residence). There is a \$25 charge for returned checks.

Air Add-ons: Airfare from most major cities is available through the cruise line. You can call our office for this pricing. (These rates include transfers to/from the dock/airport plus transfers to/from your hotel if we've booked the hotel as well.) In most cases, however, you will find better airfares on your own. Online travel sites such as Expedia.com, or Travelocity.com are excellent resources.

Digital Photography Track

Shooting for Success

Speaker: [Eddie Tapp](#)

[February 4th](#)

1:30pm to 5:00pm

We'll go over the necessary features and tools good photographers must have in their bag of tricks: from using filters to the "high end" features that give you the power of creative control as well as creative discoveries. We'll work on a variety of projects and exercises using Layers and Masks, blending and adjustment modes, backgrounds and edge effects, cookie lighting, and specialized effects that will change the way and speed with which you work.

- Establishing a productive environment
- Creative Enhancements
- Custom Actions
- Back to the Future techniques
- Custom Brushes

Pre- and Post-cruise Hotel Stays:

Sightsee South Florida from our base, the **Hilton Palm Beach Airport Hotel**, and/or meet and greet your fellow Geek Cruisers at our pre-cruise reception (see below). Transfers from the Palm Beach airport to the hotel, and the from the hotel to the ship, as well as all taxes, are included in the prices below. All prices are PER PERSON.

	1 night	2 nights	3 nights
Shared double	\$149	—	—
Single	\$249	—	—
3rd/4th person	\$69	—	—

NOTE: Holland America will not accept any booking unless a fully completed Reservation Form is accompanied with a per-person deposit:
http://www.GeekCruises.com/booking_b/pf04_booking.html. Have questions? Want to book voice-to-voice? Please give us a call: 650-327-3692



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DIGITAL PHOTOGRAPHY — Photo Review and Consultation

Speaker: [Chris Campbell](#)

Review your photos with a pro! Chris will review many of your submitted photographs and discuss solutions to problems that he sees.

The Color Managed Workflow — and More

[February 4th](#)

Speaker: [Eddie Tapp](#)

1:30pm to 5:00pm

Learn the steps to a color managed workflow. We'll review device calibration, profiles, and color spaces along with tips for getting predictable results time after time. Go beyond the cloning tools with exercises in advanced masking and enhancement techniques along with creating exciting panoramas and controlling digital noise. In this class we'll also have a 'stump the instructor' learning session (bring a problem image file for this session).

- Three stages of color management
- The rebuild project
- Controlling digital noise
- Creating panoramas
- Masking techniques

Tapp on Photography: Aesthetically Speaking

[February 8th](#)

Speaker: [Eddie Tapp](#)

8:30am to Noon

In this session we'll explore the aesthetic fundamentals of the image idiom. Conceptual and visualization exercises, and simple techniques to engage your compositional expressions, will be explored. We'll learn about the four attention-getting "stages" that make an ad or printed piece "effective". We'll learn that the three elements that comprise compelling images (exposure, composition, and light) are only one facet. Finally, we go over the five-point "visual drill" — the things you need to think about when looking through the camera's viewfinder (SLR cameras) or LCD imaging screen to capture that compelling *and* effective image.

At the conclusion of this half-day session you'll be able to close your eyes and pre-visualize, conjure up your newly-found creative juices, and enjoy your imaging as you have never imagined possible!

- How images talk
- Compositional elements and eye flow
- Awakening your senses
- Visualization
- Incorporating the five-point drill
- The three elements of powerful photos

Tapp on Photography: Technically Speaking

[February 8th](#)

Speaker: [Eddie Tapp](#)

1:30pm to 5pm

Meet the challenge to create better images quickly. Mandate the four steps of the digital camera pre-flight; techniques for white balancing; and when and how to use certain color functions during the 30% Light Rule. Using metering, exposure, and the Histogram. Seeing light for the first time. When Camera Raw is important and understanding the difference. In this session we'll also explore using Adobe Lightroom for file management along with obtaining high quality printing and output.

- Camera Pre-flights
- Color control
- Exposure control
- Shaping with Light
- Making the Raw impression
- Managing files in Lightroom
- Output

**DIGITAL PHOTOGRAPHY — Camera
Raw Workflow**

Speaker: [Chris Campbell](#)

The perfect follow-up to our February 5th evening class, Exploring Camera Raw. Shooting Raw files requires some work after image capture. But the results are worth it! Understanding Raw work flow is critical to getting quality results quickly, and to avoid being buried in data.