



geekcruises.com
EDUCATION THAT TAKES YOU PLACES

Macworld
THE MAC PRODUCT EXPERTS

May 26 – June 2, 2007

An Alaskan Adventure

Aperture Aura™



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

Our Speakers on Aperture Aura are:
Rob Griffiths, Janet Hill, Ben Long, Joe Schorr, and Sal Soghoian

Aperture Seminars

The Aperture Aura Conference

The conference fee is \$795 and includes all courses, any course materials, and two private Geek Cruises parties. There are two simultaneous tracks: [Power User \(MacMania\)](#) and Aperture Aura. Attendees may freely move, at any time, between these two tracks.

Introduction to Aperture: From Capture to Output (3.5 hours)

Speaker: [Joe Schorr](#)

The perfect introduction to Aperture. We'll start at the very beginning — getting pictures off your camera's memory card and into Aperture — and walk you through all the steps that it takes to go from RAW images on a CompactFlash card to a set of final prints. First, you'll get an overview of Aperture's tools for culling your best shots, and organizing thousands of photos into well-arranged projects. Then we move on to image processing, with an emphasis on basic exposure adjustments and color correction. Finally, we'll introduce you to each of Aperture's various output options: Mocking up layouts on the Light Table, creating contact sheets and full-size prints, building web pages and producing printed books and albums.

This is a great class for getting the big picture: What is Aperture really about? How does it differ from other tools, such as Photoshop, or iPhoto? And most importantly, how can it help make you a better photographer?

Twenty Interesting Leopard Tidbits (90 minutes)

Speaker: **Rob Griffiths**

Come learn some of the "under-the-hood" features in Leopard. Not the usual "Select File: Quit to quit a program" — these tips tweak Leopard's behind-the-scenes settings to provide new and interesting options.

Apple's Latest and Greatest (90 minutes)

Speaker: **Janet Hill**

Who can say what products Apple will release between now and late May 2007? But whatever they are, you'll be able to get the in-depth details about how they work and what they do from Janet Hill, Education Development Executive at Apple. On the MacMania 4 cruise, this session became an in-depth look at performance on the brand-new Intel Macs.

The topic of this session is up to Apple — but whatever it is, you're sure to get an insider's perspective on the coolest new products in the Mac world.

- Importing photos from card and disk
- Using Stacks to get organized fast
- The Photo Edit: Comparing and selecting your best photos
- Using the Loupe
- Ratings, keywords and other metadata
- Using Smart Albums to get organized fast
- Image adjustments and color correction
- Using Aperture with Photoshop
- Making multiple versions of your images
- Understanding the Light Table
- Slideshow options
- Web Galleries and Web Journals
- Making great prints
- Building and printing a book
- Backing up your work with the Vault

Advanced Aperture: Becoming a Power User (3.5 hours)

Speaker: **Joe Schorr**

Taking you beyond the basics, this class will dig deep into the keyboard shortcuts, hidden features, and advanced options that can really make Aperture fly. Discover shortcuts that allow you to accelerate repetitive tasks and streamline your photo processing. Learn how to customize the Aperture interface so that it conforms to your working style and puts the tools you want exactly where you need them. Go under the hood to see how Aperture organizes your files on disk, and learn how to use that knowledge to work faster and more efficiently.

- The most powerful keyboard shortcuts you need to know
- Customizing the layout of the Aperture interface
- Customizing metadata sets
- Building keywords buttons and customizing your keyword library
- Taking advantage of multiple displays
- Faster and better ways to comparing images
- Image adjustment tips and tricks
- In-depth project and file management

Making Gorgeous Aperture Books (90 minutes)

Speaker: **Joe Schorr**

Aperture's book-layout tools go far beyond those found in iPhoto and allow you to create incredible one-of-a-kind booklets, albums, and keepsake books. This class reveals the program's surprisingly powerful (and usually undiscovered) page layout features in all their glory and shows you what you need to know to design a custom book from scratch with high-quality results. Learn how to go beyond the pre-made templates to produce professional-looking designs from your photos with as little effort as possible.

Tiger vs. Leopard — Compare the Big Cats (90 minutes)

Speaker: **Rob Griffiths**

If you're considering migrating from 10.4 to 10.5, or have just recently made the move, come learn about what's different in Leopard. Although we'll cover completely new Leopard features such as Time Machine, we'll spend more time talking about what's been changed in the things you're already using, such as Mail, iCal, Dashboard, Terminal, Finder, and more.

Mac OS X Leopard Sneak Peek for the Power User (90 minutes)

Speaker: **Janet Hill**

Mac OS X is the world's most advanced operating system, delivering the power, stability, and security of Unix along with unprecedented simplicity and ease. With tons of new features, Mac OS X version 10.5 "Leopard" puts power at your fingertips. Learn all about new breakthrough technologies. You'll see how the most innovative Mac OS in history changes the way your Mac works for you — the power user! Yes, you will still enjoy ease of use, and the reliability you have come to expect from Apple but you will hear about powerful new features like Time Machine, Spaces, Spotlight, Photo Booth, Dashboard, and more. Join us for this "sneak peek" of the latest Mac OS X features for power users.

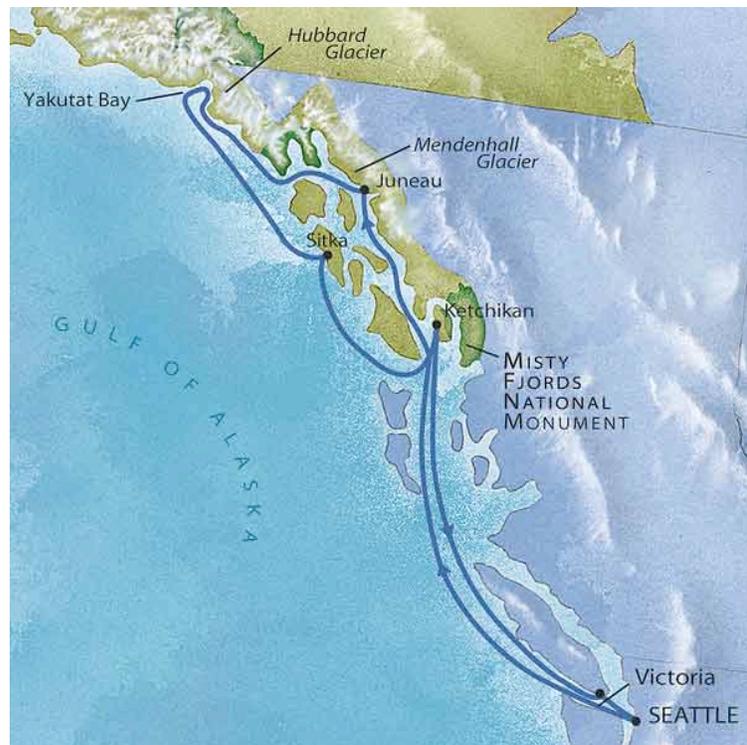
- Building custom book layouts
- Making and using master pages
- Page-building shortcuts
- Understanding image sizes and resolutions
- Changing fonts, colors and styles
- Good book-design principles
- Printing vs. ordering your book
- Adding third-party templates
- Turning books into PDFs and slideshows

Understanding and Using Versions (90 minutes)

Speaker: **Joe Schorr**

Wrap your head around one of Aperture's most unique and powerful features: Versions. With versions, you can spin off as many different variations of an image as you want -- without ever having to duplicate the original photo. This time- and space-saving feature can radically streamline the way you work with digital photos — once you understand it. Learn all about how versions work, how they can help you save hard drive space, and how to keep them perfectly organized in Aperture. Discover the benefits of using Smart Albums in combination with versions to locate photos in your library more quickly. See how versions can help you create better books, better websites and better prints.

- What are "versions" and how do they work?
- The difference between duplicating files and duplicating versions
- Making new versions from master images
- Managing versions inside stacks
- Comparing versions
- Making specialized versions for print and web



DAY	PORT	ARRIVE	DEPART	CONFERENCE SESSIONS
SATURDAY, MAY 26	SEATTLE, WASHINGTON	—	4pm	7:15pm, BON VOYAGE COCKTAIL PARTY
SUNDAY, MAY 27	AT SEA	—	—	8:30am – NOON & 1:30pm – 5pm
MONDAY, MAY 28	GLACIER BAY SCENIC CRUISING	10am	2pm	3pm – 6:30pm
TUESDAY, MAY 29	JUNEAU, ALASKA	7am	8pm	—
WEDNESDAY, MAY 30	SITKA, ALASKA	8am	5pm	6pm – 8pm
THURSDAY, MAY 31	KETCHIKAN, ALASKA	7am	1pm	1:30pm – 5pm & 5pm – 7:30pm
FRIDAY, JUNE 1	VICTORIA, BRITISH COLUMBIA	6pm	MIDNIGHT	8:30am – NOON & 1:30pm – 5pm
SATURDAY, JUNE 2	SEATTLE, WASHINGTON	7am	—	

Aperture Seminars (continued)

Introduction to Automator (90 minutes)

Speaker: [Sal Soghoian](#)

Mac OS X version 10.4 "Tiger" introduced Automator, a new application that automates anything on your computer quickly and easily. Using the power of Mac OS X, Automator controls your applications and files, automating — in an instant — what you need done with them. Automator will change the way you use your Macintosh. There's no scripting or coding, it's drag-and-drop easy. It's truly "Automation for the rest of us!"

Apple's Automator Product Manager, Sal Soghoian, gives you a personalized tour of this innovative application and you'll learn when and how to use Automator to make automating complex or repetitive tasks a breeze!

Shooting and Editing Raw (3.5 hours)

Speaker: [Ben Long](#)

If your camera provides raw support, then you'll want to consider shooting in raw mode instead of JPEG. Raw mode allows you to use the full range of color that your camera captures, and provides additional editing controls that let you make edits and adjustments that simply aren't possible when shooting in JPEG mode. This class will begin with a discussion of what raw is, and will then dive in to everything you need to consider when shooting in raw mode, including raw-specific exposure strategies.

Finally, we'll cover all of Aperture's raw processing capabilities from white balance adjustment to white balance control to Aperture's Raw Fine-Tuning adjustments. A blow-by-blow demonstration of every slider, menu and checkbox in Aperture's arsenal of RAW controls to demystify will demystify the process of working with RAW image formats.

Publishing your Photos Using Aperture Web Galleries and Journals (90 minutes)

Speaker: [Ben Long](#)

How to use Aperture's built-in web publishing tools to make great websites from your photos. Learn the nuances of web journal creation and discover how to get the most out of the pre-defined templates. In addition to how to use all of Aperture's built-in web publishing features, you'll learn the basics of customizing Aperture's built-in templates, by using some simple HTML tricks.

Pricing & Booking Information

(Full details:

http://www.geekcruises.com/booking_b/aa01_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:	\$1,299 [GS* & PC* avail.]
Outside:	\$1,499 [GS & PC avail.]
Better Outside:	\$1,599 [GS & PC avail.]
Outside w/Balcony:	\$1,699 [GS avail.]
Better w/Balcony:	\$1,799 [PC avail.]
Superior Suite:	\$2,099 [PC avail.]
Full Suite:	\$3,199 [PC avail.]

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, \$699; \$499 for under 2 years old.

(continued)

Light Table Secrets (90 minutes)

Speaker: [Ben Long](#)

Just about every digital photo application presents your photos as a grid of thumbnails, but Aperture lets you break free and work on the Light Table — a free-form space where you can arrange, resize, and pile up photos however and wherever you want. Light Tables are ideal for mocking up book layouts, or for trying to find the narrative that lies within a group of images. This class reveals the tips and tricks you need to know to get the most out of the Light Table, including outputting your Light Table layouts.

Integrate Aperture Into Your Existing Process (90 minutes)

Speaker: [Ben Long](#)

Aperture provides all of the features that you need for a complete digital photography workflow, from initial import to final output. If you're a photographer who already has a workflow based on other applications, then you'll want to give some thought to how you might make the transition to Aperture, and what your final workflow process might be. In this class, we explore some basic "philosophical" stumbling blocks that many users make when they first start using Aperture. We'll also cover several "real-world" workflow questions such as what to do when your Aperture library fills up, how to perform long-term archiving and storage, and how to integrate Aperture with other applications.

Introduction to Automator (90 minutes)

Speaker: [Sal Soghoian](#)

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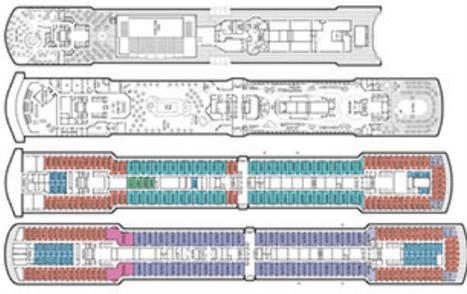
Aperture and Automation (3.5 hours)

Speaker: [Sal Soghoian](#)

Taking the shot is just the first step in the long process of delivering finished work. Now you can super-charge Aperture's workflow features to automate the traditional image workflow and extend it to include other applications and scenarios, such as:

- Batch image import/export with auto-backup and meta-tagging
- Importing images from network groups and remote sources
- Publish to print layouts, presentations, iPods, and DVDs
- Transfer image metadata to spreadsheets and back-office applications
- Round trip images to PhotoShop and back
- Use auto-mail and FTP methods to deliver images

You'll learn to use Aperture's built-in AppleScript and Automator support to create custom workflows for you and your staff. No code writing experience necessary — it's drag-and-drop simple!

 <p>Better Inside Staterooms - \$1,299</p>	 <p>Outside Staterooms: \$1,499 - \$1,599</p>	 <p>Outside with Balcony: \$1,699 - \$1,799</p>
 <p>Deck Plan of Our Ship (pdf)</p>	 <p>Superior Suite - \$2,099</p>	 <p>Full Suite - \$3,199</p>

Power User Seminars

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 \$225 per person) are included; taxes are \$71 per person and are additional. Holland America also charges, onboard, \$10 per person per day for gratuities.

Full payment is due on March 1, 2007

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

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 trans-fers 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.

Pre- and Post-cruise Hotel Stays:

Sightsee Seattle from our base, [The Seattle Sheraton](#), and/or meet and greet your fellow Geek Cruisers at our pre-cruise reception (see below). Transfers to/from the ship AND to/from hotel, as well as all taxes, are included in the prices below. All prices are PER PERSON.

A UNIX Guide to OS X (3.5 hours)

Speaker: [Randal Schwartz](#)

For most hardcore Mac users, a "command prompt" is a strange world. However, with the introduction of UNIX into the core of Mac OS X, some tasks that were formerly hard are now quite easy, once you get the basics down about how to use that command line. In the first half of this full-day talk, learn from 24-year UNIX veteran Randal Schwartz (who has been using a Mac daily for the past 10 years) about the basics of UNIX commands, including common file and folder manipulation, automating repetitive tasks, and even accessing your machine remotely.

In the second portion of this seminar, for advanced Mac users, learn how to write Perl scripts, configuring software, installing packages, and having a blast customizing the terminal side of things.

You do not need any prior UNIX knowledge to benefit from this course.

Installing and Managing PostgreSQL (the world's finest free database) on Your Mac (90 minutes)

Speaker: [Randal Schwartz](#)

The PostgreSQL Database is a powerful industrial-strength database. (For example, Postgres is used to serve and manage the ".org" and ".info" domains.) Learn how to install and administer PostgreSQL on your Mac (using both a binary installer and the "fink" packages).

FileMaker Pro Out of the Box (3.5 hours)

Speaker: [Jesse Feiler](#)

Perhaps the easiest-to-use database on any platform (it runs on Mac and Windows), it routinely garners awards such as Codies from the Software & Information Industry Association, and Editor's Choice from PC Magazine. New database design features, improved security, and a more powerful Web-publishing engine actually make FileMaker easier than ever to use. Out of the box, manage your home or business with the 30 Starter Solutions that are included with FileMakerPro.

You'll also learn how to create your own FileMaker Pro solutions — from scratch, based on a Starter Solution, or based on an existing database you already have — even based on an Excel spreadsheet which FileMaker Pro can automatically convert to a database (and automatically convert back). The session addresses some of the new and powerful features of FileMaker Pro including the remarkable new database/table structure, script parameters, file references, and the unified security model. Find out what they are and how to use them.

	1 night	2 nights	3 nights
Shared double	\$270	\$460	\$650
Single	\$230	\$420	\$610
3rd/4th person	\$65	\$95	\$125

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/aa01_booking.html. Have questions? Want to book voice-to-voice? Please give us a call: 650-327-3692



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FileMaker 7 Databases and the Web (3.5 hours)

Speaker: **Jesse Feiler**

Use Instant Web Publishing to publish your FileMaker Pro databases on the Web or an intranet. With only a few mouse clicks, you can have your FileMaker Pro solutions running on the Web very much the same as it runs on a desktop. Your interface design is automatically transferred to the Web so that anyone with a standard browser can log on. Use the new (FileMaker Pro 8.5) Web viewer to integrate Web content with your databases. And use the new PHP interface to interact with other Web users.

As for Automator and FileMaker, here's a blurb suggestion. I could do it as another session, as part of something Sal or Ben does, or they could cover it. I'm easy and they're good people. But I think it would fit into the power user theme of the cruise.

FileMaker and Automator (3.5 hours)

Speaker: **Jesse Feiler (with [Sal Soghoian](#))**

FileMaker Automator actions let you control FileMaker from your Automator workflows. Learn how to do so and how to use Automator to integrate FileMaker data with a publishing tool — Aperture, InDesign, or something else. In a good workflow, FileMaker won't need to know what application is receiving its data, and the graphics application won't need to know anything about the FileMaker data: the Automator workflow provides the control and the inter-application glue. A real-world example will delight you.

Killer iLife Tips and Tricks for the Power User (3.5 hours)

Speaker: **[Janet Hill](#)**

Learn the high-end tips and tricks that enable iLife to make the most out of every bit of your digital life. Use your Mac to collect, organize, and edit the various media. Utilize iPhoto to share photos in a whole new way. Turn video into home cinema with iMovie. Create stunning DVDs with iDVD. Put your life on the web with iWeb. Record your next song or produce a professional sounding podcast with GarageBand. Transform your media into masterpieces with Apple-designed templates. Then share your magic moments in beautiful books, colorful calendars, dazzling DVDs, perfect podcasts, and attractive online journals. Join us for a closer look at all the power-users tips and tricks that make iLife sing.