

Three Photoshop-packed days of Beginner,  
Intermediate, and Advanced Level Seminars

# Photoshop Fling II™



RUSSELL PRESTON BROWN • JACK DAVIS • DEKE MCCLELLAND • BERT MONROY

*Four of the  
World's Foremost  
Photoshop Experts,  
A Week of Imaging  
Enhancement,  
and the Caribbean.  
The Only Thing  
Missing is You.*



You may select any combination of seminars so long as you do not select more than three days' worth of sessions. You may also freely move between the class rooms — even in mid-session!

The conference fee is \$750 and includes all seminars and course materials.

Spouses and guests are welcome to attend the Bon Voyage Cocktail Party as well as Russell Preston Brown's "The History of Photoshop."

## BEGINNING INTERMEDIATE

8:30am to Noon — CLASSROOM 1

### Everything Everyone Says They Know About Photoshop (But Very Few Do)

Speaker: **Deke McClelland**

If you've been using Photoshop for any amount of time, you probably figure you know all the basics of the program. And perhaps you do. But the last time Deke presented this session, one experienced fellow said, "You shouldn't call this a beginning class. I'd never heard of half this stuff." So prepare to learn the basics of Photoshop the right way. It ain't hard; it's just essential.

- What Photoshop can do
- Workspace and navigation
- Image Size and Resolution
- Rotate, Crop, and Perspective
- Presets and Preferences
- Master Selections
- Transforming Selections independently of their contents
- Making a Wand Selection look right

## INTERMEDIATE

8:30am to Noon — CLASSROOM 2

### The Creative Workflow

Speaker: **Bert Monroy**

This session will take you on a tour of the creative workflow process in the preparation of commercial images for a variety of clients. Bert will demonstrate the concept stage by explaining what the client visualizes and the steps to converting those ideas into a finished product.

Bert will then show how the concept is then turned into final art through the use of Adobe Illustrator and the many features of Photoshop.

- Conceptualization
  - What the client wants
  - The "how" and "why" on improving an idea
- Preparation of layouts
- Creating the basic elements
- Follow through to finished art

Sunday, 6:00pm to 8:00pm

### The Russell Brown Power Hour and History of Photoshop

Back by popular demand! Yes, it's The History of Photoshop! Mr. Brown will kick off the hour with a virtuoso performance of this classic theatrical event. Prepare for an "altered" view of history guaranteed to make you smile. Immediately following the show, Russell will take you on a wild and wacky ride through some of the key new features found in Photoshop CS. In his own unique (ahem!) style, he will cover some of his favorite new features and reveal amazing ways to use them. Make sure this event is on your schedule.

#### Class topics will include:

- Digital photo flow: batch-processing large groups of images the easy way
- Creating the perfect panorama with Photomerge
- Hocus pocus focus using New Lens Blur Filter
- Design variations: how to use Layer Comps
- Seeing in black and white: creative ways to convert color images
- The Photo Folio: designing picture package promotional materials
- Lighting with Layers: simple ways to Dodge and Burn your images
- Hidden in the Shadows: a review of the new Shadow Highlight tool

## INTERMEDIATE

8:30am to Noon — CLASSROOM 1

### Photo Adjusting and Optimizing Techniques

Speaker: **Jack Davis**

Learn a wide variety of essential workflow-enhancing techniques that will turn your standard snapshots into frame-able photographs — all with an emphasis on quality, flexibility, and speed. These are the essential optimizing techniques that lay the foundation for everything else.

- Tonal and color Adjustment Layers and Masks
- Instant gray point color correcting
- Non-destructive Dodging/Burning with Layers
- Automatically combining different exposures with Advanced Blending
- Controlled B&W conversions and faux infrared effects
- Noise removal, up and down Scaling, and advanced Sharpening
- Saving, formats, and backing up

## INTERMEDIATE

8:30am to Noon — CLASSROOM 2

### Using Illustrator with Photoshop

Speaker: **Deke McClelland**

If there's one program that's designed to work hand-in-hand with Photoshop — not to mention fill in Photoshop's image-creation gaps — it's Adobe Illustrator. This tour-de-force vector illustration program lets you draw free-form, resolution-independent graphics that you can use to enhance your Photoshop imagery or bolster layered compositions. Join Deke for an enlightening look at this essential application.

- Setting up consistent cross-application color
- Making the most of the Pen Tool
- Tracing a piece of scanned artwork
- Using Pathfinder operations
- Creating iconic artwork
- Copying and pasting objects between Photoshop and Illustrator
- Rasterizing Illustrator Layers
- Enhancing Illustrator Art in Photoshop

## INTERMEDIATE-TO-ADVANCED

1:30pm to 5:00pm — CLASSROOM 1

### Photo Retouching and Repairing Techniques

Speaker: **Jack Davis**

Soften skin (on weathered faces or pristine complexions) and perform five o'clock shadow shavings after the fact, learn to whiten stained teeth, neutralize red eye, unify blotchy skin and swap body parts and even skies.

- Controlling blemishes and wrinkles without creating aliens
- Skin softening and post-shoot shavings
- Unifying skin tone in a single dialog
- Feature enhancing and body reshaping to make someone look like they *think* they look
- Dust and scratch removal using Repair Layers
- Reconstruction of damaged photos
- Sky exchange made simple

## INTERMEDIATE

1:30pm to 5:00pm — CLASSROOM 2

### Painting with Photoshop

Speaker: **Bert Monroy**

In this session, Bert Monroy, an internationally renowned digital artist, will take you to places you never thought possible with Photoshop. He will leave you with a full understanding of the basic features, and their functionality, to create images from scratch.

Bert will share the techniques he uses in the creation of his photo-realistic images. Paths for shapes, filters for textures, layers for effects, all will be combined to attain final images that will ask the question — "is it real or is it Photoshop?"

Masking? You have no idea what that is all about until you do it with Alpha Channels. How about a Paintbrush that creates a forest in one stroke? A brush for every occasion. The Paint Engine, one of the most powerful features in Photoshop, will be covered in detail. Bert will take you through the processes for creating brushes to produce anything your imagination can conjure up. You will learn how to create specialized brushes to tackle a myriad of problems that arise in retouching and image creation.

Be it a peaceful landscape or a roaring fireplace, you will create them from scratch without the need to hunt for the right place to shoot that photograph or searching through tons of stock shots.

- Working with Layers
- The Brush Engine
- Alpha Channels
- Creating and the proper use of Perspective
- When and how to use vectors from Illustrator

## INTERMEDIATE-TO-ADVANCED

8:30am to Noon — CLASSROOM 1

### Filters and Masks

Speaker: **Deke McClelland**

Photoshop's corrective filters rank among the program's oldest and finest capabilities. Besides permitting you to sharpen the contrast of an image, blur away the defects, and generally make a photograph look better, they can help you hone in on exactly those details that need help the most. Combined with Photoshop's Masking function, filters make it possible to separate even the most complex foreground subject from its background and composite that image into a new setting. Sound amazing? You have no idea.

- Filtering basics
- The top ten filters
- Unsharp Mask and High Pass
- Gaussian Blur and Median
- Creating an Edge Mask
- Using the Color Range command
- Extracting image elements
- Blue screen and sky
- Full-on Masking

Monday, 6:00pm to 8:00pm

### The Tasty Side of Camera Raw

You've heard about it. You've read about it. Now learn how to cook with Adobe Camera Raw! If your camera can shoot in the Raw format, then you can learn how to set it up. If you can't shoot Camera Raw, we'll loan you an Olympus digital camera all ready to go. Venture out on your digital safaris at each port of call and return to class, where you'll process your Raw images. Discover the secrets of using Camera Raw and feel confident about achieving quality results, quickly and easily.

Class topics will include:

- The Russell Brown Quick Course of Color Management — Really!
- What is Adobe Camera Raw and how do I use it?
- Tips: setting up your camera and shooting the image
- Workflow: how to process images, from camera to print
- Introducing Dr. Brown's Photo Styler: creativity gone crazy!

At the end of class, you'll be ready to go out on assignment and get pictures that can be included in your very own books! Be sure and check out Russell's Art of Creating Hand-made Books class on Tuesday, Wednesday, and Friday.

**INTERMEDIATE-TO-ADVANCED**  
8:30am to Noon — CLASSROOM 2

### Photo Enhancing and Embellishing Techniques

Speaker: **Jack Davis**

This session is about how to go beyond what was captured to communicate what was experienced — by seeing how to change focus with Lens Blur, create diffused glows and extend density with Advanced Blending, make images “pop” with instant High Pass Dodging and Burning, and “massage” your photo to perfection with tonal, color and gradient Layer Style “filters”.

- Enhancing density and lighting with Blur and Blend Modes
- Creating subtle diffused glows and extreme high-key contrasts
- Popping images with instant High Pass Dodging and Burning
- Applying fast and flexible tonal, color, and gradient Layer Style “filters”
- Creative focus control: from subliminal to expressive
- Quick and easy antique color tinting

**Russell Preston Brown**, Senior Creative Director at Adobe Systems Incorporated, facilitates the exchange between digital designers and software developers that is vital to Adobe’s product development. Russell has been a creative force at Adobe for the last 19 years — a key contributor to the launch and feature development of both Adobe Photoshop and Adobe Illustrator software. Perched at the cutting edge, Russell designed and produced the first four-color Adobe PostScript publication on the globe. Today, as resident Photoshop creative expert and evangelist, Russell joyfully shares his message of digital design mastery with the world’s leading photographers, publishers, art directors, and digital artists.

A true spellbinder, often inspired by toys and old movies, Russell has mesmerized audiences at conferences and seminars worldwide. Entertainment and fun are the key ingredients of Russell’s events at MacWorld, Seybold, AIGA Design, Photoshop World, and the MdN conferences in Japan.

Russell’s wacky and whimsical design work has been published in Design Graphics magazine, the MdN Graphics magazine in Japan, and on the Web at [www.adobe.com](http://www.adobe.com) and [www.apple.com](http://www.apple.com). Always delighting in testing the creative limits of his tools, Russell is the prolific creator of Photoshop tips and tricks. His double treat of great information presented in a bold, zany style has won him a regular following among beginning, intermediate, and advanced users alike.

**Jack Davis** is best known as the coauthor of the award-winning and best-selling guide to Photoshop, *The Photoshop Wow! Book*, as well as being an award-winning designer, photographer, and contributing editor to numerous other books and magazines on digital tools and the creative process. Magazines he contributes to include Photoshop User, Nikon Capture User,

**ADVANCED**  
8:30am to Noon — CLASSROOM 1

### Creating Special Effects with Photoshop

Speaker: **Bert Monroy**

Creating realistic textures, the effects of lights and shadows, and the ability to make an image jump off the page will be covered in this session. Filters? There are many of them in Photoshop. What happens when you use them for other than their intended purpose? What happens when you put a few of them together? You will create images that are more realistic than a camera could ever achieve.

The ability to bend things on a curve has been one of the most asked-for features, yet it has always been there. Bert will demonstrate the use of the Displace Filter to make controlled, fluid distortions. The Liquify Filter will also be explored for distortion effects. Distorting with the Transform function will be explored for perspective matching and the creation of realistic reflections.

- Working with Filters
- Using the Liquify command
- Light and shadows
- Reflections
- Integrating Photoshop into other programs
  - After Effects
  - 3D software

and PEI. His latest book, *How to Wow: Photoshop for Photography*, written with Ben Willmore, showcases his addiction with digital cameras, and the process of going beyond what was captured, to what was experienced.

For over 20 years Jack has been an internationally-recognized creative spokesperson on digital imagery. He has given keynote address’ at conferences and universities throughout the US, Japan, Singapore, Hong Kong, Canada, Brazil, and Australia as well as leading numerous hands-on workshops around the U.S. and abroad. Jack routinely teaches as part of the “Dream Team” at the National Association of Photoshop Professional’s Photoshop World Conferences, where was recently inducted into the Photoshop Hall of Fame for his life-time contributions in the field of education and digital imagery.

Jack has undergraduate degrees in Graphic Design and an MA and MFA in Digital Imagery and when he’s not in his studio he’s usually on the beach somewhere in Polynesia with digital camera and analog paints soaking up the local color.

Pioneering electronic publishing expert **Deke McClelland** is the author the best-selling *Adobe Photoshop CS One-on-One* and *Adobe InDesign CS One-on-One* (both Deke Press/O’Reilly). Each full-color tutorial includes sample files and two hours of integrated video training.

Deke has written more than 70 titles in 25 languages with 3 million copies in print. He is perhaps best known for *Photoshop Bible* and the hard-bound *Photoshop Bible, Professional Edition* (both Wiley), which remain the best-selling guides on digital imaging. Other titles

**INTERMEDIATE**  
8:30am to Noon — CLASSROOM 2

### The Wow Factor One-Click Solutions in Photoshop

Speaker: **Jack Davis**

Quick and easy ways to use Photoshop’s built-in presets (and hundreds of complimentary Wow presets that will be provided in class) to create special effects on-time and on-budget.

- The phenomenal power, flexibility and speed of Layers Styles
- How to create dimensional effects like chrome, rock, and glass (and beyond) instantly and without filters
- One-click framing and tinting techniques to tie disparate photographs together — separately or as a collage
- Quick template-based collaging for weddings, groups or editorials
- Single image collages and ghosted backgrounds

Tuesday, Wednesday, and Friday  
6:00pm to 8:00pm  
**The Art of Creating Hand-made Books with Photoshop**

It’s time to put your creativity and new-found Photoshop knowledge to work! After returning from your foray ashore each day, you’ll have the opportunity to craft a hand-made book of your photos under the tutelage of Cap’n Brown. In class, we’ll learn how to plunder the bounty of Camera RAW images. Bring your treasured photographs — Cap’n Brown will provide paper and all other supplies necessary to make your books. And arrrr, maties, beware! A good time awaits us all!

#### Classroom topics:

- The Power of Working with Adobe Camera RAW
- Workflow: From Memory Card to Print
- The Secrets of Epson Printing: Profiles, Papers, Inks, and How to Make a Great- Looking Print
- Folding Paper with Your Very Own Hands!
- PLUS: Learn how win valuable prizes without really trying!

(This class will be sponsored by Epson America and Redriver Paper.com)

include *Photoshop For Dummies* and *Photoshop Elements For Dummies* (both Wiley). Deke is one of the most award-winning writers in the business, including a total of seven honors from the Computer Press Association.

In addition to his books, Deke hosts the video training series “Total Training Presents: Adobe Photoshop Elements” and “QuarkXPress to InDesign: Making the Switch” as well as the in-depth “Total Training for Adobe Photoshop” and “Total Training for Adobe Illustrator” (all [www.totaltraining.com](http://www.totaltraining.com)). He is a contributing editor for Photoshop User magazine and a member of the PhotoshopWorld Instructor Dream Team. In 2002, he was inducted into the Photoshop Hall of Fame.

**ADVANCED**  
1:30pm to 5:00pm — CLASSROOM 2

### Layers and Non-Destructive Edits

Speaker: **Deke McClelland**

There are few things in life so beautiful as the non-destructive edit. By relegating color adjustments, focus enhancements, and even large-scale modifications to independent layers you ensure less damage to your images and a greater range of creative freedom. “Going parametric,” as it’s sometimes called, takes a little extra discipline. But the effort you expend today will be rewarded tenfold tomorrow. Join us and make your future self eternally grateful.

- Going Parametric
- Mastering the Layers Palette
- Transformations and other permanent changes
- Using Opacity and Blend Modes
- The Big Blend Modes: Screen and Multiply
- Advanced Blending Options
- Knockouts and Luminance Blending
- Adding in Layer Effects
- Fixing Problem Effects
- Using Adjustment Layers

**Bert Monroy** was born and raised in New York City where he spent 20 years in the advertising industry as an art director and creative director for various agencies.

Upon discovering computers with the introduction of the Macintosh 128 in 1984, he embarked on a new digital career. He embraced the computer as an artistic medium and is considered one of the pioneers of digital art. Bert’s work has been seen in every major trade publication of the computer industry. His work has also been featured in scores of books which include *Making Art on a Macintosh*, *The Photoshop WOW Book*, *The Illustrator WOW Book*, *The Art of Digital Painting*, *The Grey Book*, and *The Photoshop A to Z in Japan*. Bert has also done a considerable amount of film work for Industrial Light & Magic, Pacific Data Images, and R/Greenberg Assoc.

Bert co-authored *The Official Adobe Photoshop Handbook*, which was the first book ever written on Photoshop. In 2000 he released his first solo book from New Riders called *Bert Monroy: Photorealistic Techniques with Photoshop and Illustrator*.

His most recent book is entitled *Commercial Photoshop with Bert Monroy*. In this book, Bert concentrates on the techniques and work habits that have made him a sought-after commercial illustrator and photo manipulator.

Bert currently teaches at San Francisco State University. He continues to serve his installed base of clients which include Apple Computer, Adobe Systems, Pioneer Electronics, Fujitsu, SONY, AT&T, Chevron, and American Express. Bert has been a regular guest on many TV shows worldwide. He recently celebrated three years as a monthly guest on The Screen Savers for TechTV.

## PRICING AND BOOKING INFORMATION

**Course Fees:** \$750 for the Photoshop Fling conference. Only passengers booked through Geek Cruises will be admitted.

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

Cabin Type	Cruise Rate
Standard Inside	\$ 699 (GS* available)
Better Inside	\$ 799 (GS* available)
Standard Outside	\$ 899 (GS*, ♿ available)
Better Outside	\$ 999 (GS*, ♿ available)
Mini Suites	\$1,399 (♿ available)
Full Suite	\$2,499

**3rd and/or 4th Person Rate:** ages 19 and older, \$549; ages 2 – 18, \$499; under 2 years old, \$449.

**Single Occupancy:** 150% for inside and outside cabins and 200% for Mini-Suite and above.

**Port Charges and Taxes:** \$200.90 per person (subject to minor change).

**Full payment is due on November 1, 2004** (or, if you book after November 1, at the time of booking).

**Foreign Shipping Fees and Additional Payment Information:** There is a foreign shipping charge (to send the tickets FedEx) of \$60 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 [www.geekcruises.globaltravel.com](http://www.geekcruises.globaltravel.com), [Expedia.com](http://Expedia.com), or [Travelzoo.com](http://Travelzoo.com) are excellent resources.

**Pre- and Post-cruise Hotel Stays:** Sightsee Florida! The hotel will be close to the dock. If we book your hotel, transfers from the hotel to the dock are included.

♿ Physically challenged available

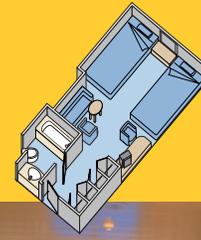
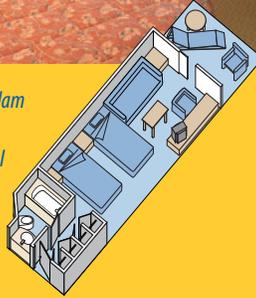
**\*Guaranteed Share (GS) Fares:** This plan is for passengers who are coming on a Geek Cruise by themselves and wish to share a cabin with another Geek Cruises passenger in an inside or outside cabin only. The prices are the same as the per person double occupancy rates. Share Passengers who smoke are not to do so in the cabin, unless okayed by fellow roommates. We try to match passengers with someone close in age, whenever possible. Note: Holland America will not accept any booking unless a fully completed Reservation Form is accompanied with a per-person deposit:

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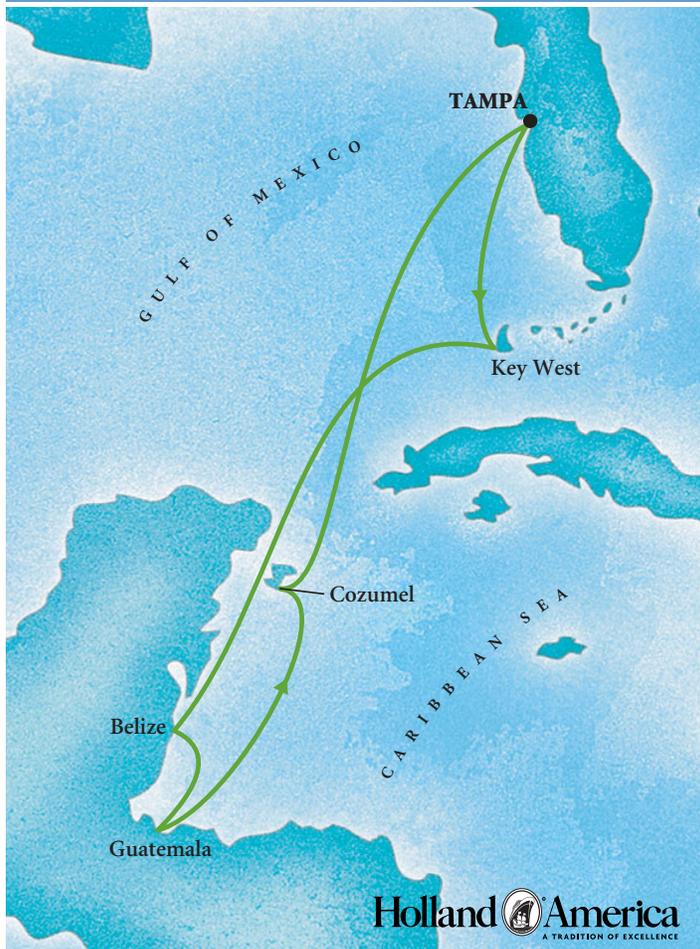
*Mini-suites on the ms Veendam are big on luxury: private verandahs, whirlpool baths, VCRs, and mini bars.*



*Standard outside double on the ms Veendam is approximately 177 square feet. Rooms will vary in size and furniture placement.*



DAY	PORT	ARRIVE	DEPART	CONFERENCE SESSIONS
Saturday, 2/5	Tampa, Florida	—	5:00pm	7:15pm, Bon Voyage Cocktail Party
Sunday, 2/6	Key West, Florida	11:30am	6:00pm	8:30am – 11:30am & 6pm – 8pm
Monday, 2/7	At Sea	—	—	8:30am – 5:00pm & 6pm – 8pm
Tuesday, 2/8	Belize City, Belize	8:00am	6:00pm	6pm – 8pm
Wednesday, 2/9	Santo Tomas de Castillo	6:00am	6:00pm	6pm – 8pm
Thursday, 2/10	Cozumel, Mexico	1:00pm	11:30pm	8:30am – Noon & 6pm – 8pm
Friday, 2/11	At Sea	—	—	8:30am – 5:00pm & 6pm – 8pm
Saturday, 2/12	Tampa, Florida	8:00am	—	



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