

Zero to Pro

- **Master Class** -

Course Outline

Class #1 - What Are The Secret Ingredients

In this class we discuss the question "What are the ingredients for making an amazing picture?" Shmuel will take you on an in depth look into composition and nine other elements that all create the "wow" factor of any given image.

Class #2 - Stay Focused!

In this class, Shmuel explains how your eye enters the image and the rule of thirds. He then goes on to give three hard and fast rules to help you start creating powerful images yourself. The second chapter of the class is a hands on workshop teaching you what focus is and how to do it!

Bonus Class - Post-Production Workshop

This two part workshop guides you through two pieces of software - Picasa & Lightroom. In the first chapter, Shmuel will show you some of the amazing advantages of the simplicity of Picasa when it comes to dealing with image management over the more popular software "Lightroom".

The second chapter will take you on a thorough tour of the industry standard photo editing software Adobe Lightroom. An absolute "must know" for any photographer!

Class #3 - Think Slow, Fast!

This class begins by giving the students a thorough and deep understanding of what exposure is. Once we are all clear on exposure, we focus our attention to understanding shutter speed - What, Why and How?

Shmuel structures the information using a very simple and logical system which will easily allow you to see the entire picture (pardon the pun) come together in the most exciting and profound way!

Bonus Class - Website Workshop

In this class Shmuel gives you a systematic tour of the online software that he refers to as the “backbone” of his own business.

Not only will you learn how to create your own beautiful website in under 1 hour but you will also learn how to create a functioning client area and backup system.

You will also be shown exactly how Shmuel delivers his clients their images using the same software.

Class #4 - A Hole Lot Of Fun!

In this class Shmuel introduces the concept of aperture and its effect, namely depth of field. He also discusses focal length and its relationship to DOF.

Staying consistent with the system that Shmuel used to teach shutter speed, Shmuel clearly explains the how, what and whys of aperture. We will also discuss the other factors that will help you achieve that lovely blurry, pastel background that you see the professional photographers always striving to achieve.

Bonus Class - Putting It All Into Practice - On Location

This class was filmed on location as a practical recap to classes 1 through 4. Watch Shmuel as he demonstrates exactly how he puts all the theory into practice.

Class #5 - Bringing It All Back Home

With this class Shmuel closes the circle of information that he mentioned to you at the beginning of the course. The third and final piece of the puzzle - ISO. Again, staying consistent with the system that Shmuel used to teach shutter speed and aperture, Shmuel explains simply and clearly the what, how and whys of ISO. We then put it all together - Shutter speed, Aperture & ISO and with a simple analogy everything falls right into place! This is the class where everyone experiences the amazing “aha” moment!

Class #6 - Sunset Is My Favorite Color

In this class Shmuel directs his attention to explaining advanced focusing techniques and how to grab pictures that would otherwise be impossible.

He then moves onto explaining white balance in a refreshingly no-fuss way with a simple system that will ensure that you get good and consistent color in all your pictures in all situations.

Then comes the RAW v JPEG chapter where Shmuel explains clearly the pros and cons of either and gives you advice on which format to use.

Class #7 - Manual or Auto? That Is The Question!

It's now time to really cash in on all the learning that you will have done up to this point. We now return to our cameras with a completely new perspective. All the dials and buttons now make total sense!

In fact, by the end of this class you will understand exactly what all the automatic functions on your camera are trying to achieve, and in such a way that you will now have the option to use them if you so wish, or to mimic them in manual. The choice will be yours!

At this point Shmuel will introduce to you the 3 golden rules of viable commercial portrait photography.

Bonus Class - The Business Of Photography

This class was filmed at a live event where Shmuel presented to a live audience dozens of amazing pieces of business advice that he has gleaned over his fifteen years experience as a professional photography.