

For Immediate Release  
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Story Idea/Images Available

**Attention Artists!**  
**Focus on the Masters Announces Two 2-Day  
Weekend Workshops - Register [Here](#)  
To Learn to Photograph Your Own Art!**

*Vessel* by Cheryl Ann Thomas



**2-Dimensional  
Workshop**  
**May 15-16, 2010**

**3-Dimensional  
Workshop**  
**May 22-23, 2010**

**9:30 a.m. to 4:30 p.m.**  
**Both days**  
**Both workshops**

505 Poli, 5<sup>th</sup> Floor  
Ventura

Each 2-Day workshop:  
\$175 FOTM Members  
\$195 Non Member

Limited to 20 participants  
Click [here](#) to register  
Focus on the Masters is  
offering two 2-day  
workshops May 15-16 and  
22-23 for artists who wish to  
create quality photographs of  
their flat or three-

dimensional artwork. The workshops, held at 505 Poli 5<sup>th</sup> floor, present techniques that utilize readily available and affordable equipment and set-ups. Scott Miles, Brooks Institute Faculty member and FOTM board member, will lead the workshops assisted by Donna Granata, FOTM founder and fellow Brooks Faculty member. The first weekend, May 15-16, will be dedicated to

flat art and the second weekend May 22-23 will be dedicated to three dimensional objects that will fit on a table top. No jewelry please.

Quality photography of one's work is essential for marketing an artist's career, selling individual pieces and opening doors to shows and gallery representation. Often, the photographs are the only representation of the artist's work that is available to jurors, gallery owners and prospective buyers. Learning to produce quality photographs of one's work is a key to career advancement and sales.

*“Learning how to photograph my own work was one of the best investments I have made in my career. I am deeply grateful for the guidance I have received allowing me the technical means to achieve my own objectives. Now, not only can I reproduce the work as I see it, but I can present the work to galleries and museums knowing that the images are at professional standards. I highly recommend this class to every artist in the community.” ~[Cheryl Ann Thomas, Ceramist](#)*

By participating in this workshop, students will be able to:

1. Make informed choices regarding appropriate equipment (available at a reasonable price).
2. Properly expose digital photographs.
3. Capture color-correct images that accurately represent the artwork.
4. Minimize or eliminate the need for image corrections after capture by capturing a near perfect image in the first place.
5. Use lighting effectively to document flat art and dimensional artwork.
6. Include standard references in images to facilitate accurate color reproduction.
7. Format digital image files for posting to web sites or Zapplication.
8. Set up an organizational scheme for archiving their images.

**Participants should bring:**

1. Camera with lens (and manual).
2. (Bring your whole outfit if you want – extra lenses, battery (charged) etc.)
3. Compact Flash or SD card media for your camera.
4. A media reader to transfer files into the computer.
5. Optional – USB “Jump” drive (for storing image files).
6. Tripod.
7. Artwork that you plan to shoot.
8. Examples of photos you have taken, including problem photos.
9. A pen and notebook.
10. Bring a laptop computer if you like to use one.
- 11.
12. This workshop is ideally suited to the working artist who wishes to photograph his/her own work without investing an excessive amount of time, money or effort. The workshop

is open to those with beginning to intermediate photography skills using a wide range of camera types. Although the best results are achieved with digital SLR cameras, a high level of success is achievable using good point-and-shoot cameras with manual capabilities.

*“As an artist, I know I will benefit from this workshop. Getting good photographs of my work is a critical concern of mine, and a professional skill that's invaluable to learn. Having access to such a respected professional photographer and educator is an opportunity every artist in our community should not miss.” ~[Ruth Pastine, Painter](#)*

For information and reservations, please contact Focus on the Masters at 805.653.2501 or [www.FocusOnTheMasters.com](http://www.FocusOnTheMasters.com).

**About the Instructor:**

Scott Miles earned his Bachelor of Arts in Professional Photography at Brooks Institute of Photography in Santa Barbara, CA in 1982. His career has included work for the Andy Warhol Foundation, The Guggenheim Museum, many galleries and collectors, and commercial photography. In the fall of 2002, Scott returned to his alma mater to become a full time faculty member at Brooks Institute. In 2007, Scott became the Professional Photography Program Director at Brooks Institute and joined Focus on the Masters Board of Directors in 2009.

Focus on the Masters, located in Ventura, is a non-profit arts education organization that documents and celebrates the lives and works of artists in Ventura County. Its outreach programs include monthly meet the artist interviews (Saturday Artist Spotlight) and Learning To See Youth Outreach, taught in Ventura County schools.