



Lightroom Intensive

Friday, November 10, 2017 5:30pm – 10:30pm

Saturday, November 11, 2017 8:30am – 5:30pm

Sunday, November 12, 2017 8:30am – 5pm

Location: My Studio in Bethesda, Maryland

Cost: \$450, includes lunches and snacks (local camera club members, ask about special pricing)

NOTE: The latest version of Lightroom and Lightroom CC (basically the same program) will be used for the workshop. If you haven't purchased or subscribed, be sure to verify that your computer meets the minimum system requirements to run the program:

<https://helpx.adobe.com/lightroom/system-requirements.html#Photoshop%20Lightroom%20CC/Lightroom%206%20system%20Requirements%20and%20language%20versions>

Lightroom (LR) has gained rapid acceptance by millions of photographers because it provides the ultimate in organization, efficiency and improved image processing. You will gain hands-on experience with the entire LR program. Throughout the workshop, you will receive instruction and then guidance as you work on your own images, from importing your images “into” LR, image processing, outputting to slideshows, web galleries or prints, books, and exporting images for email, distribution or any other purposes. Participants bring a laptop computer (PC or Mac) and raw images so that we can help you setup LR for optimal processing efficiency and organization. (A limited number of laptops are available if you don't have one – contact me)

If you're new to LR, you will leave the workshop with a full understanding and practical experience using this extremely powerful, but user-friendly software. If you've been using LR, but not taking full advantage of all of its power, you will gain a greater in-depth knowledge of LR and learn many of the short-cuts and tricks that will enable you to become a power-user of this amazing program.

This is a small (maximum 6 people), hands-on workshop held in my studio in Bethesda, Maryland.

Some of the topics we will be covering:

- Lightroom (LR) as a raw converter, image processor, database mgt. system and hub to output your images for multiple purposes
- LR, the ultimate image organizer
- Image organization approaches – internal vs. external drives, folder structures, renaming possibilities
- Using LR only, and/or using Lightroom in conjunction with Photoshop

- LR vs. Adobe Camera Raw vs. Bridge
- LR preferences and Catalog settings
- Catalogs – one or multiple? Backing up your catalog(s) AND your images
- The preferred LR digital workflow – shoot, ingest, process, output – in great detail
- In-depth discussion, demonstration and practice using LR’s modules, Library, Develop, Map, Book, Slideshow, Web and Print.
- Optimizing your image using all the LR Develop tools
- Creating templates and presets for repetitive tasks, such as entering copyright info into your images, recurring processing parameters, printing
- LR’s non-destructive editing – when to use LR, when to use Photoshop
- Localized adjustments with the adjustment brush, healing and clone tool and the graduated filter, HSL panel, Targeted Adjustment Tool, Radial filter
- Using lens profiles and making perspective corrections
- Power searches – finding any one, or groups of your images, in seconds
- Keywording and using metadata
- Collections and Smart Collections – one of the biggest time savers in LR
- Travel with a laptop and LR? Your LR workflow when you return home.
- Printing – one of the gems of LR – you may never print from Photoshop again!
- Soft proofing to get the best print quality possible
- Creating HDRs and panoramas inside LR
- Learn resources that will help you to continue to learn and take advantage of LR’s features

Please [EMAIL ME](#) if you have questions or would like to reserve your spot.

Here’s what a few previous participants in this workshop have said:

“Your LR Intensive workshop provided exactly the in-depth, practical information I needed to begin using this program for managing, processing, and printing my collection of >10,000 images. I would recommend this workshop to all who want to obtain maximum utility and benefit from LR.” BR

“You offered a great workshop that I really enjoyed and learned a great deal. After much previous skepticism and some struggling with LR I’ve become a true believer. You are clearly very knowledgeable on the subject. Your presentation was very well organized and presented. I very much liked having my own computer so that I could duplicate and reinforce each part of the lesson.” GM

“I am a Mule - a bit stubborn! I was happy with my photo organization and editing results. So why change? Because as a photographer, I want the best control I can achieve for organizing and editing my images. The information you provided was thorough, presented extremely well and has given me a strong foundation to begin using LR without reservation. I now believe LR will provide the organization and editing ability I desire all in one program. Thanks for presenting a great class on LR.” JG

“Alan’s Lightroom Intensive seminar is engineered perfectly for both novice and advanced users, as he covers the basics as well as the nuanced capabilities of the program. His straightforward presentation and clear explanations roll out in a progressive manner so that all his students are challenged but not overwhelmed by the material. One comes away ignited by Alan’s enthusiasm and full of new ideas about harnessing the power of Lightroom.” IO

“Thank you for a really great Lightroom Workshop. After starting and stopping with Lightroom I, II and III it feels great to be off and running with Lightroom IV thanks to you. Your instruction was clear, concise and thorough. Your love for the program certainly shines through and we all benefited from your generosity in passing it along. Thank you for lopping off the peak of the learning curve for us. A great weekend Thank you.” PF

“Alan's workshop efficiently conveyed a great deal of Lightroom information in the course of three very fast paced sessions through the weekend. The small class size and the hands-on approach allowed each in the class the opportunity to practice the functions as we learned them, providing an ideal learning experience. Alan was very patient in answering all of the questions asked and the handouts provided a roadmap for reviewing and practicing the techniques discussed in the workshop. I highly recommend Alan's Lightroom Intensive Workshop for anyone serious about learning the full capabilities of Lightroom as a tool for both organizing/cataloging and then developing photos.” MCM

“That was one of the best classes I have ever taken. Bar none. Your coverage was perfect. Even though I have used Lightroom for several years, I had no idea how to use it as effectively as you presented it. Nor did I understand the sliders and controls in the Develop module (the one area I thought I knew fairly well) nearly as well as I do now after the class. From the initial getting everything set up to running through an exercise to see how the workflow went, it was great. Your coverage and hands on exercises for each of the modules were “just right”. The handouts were also very helpful. . I would recommend this class for anyone who is interested in maximizing their Lightroom workflow efficiency and precision, whether they have been working in Lightroom for a few years or are just being introduced to it.” NH

“Alan's Lightroom Intensive workshop is both a great introduction for those beginning with this amazing software program, and also a great deeper dive, providing a detailed, in-depth understanding of what can be done with the program. We covered all its modules, with the most concentration on the critical Library and Develop modules. Alan does an excellent job of managing the course time, covering a great deal of material, and also being very responsive to individual students' questions. While clearly extremely well versed with the program, and a very accomplished photographer, he manages to explain this program in a very approachable, accessible way.” CC

“Alan is a very special teacher. His well-organized approach makes his presentations concise and extremely thorough. Alan will cover a lot of ground but you will walk away remembering it and without taking notes! I found that I could recall virtually everything he said in his two and a half day Lightroom class four weeks later while organizing photos and making images. He had left no important area untouched. I can think of no better photographer to help me as I expand my digital capabilities and image making abilities.” AW