



PHOTOWORKS

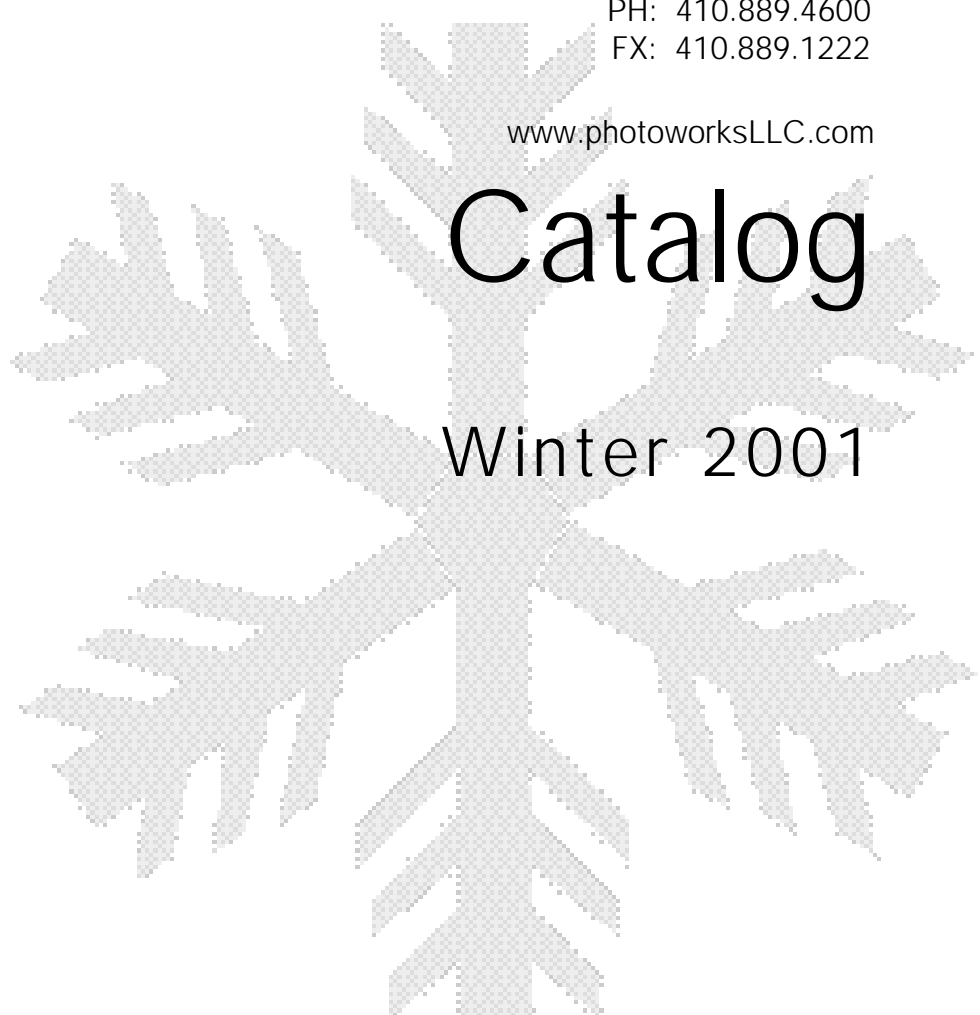
Traditional and Digital Imaging Center

Photo Works, LLC
3531 Chestnut Avenue
Baltimore, Maryland 21211
PH: 410.889.4600
FX: 410.889.1222

www.photoworksLLC.com

Catalog

Winter 2001



FREE INTRODUCTORY DIGITAL MEDIA MICRO COURSES*

Photo Works, LLC offers these free classes to all potential students. Whether you are a Windows user looking to jump into Mac computing, or an aspiring designer looking for a technical edge, these classes will help you get the most out of your semester. Come see what we have to offer!

Macintosh I

January 12, 2001
Friday, 6:30p.m. - 9:30p.m.
Recommended for students who plan on enrolling in any of the digital media courses. Ease the transition from Windows or improve your Mac skills. Get more out of your classes. See course description below.

Intro to Print Design Software

January 9, 2001
Tuesday, 6:30p.m. - 8:30p.m.
Designed as a precursor to the Print Design Software series. Get a comprehensive overview of the desktop publishing industry standards: Adobe Photoshop, Adobe Illustrator and QuarkXpress.

Getting to Know Your Camera

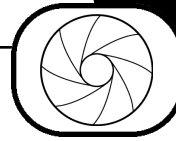
Session I: January 11, 2001
Thursday, 6:30p.m. - 9:30p.m.
Session II: March 10, 2001
Saturday, 2:00p.m. - 5:00p.m.
Instructor: Dave Massey
Tuition: \$45 Lab Fee: \$10

Personalized instruction about your camera, from "point and shoot" to advanced SLR's. Learn the details of film selection and proper meter reading techniques. Become familiar with your camera's programs, controls and accessories. Cleaning your camera and proper maintenance procedures will be demonstrated.

Refresher in Black and White

Session I: January 13, 2001
Saturday, 10:00a.m. - 1:00p.m.
Session II: March 17, 2001
Saturday, 10:00a.m. - 1:00p.m.
Instructor: Julia Nicoll
Tuition: \$75 Lab Fee: \$15

If you have experience in the darkroom but need a "jump-start," take this course! We'll review film development, contact sheets, darkroom equipment and making enlargements. Bring an exposed roll of black and white film or processed negatives to class.



Refresher in Color

Session I: January 6, 2001
Saturday, 10:00a.m. - 1:00p.m.
Session II: March 24, 2001
Saturday, 1:30p.m. - 4:30p.m.
Instructor: Julia Nicoll
Tuition: \$75 Lab Fee: \$20

If you have experience printing in color, but feel a little rusty, take this course! We'll review color contact sheets and creating color enlargements. Bring an exposed and processed roll of color negative film to class.

DIGITAL MEDIA MICRO COURSES

Scanning

Session I: January 19, 2001
Friday, 6:30p.m. - 9:30p.m.
Session II: March 24, 2001
Saturday, 10:00a.m. - 1:00p.m.
Instructor: Edgar Brandt
Tuition: \$75 Lab Fee: \$10

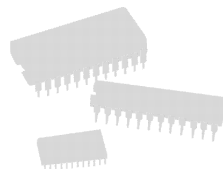
Learn to import your images via film or flatbed scanner. Become proficient in image manipulation, adjusting brightness and contrast, color corrections, and saving files for printing. Discussions focus on resolution, image size management and scanning formulas.



Macintosh I

Session I: Jan 12, 2001
6:30p.m. - 9:30pm **FREE**
Session II: March 3, 2001
Saturday, 1:30p.m. - 4:30p.m.
Instructor: Edgar Brandt
Tuition: \$75 Lab Fee: \$10

A basic class with information on control panels, Apple menu items, and application programs. Downloading software, allocating memory, and making and saving files.



Macintosh II

Session I: January 27, 2001
Saturday, 10:00a.m. - 2:00p.m.
Session II: March 10, 2001
Saturday, 10:00a.m. - 2:00p.m.
Instructor: Edgar Brandt
Tuition: \$100 Lab Fee: \$10

Ever wondered how to fix the Sad Mac Face on your new or old Macintosh computer? This course provides an in depth tour of Mac OS troubleshooting and recovery procedures. You will also learn to restore hardware and software configurations, and resolve printer and internet problems.

Prerequisite: Knowledge of Mac OS.

*Priority enrollment is granted to students who are taking another digital media course.



PHOTOWORKS

Traditional and Digital Imaging Center

HOURLY RATES - DARKROOM AND DIGITAL LAB RENTAL

Group Darkroom

First Hour \$11.00
Each additional 15-min. increment \$ 2.00

Individual B/W Darkrooms

First Hour \$15.00
Each additional 15-min. increment \$ 2.25

Individual Color and Mural Printing Darkrooms

Per Hour \$15.00

Macintosh G4 or Scanning Station*

First Hour \$12.00
Each additional 15-min. increment \$ 3.00

Internet Access or Word Processing

First Hour \$ 8.00
Each additional 15-min increment \$ 2.00

Film Processing Rates

First roll \$ 5.00
Each additional roll \$ 3.00

Reservations Recommended

Chemistry for B&W and color is included in all hourly rates. Please bring your own can of air and a hand towel.

*Printing costs not included.

Memberships Available Gift Certificates

Photo Works, LLC Registration Form

Workshop	Date(s)	Time	Tuition	Lab Fee	Total	Amt. Paid	Bal.Due

Name: _____

Address: _____ **State:** _____ **Zip Code:** _____

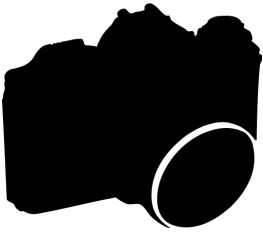
Home Phone: _____ **Work Phone:** _____

Email: _____ **Emergency Contact:** _____

Method of payment: Visa Mastercard American Express Check*

Card Number: _____ **Signature:** _____ **Exp. date:** _____

* A\$25.00 REGISTRATION FEE IS DUE AT THE TIME OF REGISTRATION FOR CLASS. Make checks payable to Photo Works, LLC. Please include workshop name and date(s) on your check. When notice of cancellation is given at least 5 days prior to the first class date, a refund of paid tuition (minus \$25 deposit) will be made. If Photo Works, LLC finds it necessary to cancel any class prior to scheduled start date, any payment made will be fully refunded. A \$20 fee will be charged for all returned checks.



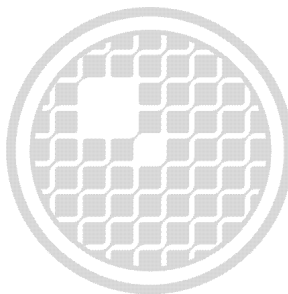
Please visit Photo Works, LLC, conveniently located just south of The Avenue on 36th St. in Hampden. Our darkrooms and computer lab house the finest equipment, hardware and software available in the region. Our Kreonite color processor, capable of producing murals to 30" in width, is the only one of its kind available to the public in the southeastern U.S. All of this, and free parking too! We are open Tuesday through Thursday from 10am to 10pm, Friday and Saturday from 10am to 6pm, and on Sundays from noon 'til 6pm. On Monday and Friday evenings we are open for workshops and special events only. Stop by and say "hi!"

DIGITAL MEDIA AND IMAGING COURSES

Photo Works offers digital media and imaging courses in its impressive computer lab, equipped with eleven Macintosh G4 computers and 17" monitors. Software packages currently available include Adobe Photoshop, Adobe After Effects, Adobe Illustrator, Adobe ImageReady, Final Cut Pro, Macromedia Dreamweaver, Macromedia Flash and QuarkXpress. Class size is limited to 8 students, because we find that smaller classes provide a better experience for the student. Whether you are a graphic designer, photographer, video editor, desktop publisher or web designer, a hobbyist, amateur or professional, beginner, intermediate or advanced, there is something at Photo Works, LLC you may need to learn or want to discover.

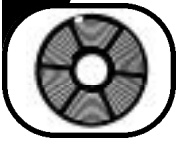
DARKROOM PHOTOGRAPHY COURSES

Our community and individual darkrooms are equipped with the latest in imaging technology. Our community darkroom offers twelve enlarger stations. We also have four individual darkrooms for your convenience, as well as a Kreonite color processor capable of producing mural prints up to 30" wide. Our small class sizes (limited to 10) ensure a better learning experience for our students. For traditional photographers, amateur or professional, beginner, intermediate or advanced, youngsters or adults, these courses are designed to support you in your pursuit of the art of traditional photography.



Please detach this form and mail or fax to:

**Photo Works, LLC
3531 Chestnut Avenue
Baltimore, Maryland 21211
FX: 410.889.1222**



COMPREHENSIVE DARKROOM PHOTOGRAPHY COURSES

Basic Black and White Photography

Saturdays, 10:00a.m. - 1:00p.m.

January 27 - February 24, 2001

Instructor: Joseph Hyde

Tuition: \$300 Lab Fee: \$50

(Supply list provided prior to class)

This class is for the beginning photographer with a working, manual 35mm camera and a desire to learn traditional image making. We'll be working in black and white, using standard tanks and reels to develop your film, and then using enlargers to make prints from your negatives. You will master the basics of camera controls, processing procedures and print-making techniques, and leave with a small portfolio of your own prints, and an insatiable desire to make more.

Basic Color Photography

Wednesdays, 6:30p.m. - 10:00p.m.

January 10 - February 7, 2001

Instructor: Alan Rutberg

Tuition: \$300 Lab Fee: \$60

(Supply list provided prior to class)

Introduction to Color Photography is a course designed as an introduction to the use of color photographic materials. Demonstration and practice of negative color technologies will be covered and will be supplemented with theoretical and aesthetic readings from both photographic and literary sources. The emphasis will be on the creation of a body of work with a concurrent expectation of active personal direction and group participation during class hours.

Prerequisite: Basic B&W or instructor approval

Intermediate Black and White Photography

Sundays, 1:30p.m. - 5:00p.m.

February 25 - March 25, 2001

Instructor: Joseph Hyde

Tuition: \$375 Lab Fee: \$50

(Supply list provided prior to class)

Building on basic photography skills, experiment with films, papers and developers and learn about filters and exposure techniques through shooting assignments. You need two filters for your camera. Special techniques such as mural printing and alternative processes will be discussed, depending on the interest of the class.

Prerequisite: Basic B&W photography skills.

Conceptual Photography

The Feminist Perspective

Mondays, 6:30p.m. - 8:30p.m.

February 19 - March 26, 2001

Instructors: Faye Colosi and Danielle Copeland

Tuition: \$180 Lab Fee: \$25

(Supply list provided prior to class)

Religion, Anger, Love. This three-part course is an opportunity to express feminist ideology through photography. Literature will be discussed, analyzed and interpreted, and will find voice in your photographic work. Amateur to professional photographers are encouraged to enroll. Exhibition of final projects at Photo Works, LLC.

Prerequisite: Basic photography skills

Black and White Photography for Parent and Child

Saturdays, 2:00p.m. - 5:00p.m.

January 20 - February 17, 2001

Instructor: Julia Nicoll

Tuition: \$250 per parent/child pair Lab Fee: \$50

(Supply list provided prior to class)

Here is a unique opportunity for you and your child to participate in learning the fine art of 35mm, black and white photography. Through assignments, lectures and demonstrations, learn the basics and also share and grow with your youngster. This class has a minimum enrollment of three pairs and is limited to five parent/child pairs.

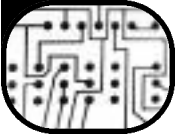
Black & White Photography: One-on-One

Designed for the busy professional who wants individual instruction from a working photographer with twenty years experience. Design your course to address your specific needs. From basic exposure and development, to sophisticated printing and toning strategies, let Joseph Hyde share what he knows, and raise the level of your confidence and craft in a big way.

Availability: Weekdays, 10:00a.m. - 2:00p.m.

Instructor: Joseph Hyde

Tuition: \$60 per hour



COMPREHENSIVE DIGITAL MEDIA COURSES

Fundamental Photoshop: Part I The Technical View

Wednesdays, 6:30p.m.- 9:30p.m.
January 31 - March 7, 2001
Instructor: Faye Levine
Tuition:\$360 Lab Fee: \$35

Learn the core concepts of digital image manipulation. Topics include painting tools, basic tonal and color correction, basic retouching, using masks and selections, simple special effects, and working with layers. Technical skills will be applied to simulated projects provided by the instructor. If you are interested in working on your own projects, please see Fundamental Photoshop: Part II: The Conceptual Approach.

Prerequisite: Free Macintosh I class or teacher approval. (Students must be comfortable with the Macintosh or PC/Windows operating system before attending this class.)

Fundamental Photoshop: Part II The Conceptual Approach

Wednesdays, 6:30p.m. - 9:30p.m.
March 14 - March 28, 2001
Instructor: Faye Levine
Tuition: \$180 Lab Fee: \$50

Take your technical skills from Fundamental Photoshop, Part I, and apply them to your own projects! Your instructor will help you transition from the classroom to doing projects on your own. Lab fee includes various paper media, so you can experiment with your images in a new way.

Prerequisite: Fundamental Photoshop I or teacher approval.

Print Design Software From Your Imagination to the Printed Page

Three 4-week sessions
Tuesdays, 6:30p.m. - 9:30p.m.
January 16 - March 20, 2001 (All three sessions)
Instructor: Luci Morreale
Tuition: \$665 (for all three courses plus lab fee as shown for each course.)

This three-part series, taught by a practicing designer, will help you create print design that WORKS, with Adobe Photoshop, Illustrator and QuarkXPress. Take the full course of study and learn both practical and creative applications of this software! Each course includes three instruction classes and one lab class, when your instructor will help you with your projects. Each part is offered separately, subject to certain prerequisites.

Print Design Software: Part I Adobe Photoshop

January 16 - 30, 2001 (Instruction)
Thursday, Feb. 1, 6:30p.m. - 9:30p.m. (Lab)
Tuition: \$240 Lab Fee: \$35

The flexibility and accuracy of Adobe Photoshop make it the industry standard and allow you to manipulate images with ease. This tool will expand your imagination and let you express it vividly. Move on to the next part II to enhance your ability to be creative!

Prerequisite: Free Mac I class or teacher approval

Print Design Software: Part II Adobe Illustrator

February 6 - February 20, 2001 (Instruction)
Thursday, Feb. 22, 6:30p.m. - 9:30p.m. (Lab)
Tuition: \$240 Lab Fee: \$35

This top-of-the-line software integrates with drag and drop ease into what you already know of Photoshop. Find out when to use Illustrator, and why you won't be able to live without it. Don't stop now! Take part III to learn to use your artistry in the creation of collateral material.

Prerequisite: Any introductory Adobe Photoshop class offered by Photo Works, LLC, or teacher approval.

QUESTIONS ABOUT COURSES



Print Design Software: Part III **Integrating Print Software/Pre-press**

February 27 - March 13, 2001 (Instruction)
Tuesday, March 20, 6:30p.m. - 9:30p.m. (Lab)
Tuition: \$240 Lab Fee: \$50

Learn how Photoshop, Illustrator and Quark work together to bring your work out of the computer and onto paper. This class will teach you to create collateral marketing materials, and covers everything from document size to dot-pitch and moray patterns. Sound strange? It will all be clear after you complete this course.

Prerequisites: A Photoshop and Illustrator class offered by Photo Works, LLC, or teacher approval.

Final Cut Pro

January 14 - February 18, 2001
Sundays, 1:00p.m. - 4:00p.m.
Instructor: Scott Kecken
Tuition: \$360 Lab Fee: \$35

Final Cut Pro is quickly becoming the industry standard for non-linear video editing. This course will discuss and demonstrate the process of creating seamless desktop videos. Students may use existing footage or create footage with our digital video camera, then edit and organize with Final Cut Pro. Prerequisite: Teacher approval

Basic Web Design

March 1 - March 29, 2001
Thursdays, 6:30p.m. - 9:30p.m.
Instructor: Digital Faculty
Tuition: \$300 Lab Fee: \$35

It's not too late to pick up the basics of web design. A top Baltimore web designer will teach basic html coding and the tools of Macromedia Dreamweaver to those who need to make an impact on the web. Prerequisites: Basic working knowledge of the Macintosh computer and Adobe Photoshop.

Questions about course content or whether a course is right for you? Email our faculty and be sure you've made the right choice. No access to E-mail? Call Photo Works, LLC at 410-889-4600. We'll contact the teacher and have them call you. Feel free to use this tool as you consider courses you would like to take. (If prerequisite includes teacher approval, don't forget to email or phone!)

Course	Email
Basic B&W Photography	joe@photoworksllc.com
Basic Color Photography	alan@photoworksllc.com
Basic Web Design	info@photoworksllc.com
B&W Photography for Parent and Child	julia@photoworksllc.com
Conceptual Photography	faye@photoworksllc.com
Final Cut Pro	scott@photoworksllc.com
Fundamental Photoshop	fayel@photoworksllc.com
Getting to Know Your Camera	dave@photoworksllc.com
Intermediate B&W Photography	joe@photoworksllc.com
Macintosh I & II	edgar@photoworksllc.com
Photoshop I (Daytime class)	info@photoworksllc.com
Print Design Software	luci@photoworksllc.com
Refresher in B&W	julia@photoworksllc.com
Refresher in Color	julia@photoworksllc.com
Scanning	edgar@photoworksllc.com
Photography and Design Seminar	nancy@photoworksllc.com

THE BUSINESS OF PHOTOGRAPHY AND DESIGN

January 8 - March 5, 2001
Mondays, 7:00p.m. - 9:00p.m.
Instructor: Nancy Scheer
Tuition: \$270 (All nine sessions)
\$35 per individual session

This seminar for photographers and digital artists, will address the business of photography and design, incorporating the experience and knowledge of Photo Works, LLC staff and guest speakers. Materials will be distributed on each subject so you will finish the seminar with a compendium of valuable information, along with excellent professional insights. Limited to 15 people per session, so register early! Registration accepted for the full seminar or individual sessions.

Session I: The Basics January 8, 2001

A discussion of career goals, with an overview of portfolios and presentations, including resumes, artist statements, and marketing materials. Learn about properly approaching galleries, potential employers and other businesses.

Session II: Promotion, Part 1 January 15, 2001

Learn to find your focus, where to promote your work, and locate appropriate resources and markets. Get advice on advertising, press releases and locating clientele. We will also discuss attitude and rejection fears, dealing with client demands vs. personal preferences, and making choices about professional representation.

Session III: Promotion, Part 2 January 22, 2001

This session will continue discussions begun during the previous session.

Session IV: Presentation in Detail January 29, 2001

We will discuss the importance of artwork placement in a portfolio, on a CD-ROM, and on the web. Because framing can make or break a sale, a pro-

fessional framer will explain the basics of framing, matting, and installation techniques and materials.

Session V: Slide Preparation and Presentation February 5, 2001

Making slides of your artwork will be discussed and demonstrated by a professional photographer specializing in artwork documentation.

Session VI: Legal Issues February 12, 2001

A legal representative in the visual arts field will explain legal issues involved in freelancing and starting a business. Renting space, applying for copyrights, and dealing with contracts, taxes and insurance will also be discussed.

Session VII: Financial Alternatives February 19, 2001

Professionals in the visual arts will explain how to apply for grants, teaching positions, lease programs, percentage for the arts programs, and residencies. Receiving support for your work from organizations, patrons and foundations will also be discussed.

Session VIII: National Work/National Sales February 26, 2001

Professional panel discussion about getting your work NOTICED by galleries, museums, corporate advertisers, collectors and publishers. The panel will also offer thoughts on how the Internet, websites, eCommerce and word-of-mouth can support your efforts.

Session IX: Keeping Up with Change March 5, 2001

Staying abreast of new technologies is a major key to success. Photo Works, LLC faculty will discuss new printing technology, web design, software, products and materials.