



Dan Margulis Applied Color Theory in Photoshop

Price \$1995

*prices may vary by location and/or sales specials

AN INTENSIVE, SMALL GROUP, HANDS-ON, THREE DAY COLOR CORRECTION COURSE WITH DAN MARGULIS

This is a demanding and sharply-focused seminar for those who are serious about improving the way their color images appear on the printed page. The class is image enhancement/color correction only. There is no coverage of special effects. The emphasis is on the use of input-output curves to improve quality. **THIS IS THE CLASS THAT MANY PROFESSIONAL PHOTOSHOP INSTRUCTORS TAKE.**

The majority of students are not from the geographic locale of the classes but fly in from out-of-state or from other countries. Classes normally run from Thursday through Saturday. Sessions begin early (9 a.m. on the first day only, earlier thereafter) and continue well into the evening. The goal is to pack a week's worth of content into three long days.

Each student is assigned a fully-equipped Macintosh. Lecture/discussions are followed by sessions in which each member of the class works on improving the same images. The results are compared against one another and critiqued. The images--around 20 in all, depending upon class speed--are typical of those encountered in professional work and represent a variety of requirements. In addition to professional retouchers, this class appeals to photographers, art directors, and anyone involved with image manipulation.

Familiarity with Photoshop is a prerequisite, but, as this is a concept-based course, expertise in the program is not. The class is not version-specific. For those who are looking for more foundational Photoshop training, it is recommended that you attend some of the other Photoshop training at Sterling Ledet & Associates first.

The class was overhauled at the start of 2008 to accommodate the new "Picture Postcard Workflow" introduced by Dan Margulis at Photoshop World in 2007. Those having previously taken the course would find substantial new content.

PRICING

The investment for Applied Color Theory training is \$1695 per student. Class size is limited to eight students. Classes typically fill one to three months in advance. Each student receives a copy of Dan's book Professional Photoshop Fifth Edition, and a copy of the course materials on CD-ROM. Students love this class. We have a page of comments from students.

LOCATIONS FOR THIS TRAINING COURSE

We currently have this class available at our training centers in Atlanta, Houston, and San Diego.

HOURS

The hours are not fixed but depend on the speed of the class. The approximate normal hours are: First Day 9 a.m.-8 p.m.; Second Day 8 a.m.-8 p.m.; Third Day 7:30 a.m.-6 p.m. Lunch breaks are taken at around 2 p.m. on the first two days. Normally pizza or sandwiches are brought in on the final day.

ABOUT THE INSTRUCTOR

Dan Margulis, a veteran prepress manager, is author of Professional Photoshop Fifth Edition, (Peachpit Press, 2006) the leading book on professional color correction. His book Photoshop LAB Color (Peachpit Press, 2005) is an international bestseller. His column, "Makeready," focusing on production issues, appeared in both Electronic Publishing and Photoshop User magazines, the only such column ever to appear regularly in two publications simultaneously. In 2001, he was one of the first three persons, and the only writer, inducted into the Photoshop Hall of Fame created by the National Association of Photoshop Professionals. In its citation, the NAPP said, "Dan's ability to reduce complicated concepts to words that users can understand and his insistence on dealing with real-world relevance have made him today's most influential voice in professional color reproduction." We have several of Dan's articles and chapters from his books available on-line as PDF files, including a complete listing of all the Makeready titles with links to several of them. We have also archived a large number of edited threads from the Colortheory newsgroup list on various color production-related topics.

SCHEDULING

Chicago - September 29-October 1, 2010

Washington - October 25-27, 2010

Please fill out our registration form and fax it to us at (312) 896-9094.

STUDENT CANCELLATIONS

Due to the limited availability of his classes, Dan Margulis's training classes are subject to cancellation/rescheduling fees of \$200 if notice is provided at least 90 days in advance of the class. The fee goes up to half of the class fee, if notice is provided with less than 90 days but more than 60 days, and the fee is not refundable for changes made with less than 60 days notice. You can change the name of student registrations up to 24 hours before the class with no fee.

DISCLAIMER

Our goal is to make sure your class meets your objectives, not ours. Therefore, all of our outlines are treated as guides to help steer the workshop. This outline does not guarantee that all the topics listed will be covered in the time allowed. The amount of material covered is based on the skill level of the student audience. We may change or alter course topics to best suit the classroom situation.

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DAY 1: CONCEPTS AND CURVES

Objectives of color correction
How humans perceive color
Differences between human perception and that of a camera

CURVES DEFINED

The importance of choosing proper endpoints (highlights and shadows)
Enhancing contrast in local areas
Finding areas of colorspace that are not used efficiently
Influence of curve shape on reproduction
Using LAB to evaluate color defects, even when working in RGB or CMYK
The known colors: skies, greenery, fleshtones
Evaluating neutrals and near-neutrals.
The close relation between RGB and CMY channels
Color "by the numbers"

INTRODUCTION TO CHANNEL BLENDING

Photoshop method of unsharp masking and its variables
Application of USM in selected channels, or locally
Three models of USM: conventional, hiraloom, and Shadow/Highlight

DAY 2: COLORSPACES IN DEPTH

The majority of the day is spent working on images that illustrate the points covered by the course. The lecture/presentation portion of the day is programmed by the class: each student submits one topic or question, and these topics will form the core of a two-hour presentation by the instructor.