

SHOOT THE CENTERFOLD

MASTER INSTRUCTORS

GARY
COLE

BYRON
NEWMAN

RIC
MOORE

ALES
BRAVNICAR

STEVE
WAYDA

JARMO
POHJANIEMI

JEFF
COHEN

PHOTOGRAPHY SEMINAR / WORKSHOP SCHEDULE

MIAMI BEACH
OCT 13 - 14, 2012

www.ShootTheCenterfold.com



Dear STC Participant,

We welcome you to receive instruction from not one, not three, but **FIVE** illustrious Playboy centerfold photographers with over 100 years of combined experience; an opportunity never before offered anywhere. STC photographers will share with you the essence of what it has taken them to become known and honored in the industry.

The First Day - Oct 13, 2012

Morning: We will be discussing our preferences with production aspects, make-up, hair and how important these elements are in creating the perfect image. This will be followed by a look at how wardrobe is utilized to help build the mood and style of a photograph. Next, we'll go over the importance of having an experienced crew of assistants to help you, the photographer, manage and set the lights so you can focus on the necessary details, which can often be overlooked if you are forced to take on these tasks alone.

Afternoon: After separating into small groups for each set, your instructors will discuss their lighting philosophies and styles by working with everything from small light set-ups to highly controlled multi-light configurations. STC photographers will demonstrate how to achieve the perfect image with strobes as well as with "what-you-see-is-what-you-get" HMI constant lighting. Further lectures will cover cutting-edge lighting styles and how to approach and achieve results in some of the most challenging lighting situations.

The Second Day - Oct 14, 2012

Now it's your turn to take all the new tips and tricks you have learned during the first day and step behind the lens for a personal shoot on each of the five sets with Steve, Jarmo, Byron, Ales and Ric for one-on-one instruction. This is an amazing opportunity designed to bolster your portfolio with images that are sure to impress even the most demanding of clients.

Want to know where you stand with your photography? Sign up for an image evaluation by Gary Cole, Playboy's longtime director of photography for over 35 years, or Jeff Cohen, the former executive publisher of Playboy's special editions. These two gentlemen will be available throughout the weekend to review your portfolio, as well as give advice and insights about the industry pertinent to your style of photography. (Bring 6 to 8 of your best images to show Mr. Cole and Mr. Cohen - it could easily open a new era in your photographic career.)

We certainly hope you will take advantage of this very special event. It's been said many times before and holds especially true for our program: "You get what you pay for."

(We suggest that you print the schedule below to bring with you to the seminar/workshop)

The STC Staff

STC Program & Schedule - Miami Florida Oct 13-14, 2012

Saturday – Event Day 1

- 7:30 am** Shuttle pick-up from your hotel. (Howard Johnson & Trump International.)
- 8:00 - 9:00** Pre-Registration: receive maps, schedules, wristbands and badges.
- 9:00 - 11:50** Movie Theater: Opening and introduction by STC announcer Buster Cox. Classroom lecture, photography business discussion, slideshow demonstrations and explanations with each master instructor on how to achieve that perfect photograph. Gary Cole, legendary longtime director of photography of Playboy magazine, and Playboy special editions publisher Jeff Cohen will give the opening speech on setting the proper business atmosphere.
- 12:00 - 1:00** Lunch Break.
- 1:00 - 1:15** Attendees will be divided into five groups with the help of our model ambassadors and prepared to receive an extensive learning experience in five different lighting situations.
- 1:15 - 6:00** Learn what each light and equipment used on each set does and the purpose behind them as each of the five STC instructors guide you through their individual lighting set-up. Learn everything from basic to advanced techniques on how to use a camera and all equipment involved on each set.
- Each attendee group will rotate to see each one of our master instructors and their set. During this time, you will be allowed to ask questions and receive specific answers. Please do not hesitate to ask! An understanding of each lighting situation is crucial to your education. Also come prepared with a list of questions you may want to ask in case your interests are not addressed. This specific demonstration is one on the most important parts of the lecture series. (While the use of video cameras is prohibited, voice recorders are an acceptable method of taking notes.)
- Topics:**
1. Camera basics
 2. Settings
 3. Lenses
 4. Equipment
 5. Shooting techniques
 6. Wardrobe
 7. Hair & Makeup
 8. Directing
 9. Post-production work
- 6:00 - 6:20** End of day one, brief Q&A session
- 6:30 pm** Shuttle drop-off back to your hotel (*Howard Johnson & Trump International.*)

Sunday – Event Day 2

- 9:00 - 10:00** Sunday Registration: receive maps, schedules, wristbands and badges.
- 9:00 - 9:15** Welcome and introductions by STC announcer Buster Cox and STC staff members.
- 10:00 - 5:00** Portfolio reviews by Gary Cole and Jeff Cohen. *(Each appointment based on non-conflicting availability. Sign-up for the appointment list on your arrival to the seminar.)*
- Have you ever really wanted to know what it takes to go from “survive” to “thrive” in the global photographic community? Well, here’s your chance to find out from Gary Cole, a man who has defined these terms for over 35 years as Playboy Magazine’s Director of Photography. Sit down for a one-on-one with Gary and Jeff Cohen, have them review your portfolio and give you insight on how to take your career to the next level. (Register for the portfolio review in advance if possible. See the link halfway down on register page.)
- 10:30 am - 6:00 pm** Putting the lessons from Day One into practice. The main group will be divided into five groups, each with an STC Ambassador equipped with venue maps and schedules. Each group will spend approximately 90 minutes on each of the five various activities with an **hour break for lunch**. There will also be coffee and snacks available throughout the day.
- 01:00 - 2:00** Lunch Break.
- 02:00 - 6:00** Continue shooting our beautiful models...
- 6:00 - 6:30** End of day two, seminar summary, final statements & certificate ceremony.
- 6:45 pm** Shuttle drop-off back to your hotel *(Howard Johnson & Trump International.)*
- 9:00 - Until...** Wrap-up summary meet & greet at Jarmo's house for all the attendees who want to mingle. More relaxed and personal atmosphere with drinks & light bites - a great way to enjoy the evening, network and talk shop. *(This invitation is only for Shoot The Centerfold seminar / workshop attendees.)* Attendees interested in attending will receive the address at the end of the seminar.

SCHEDULE SUBJECT TO CHANGE - www.ShootTheCenterfold.com

