



TWO Centerfold Photographers

Steve Wayda & Jarmo Pohjaniemi

FOUR professional models, Playmates and top agency models.

For this fabulous seminar/workshop, we have selected only the very best of professional models from the world of fashion and glamour. Our models have been photographed for national and international advertising campaigns, published in countless editorial articles, and seen in some of the most highly recognized brand name ads across the globe.

It's our belief that our attendees deserve nothing but the best. In this way, your useable image ratio goes from an average of 40% up to 60% or even 70%. These models were carefully evaluated and hand-picked from leading agencies so you can experience what it's like working with a professional model without having to pay a hefty price tag just for a day's work. After spending some quality time with a professional model in front of your camera, you'll appreciate working with someone who will not only deliver, but also serve as a source of inspiration to bring your photography to its fullest potential. If there's a prime directive in photography, it must surely be to never settle for anything except the very best.

ONE location with endless shooting capabilities.

ONE Unforgettable Weekend!

Playboy's legendary photographer Steve Wayda and STC master photographer Jarmo Pohjaniemi will instruct attendees and give them the benefit of over 50 years of combined experience in glamour and fashion photography. Take advantage of this once-in-a-lifetime opportunity to photograph the most beautiful women in one of the most exotic tropical locations in the world. Steve and Jarmo will gladly share with you the essence of what has taken them a lifetime to learn and what is now known as an industry standard.

This unique seminar/workshop will primarily focus on using natural light combined with supplemental artificial (strobe and reflector) lighting scenarios. Attendees will be able to achieve perfect skin tonality, contrast and lighting, and color balance as seen in the pages of Playboy, Victoria's Secret and top swimsuit ad campaigns.

More instructor-attendee time and availability

And we've saved the best for last. Due to limited accommodations, this seminar will be limited to only 35-40 attendees. What this means is that instead of a few, scant minutes with an instructor, you will be able to spend HOURS learning from both Steve and Jarmo. Not only that, but you'll have the model in front of your camera long enough to explore and experiment with different camera settings and gear selections.

Saturday – Event Day 1

8:00 - 9:00 Registration: schedules and badges.

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.

12:00 - 1:00 - Lunch.

Afternoon: After separating into two small groups of about 15-20 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. Steve and Jarmo will demonstrate how to achieve the perfect image with needed publishing qualities for the industry standards. Additional lectures will cover cutting-edge lighting styles, as well as how to approach and achieve results in some of the most challenging of lighting situations.

Swimsuit / Lingerie scenario: Beach / House

Techniques include:

- Understand how to create three different looks for a single pose swimsuit scenario; 1.) Dominant, 2.) Commercial, and, 3.) Seductive. Learn to control the element of mood and pose which will set the direction of your photoshoot.
- Appropriate skin tonality and color temperature separation.

- Lighting balance in 3 different depth of fields (aka bokeh), and how to control them to maximize the product /image presence.
- Makeup & Hair Do's & Don'ts vs. Natural Light and strobe lighting scenarios.
- In-depth discussion and demonstration on how to direct your model for the best performance during your photo session. (You are the director of your set, not the model.)
- Importance of the posing for glamour and fashion, as well as how to pose your model for the product shot. Learn to recognize elements of style and why it sometimes doesn't matter. (Catalog /Commercial/Glamour/Lifestyle)
- Learn to use the right equipment for each lighting situation; water element, dry beach, outdoor, shade, high noon, hard light, indoor, natural and artificial lighting techniques.
- The magic of the "golden hour" and how/when to shoot without getting color separation color cast, which is a publisher's color separation nightmare.
- Steve Wayda, a master of studio lighting will explain his famous beach lighting techniques, which have created a style imitated worldwide by countless photographic publications.
- Jarmo Pohjaniemi will show you his deepest secrets and how his photographic style was recognized by Playboy. He will also share the actual reasons why editors could never duplicate the magic he was able to capture in his images. This lifetime career secret is still in use in each of Jarmo's photoshoots.

The topics above are crucial knowledge that makes a photographer's career come alive! Never underestimate the wisdom and experience that can give you that much needed career boost as a photographer.

We will also have on hand a digital technician who will assist attendees on topics such as:

1. Camera basics
2. Settings
3. Lenses
4. Equipment
5. Post-production work

Sunday – Event Day 2

9:00 - 6:00 - 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

Steve and Jarmo's sets. This is an amazing opportunity designed to bolster your confidence and provide portfolio with images that are sure to impress even the most demanding of clients.

Steve and Jarmo will supervise, teach and adjust each attendee's techniques during Sunday's shooting session.

12:00 - 1:00 - Lunch.

1:00 - 2:00 - Review and quality analysis session with attendees to advise and adjust morning session workflow and results.

2:00 - 6:00 - Supervised freestyle shooting sessions continue. You have the opportunity to shoot under Steve and/or Jarmo's supervision or pick an all-you-can-shoot style setting. This is the first time Shoot The Centerfold has offered freestyle shooting, in addition to the supervised photo sessions. You can also choose to participate in both shooting sessions to maximize your photography knowledge and satisfy your snap-happy, trigger-finger personality. Most importantly, our goal is to offer you best of the both worlds to make sure that you advance in both your photographic knowledge and potential career opportunities.

8:00 - Wrap-up summary meet and greet with Bahamian musical act that will set the rhythm of the evening. These is a great opportunity to explore our seminar/workshop results, recap our lessons learned, do some future planning, schmooze with the models, and just talk shop while having fun mingling in a more relaxed setting.

[Register Here](#)

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