



SHOOT THE CENTERFOLD

Proudly Announces

JACLYN SWEDBERG

Playboy's Playmate of the Year 2012

Our New Featured Model

MODEL - PHOTOGRAPHER
SEMINAR

LOS ANGELES OCT. 19, 2013



www.ShootTheCenterfold.com



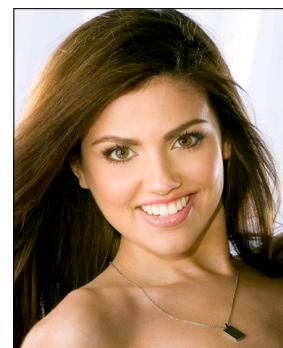
This event is not sponsored by Playboy.

Shoot The Centerfold L.A. Model / Photographer Seminar

Oct 19, 2013

PHOTOGRAPHERS

Never has a deal this sweet been offered before! Charge your camera batteries and join the Shoot The Centerfold seminar on Saturday, Oct. 19th in Los Angeles. The best part, You Get to Photograph **JACLYN SWEDBERG**, Playboy's Playmate of the Year 2012 and **VAL KEIL**, Playboy's Miss August 2013. Gain wisdom in the business and take home images to impress! And all this for an incredible price of **\$349.00**. (Your constant light shooting time is approx. 2 hours!)



VAL KEIL
PLAYBOY'S MISS AUGUST 2013

This is a one-day master class photography seminar for beginner, intermediate or advanced photographers seeking to advance their skills to the next level. Enjoy demonstrations of some of the most valuable shooting methods used by Shoot The Centerfold to capture the amazing images seen in top international magazines. Attendees will get a first-hand look at the actual set-ups and professional lighting techniques used on a daily basis by STC master photographers.

Steve Wayda and **Jarmo Pohjaniemi** will be instructing the photography portion of the seminar, while Gary Cole, Playboy's longtime Director of Photography, will explain vital business practices and photography ethics, including licensing, copyright, usage rights, negotiating, contracts, marketing and the do's and don'ts of photography.

Saturday – Event Day

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

9:00 - 9:15 Welcoming speech and introduction of STC mentors Steve Wayda, Jarmo Pohjaniemi, Gary Cole, Liz Stewart and the STC crew.

9:15 - 10:00 Gary Cole speaks about photography, and publishing business on how its done successfully. Learn Gary’s point on view on do’s & Don’ts on models and photographers both.

10:00 - 11:00 Jarmo Pohjaniemi shares his secrets of success in photography and business. How to take alternative steps and getting editors attention that they cannot afford to ignore. See a slideshow presentation with detailed workflow on how Jarmo’s images paved his his successful career. Learn the secrets of Jarmo’s photographic style that 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.

↳ **b. 10:00 - 12:00** Gary Cole portfolio reviews are available in first arrival basis for the registered “Portfolio Review attendees.”

11:00 - 11:50 Steve Wayda, the master of light and vision who’s images are admired worldwide, will reveal well kept insights about his career, by demonstrating images and lighting techniques that has only been for a very few and selected. See how master Wayda prepares his models and crew to achieve the best final product and workflow.

11:50 - 12:00 Sponsor introduction and equipment deals.

12:00 - 1:00 - Lunch.

(Lunch is not included in our affordable seminar fee!)

1:00 - 1:45: Liz Stewart (Producer & Set Designer) demonstrates the missed opportunities that photographers and models often overlook. How to prepare a photo-shoot successfully and finding a right balance for your image or video productions. See Liz’s secrets and workflow from pre-production to the final product on glossy pages of publications.

↳ b. **1:00 - 3:00** Gary Cole model advisory sit-down with models, in a more private setting. Get firsthand advice from the very same man in charge of choosing models seen in fashion and Playmate pictorials. “Available for registered models only.”

↳ b. **3:00 - 6:00**: Gary Cole portfolio reviews are available in first arrival basis for the registered “Portfolio Review attendees.”

2:00 - 2:45: Jarmo Pohjaniemi demonstrates do’s & don’ts of posing models, the importance of human form and how to get the most flattering image that editors and clients require. Learn a perfect lighting balance by using one to four strobe heads and get to look seem on pages of today’s publications.

↳ b. **2:00 - 4:00**: Liz Stewart model advisory sit-down with models from female point of view. Often missed question arise unexpectedly, and nothing like behind the curtains talk with a former Playboy Playmate Liz Stewart who’s seen it all and guided numerous models to the right path in situations which seemed impossible. Use this unique opportunity to boost your knowledge and confidence base to your advantage. Models should never leave anything at chance!

2:45 - 3:00: Seminar break!

3:00 - 3:45: See Steve Wayda in action and his famed lighting technique. Learn and the importance of lighting balance and what matters the most before pressing that shutter button.

4:00 - 6:00: Photograph **Jaclyn Swedberg**, Playboy playmate Of The Year 2012. **Note!** Each photo session length is 15 min with a 10 min break for the the model. The shooting continues with already prepared light until 6PM.

Techniques include:

- Understand the difference between; 1.) Dominant, 2.) Commercial, and, 3.) Seductive. Learn to control the element of mood and pose which will set the direction of you photoshoot
- Appropriate skin tonality and color temperature.
- 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/human form 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.

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.

[Register Here](#)

SCHEDULE SUBJECT TO CHANGE

www.ShootTheCenterfold.com

SHOOT THE CENTERFOLD

MODEL - PHOTOGRAPHER

SEMINAR



STEVE WAYDA

GARY COLE

JARMO POHJANIEMI

LOS ANGELES OCT 19, 2013