



Dear STC Participant,

We welcome you to STC's April Seminar/Workshop where you will receive insight and instruction from Five top professionals in the photography and publishing industry. Your guides and teachers range from Playboy photographers to Fine Art and Fashion. STC photographers will share with you the essence of what has taken them to become known and honored in the industry.

The First Day - April 21, 2018

Morning: We will be discussing our preferences with production aspects, new techniques, styles, marketing, make-up, hair, and how important these elements are in creating the perfect sellable 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 manages and sets 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.

For those attendees whose interests go beyond the production lectures, we have made a few models available for you to shoot instead. Just make sure to remember the value of the lectures and do not miss the details of the important aspects of the production and how to get your business side in check!!!

Afternoon: Attendees will then be separated into small groups, one to each set, where 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 - April 22, 2018

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 four sets with **Jarmo, Byron, Josh, 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.

Advanced Master Class

During this seminar, Shoot the Centerfold master photographer Jarmo Pohjaniemi will offer advanced form and composition techniques as seen in high-end fashion publications and in commercial photography campaigns. This specific master class is recommended for intermediate to advanced attendee photographers who are ready to take their careers into the lucrative commercial publishing world.

While you wait for your one-on-one turn with instructor, we have made models available for you to shoot as to maximize your learning experience ... No downtime!

STC Program & Schedule - Miami Florida April 21, 2018 Saturday – Event Day 1

9:00 - 10:00 am Pre-Registration: schedules and badges.

10:00 - 11:30 am Opening and introduction by **STC**. Classroom lecture, photography business discussion, slideshow demonstrations, and explanations with each master instructor on how to achieve that perfect photograph. **STC's** founder **Jarmo Pohjaniemi, Byron Newman, Josh Ryan** and **Ric Moore** will offer their insights on what photo editors and art directors are and aren't looking for when they hire photographic talent.

12:00 - 1:00 Pre-shooting, knowing the equipment and shooting styles

1:00 - 2:00 Lunch Break.

2:00 - 5:00 Attendees will be divided into **four groups** with the help of our model ambassadors and prepared to receive an extensive learning experience in (four plus) different lighting situations.

Learn what each light and equipment used on each set does and the purpose behind them as each of the four **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 will 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 of 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:

- Camera basics
- Settings
- Lenses
- Equipment
- Shooting techniques
- Wardrobe
- Hair & makeup
- Directing
- Post-production work
- Marketing
- Getting published

Miami Florida April 21, 2018 Sunday – Event Day 2

09:00 - 10:00 Sunday Registration: schedules and badges.

10:00 - 11:00 Portfolio review by Jarmo Pohjaniemi and Richard Coplan.

Do you really want to which rung of the photography ladder you are on and how high you should aspire to climb? Here's your chance to sit down with **Jarmo Pohjaniemi** and **Richard Coplan** and to get candid and practical feedback on your work. Get invaluable insights on how to take your photography career to the next level. *(Space is limited, portfolio review will be available only for 5-10 attendees. Detailed portfolio reviews are available at the STC Business day on April 23.)*

11:00 - 5:00 pm Here you will be putting the lessons from Day One into practice. The main group will be divided into four groups, each with an STC Ambassador equipped with schedules. Each group will spend approximately 60 minutes on each of the four various activities with an hour break for lunch. There will also be coffee available throughout the day.

While you wait for your one-on-one turn with instructor, we have made models available for you to shoot to maximize your learning experience ... No downtime!

1:00 - 2:00 pm Lunch Break.

2:00 - 5:00 pm Continue shooting and learning with our beautiful models...

5:00 - 5:30 pm End of day two, seminar summary and closing statements.

Monday – Event Day 3 - Business Seminar

10:00 - 5:00 pm STC Business seminar.

Address: 475 Brickell Ave, Miami, FL 33131. (Tower 1 movie room).
(Please arrive at **9 am** for registration. The business seminar is set to start at **10 am**.)

1:00 - 2:00 pm Lunch Break.

Knowledge without action (specifically, the right actions) most often results in, well, no results. In the first two days of the seminar/workshop, we'll teach you the tools and methods that will help take your photography to the level you need to survive in today's ruthlessly competitive market. The added business day on top of the two-day seminar/workshop is an optional (but strongly recommended) business course for those who want to take their photography business to new heights.

(If you are only joining STC to photograph our beautiful girls, then the business seminar is not recommended. This specific lecture-class is optional for those photographers who seek publishing and wish to run their photography as a business.)

For more information, visit the [main register](#) page.

SCHEDULE SUBJECT TO CHANGE - www.ShootTheCenterfold.com